

# THE MOST EFFECTIVE MEDIA FOR REACHING NY REGIONAL PARENTS

Each of our eight regional and three special needs titles is the go-to local publication in its region. Parents rely on us for help deciding what to do with their families every weekend—and we provide them with THE most comprehensive, easy-to-navigate calendar of kid-friendly events (and our website is updated daily). From choosing a physician to planning a family outing, picking a party venue to enrolling their kids in after-school activities – our publications and website are the ultimate parent resource.

Parents keep each issue for months at a time, folding down pages, circling key items, and re-reading articles. It truly is a “must” read.

*Largest Publisher of Regional Parenting Magazines in the United States*



## KEY ADVANTAGES

- **Targeted Distribution** at schools, libraries, pediatrician and ob.gyn offices, and after-school programs
- **Top-Quality Editorial** from our award-winning experts with over 20 years experience in covering the local parenting sector
- **Comprehensive Activity Calendars:** Comprehensive lists that parents refer to throughout the month
- **Themed Issues** that increase shelf-life
- **The Best Market Coverage** with over 370,000 copies circulated to metro-area parents each month

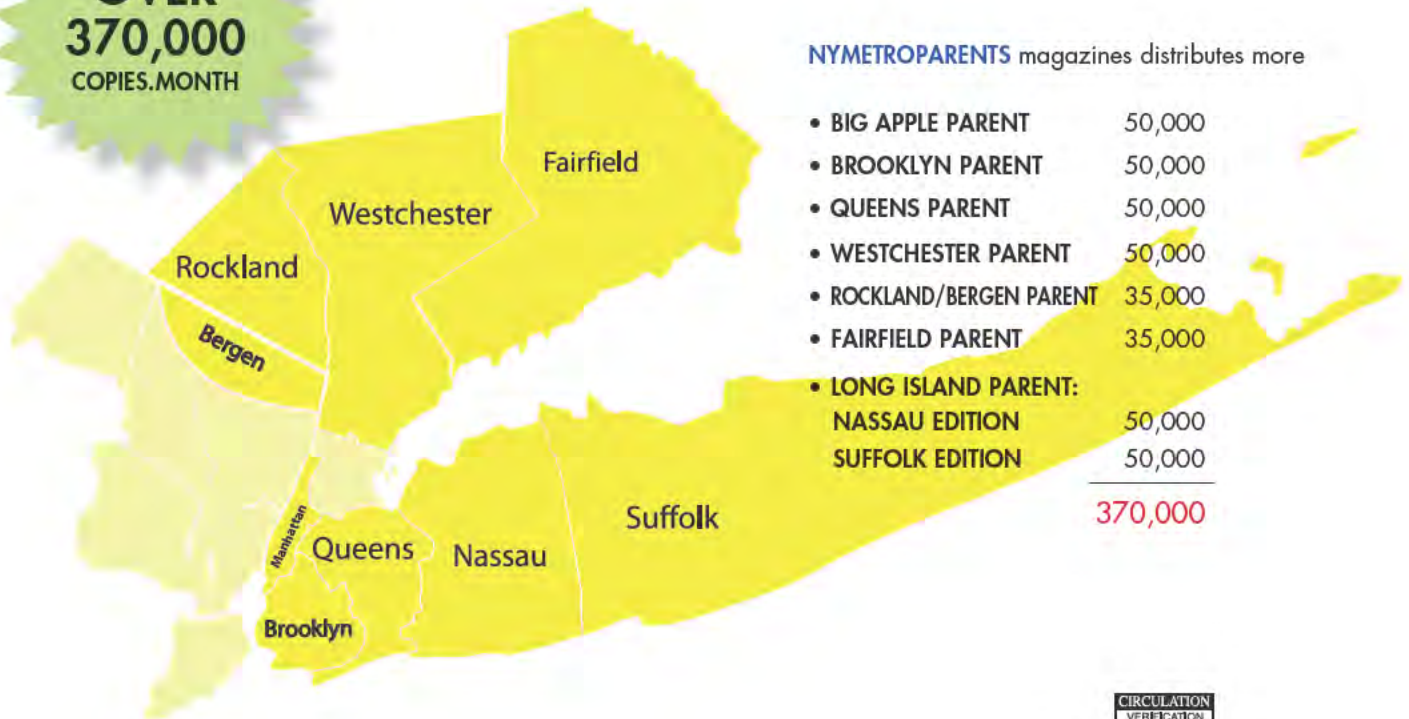
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# LARGEST PARENTING CIRCULATION IN METRO AREA

Audited distribution over 370,000

OVER  
370,000  
COPIES/MONTH



CIRCULATION  
VERIFICATION  
COUNCIL

We pride ourselves on accurate, efficient and timely delivery of our magazines. Our quality distribution efforts include:

- Distribution at "authorized locations" only
- Continuous evaluation and expansion of distribution locations
- Measurement and tracking to ensure efficiency, supply and coverage
- Audited by Circulation Verification Council (CVC)

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# LARGEST PARENTING PUBLISHERS

**WE GET RESULTS!**

**OVER 1,700 ADVERTISERS AND  
OVER 10,000+ ADS**



2012	ADVERTISERS	ADS
<b>BIG APPLE PARENT</b>	283	1,045
<b>BROOKLYN PARENT</b>	213	945
<b>FAIRFIELD PARENT</b>	178	650
<b>NASSAU PARENT</b>	233	941
<b>QUEENS PARENT</b>	204	1,015
<b>ROCKLAND/BERGEN PARENT</b>	164	783
<b>SUFFOLK PARENT</b>	164	559
<b>WESTCHESTER PARENT</b>	379	1,703

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# READER PROFILE

**THE DATA IS IN!**  
**SMART, AFFLUENT AND MOTIVATED TO ACT!**

## NYMETROPARENTS READERS ARE...

<b>PARENTS' AGE</b>		<b>38.3</b>
<b>AVERAGE CHILDREN IN HOUSEHOLD</b>		<b>2.19</b>
<b>CHILDREN'S AGE</b>		<b>50% ARE UNDER 5</b> <b>77% 5-12 YEARS OLD</b> <b>42% 13-18 YEARS OLD</b>
<b>EDUCATION</b>	Number of College Educated Readers	<b>93%</b>
<b>INCOME</b>	Average Household Income	<b>\$ 113,938</b>
<b>ACTION</b>	Readers who Frequently Purchase Products and/or Services from Ads Seen in NYMetroParents	<b>70%</b>

Circulation Audit Information: July 1st 2011 – June 30, 2012\*

\* Audit Provided by: Circulation Verification Council, St. Louis, MO.



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# SELECTED ADVERTISERS

## HEALTH, EDUCATION, BANKS, CAMPS & MORE

- 92nd St Y
- AAA Travel
- Alvin Ailey School
- American Museum of Natural History
- Applebees
- Bank Street Bookstore
- Bedroom Source
- Bellayre Ski Mountain
- Berlitz
- Big Brother Big Sisters
- Blue Man Productions
- Blythdale Children's Hospital
- Bobby Valentine's Sports Academy
- Bounce U
- Bronx Zoo
- Brooklyn Arts Exchange
- Brooklyn College
- Brooklyn Hospital
- Build-A-Bear Workshop
- Century 21 Grand
- Chelsea Piers
- Cirque du Soleil, Wintuk
- Columbia University - Dept of Pediatrics.
- Con Edison
- Crown Plaza Hotel
- Dave and Busters
- Disney -Beauty & The Beast DVD
- Doral Arrowwood
- E.nopi
- Elmhurst Hospital Center
- Empire State Building
- Fastrackids - (4)
- Fidelis Care New York
- Fox Films
- Freckleface Strawberry The Musical
- Good Samaritan Hospital
- Greater NY Councils Boy Scouts of America
- Greenwich Hospital
- Health Plus
- Healthfirst PHSP, Inc
- Hilton Garden Inn
- Hudson Health Plan
- Huntington Learning
- ImaginOcean
- Intrepid Sea, Air and Space Museum
- Jazz at Lincoln Center
- JCC's (8)
- Joffrey Ballet School
- KIDStrong Hydration Beverages
- Kidville, NY
- Kings Plaza
- Kumon
- Lawrence Hospital
- Little Gym (7)
- Little Scoops - (4)
- Mad Science (3)
- Madison Square Garden
- Maimonides Medical Center
- Marymount Summer Camp
- Masters School
- MGM (movies)
- Millennium UN Plaza
- Million Dollar Quartet
- Mount Sinai School of Medicine
- My Gym (5)
- Nassau Caliseum
- New York Aquarium
- New York Botanical Garden
- New York Eye and Ear Infirmary
- New York Hall of Science
- New York Methodist Hospital
- New York Transit Museum
- New York University
- New York Yankees
- Norwalk Hospital
- NYC Dept of Health & Mental Hygiene
- NYSDOH Bureau of Health Promotion
- NYU Child Study Center
- Queens Botanical Garden
- Queens Museum of Art
- Playland Ice Casino
- PM Pediatrics (2)
- Ponce De Leon Federal Bank
- Pump it Up
- Richmond University Medical Center
- Robeks
- Scholastic Store
- Search for Santa Paws
- Sesame Street Live
- Solomon Schechter School of Westchester
- Sports Museum of America
- Strike Holdings - Bowlmor
- Super Shuttle
- Sutton East Tennis Club
- Sylvan Learning Centers (4)
- Thornton Donovan School
- TIAA-CREF
- Tiger Schulmann's Karate (3)
- Toys R Us
- Tutor Time - Queens
- United Federation of Teachers
- Vanguard - 529 Plan
- Vascular Associates of Westchester
- Walking with Dinosaurs
- Westchester Community College
- Westchester County Parks
- Westco Productions
- Women's Healthcare of New England
- YMCA (14)
- Y of Greater New York
- Yale Hospital
- Yo Gabba Gabba Live!



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# THE MOST CAMP ADVERTISERS (300+ IN 2012)

## IT WORKS!

- 74th Street Magic
- 92nd St Y
- A Child's Dream
- A Maze In Pottery, Inc
- ABC Fantasy Land / Pre-school
- Abrons Art Center @ Henry St. Settlement
- Academy of Dance Workshop
- Addie-Tude Dance Company
- Alcott Montessori
- All My Children Day Care
- All Sports Day Camp
- All Star Studio
- Alliance Francaise of Greenwich
- Ann & Andy
- Applause Performing Arts Center
- Applause Westchester/ New York
- Apple Day Camp
- Applesseeds
- Ardley Community Nursery
- Art 81 Inc.
- Art Club (The)
- Art League of Long Island
- Artistic Gymnastics
- ASLR Ventures, LLC
- Asphalt Green
- Atlantic Acting School
- Audubon Greenwich
- Badger Sports Camp
- Ballet Academy East
- Ballet Hispanico
- Bamboo Moves
- Battery Park City Day Nursery
- Bay Terrace Country Club
- Bayridge Montessori
- Beginning Years
- Belle Arti Center for the Arts
- Belle School of Music
- Beth Shalom Day Camp
- Bits, Bytes & Bots
- Blue Dolphin Summer Day Camp
- Blue Rock School
- Boulder Brook Equestrian Center
- Boys & Girls Club
- Breezemon Day Camp
- British International School of New York
- Broadway Theater Workshops
- Broadway Training Center
- Bronx Zoo
- Brooklyn Arts Exchange
- Brooklyn College Continuing Education
- Brooklyn Fencing
- Bumble Bee Tennis
- Bruce Chung's Tae Kwon Do Martial Arts
- Camp Jacobson at Robin Hood / SJCC
- Camp Jeanne D'Arc
- Camp Kinder Ring
- Camp Kiwi
- Camp Laurelwood
- Camp Pelican
- Camp Pequot/Camp Sherwood
- Camp Playland
- Camp Ramaquois
- Campus Fun & Learn
- Camp Winaukee
- Carousel of Languages, LLC
- Center for Literacy
- Center Stage Theatre
- Central Park Dance
- Central Queens YM-YWHA
- Challenge Early Intervention
- Champion Day Camp
- Chelsea Piers
- Children's Acting Academy
- Cho's Taekwondo
- Circus Arts Camp
- CLAP
- Clay Art Center
- Collina Italiana
- Columbia Cubs Camp
- Columbus Gym
- Concordia Summer Camp
- Congregation Beth Elohim
- Connecticut Friends School
- Coupe Theatre Studio
- Creative Playtime
- Crystal Theatre
- Curtain Call Inc.
- Dance & Theater Arts Studios
- Dance Cavise
- Dance Source (The)
- Danceworks
- Day Jams
- Deer Mountain Day Camp
- Deerkill Day Camp
- Discover Camp
- Discovery Museum
- Discovery Programs
- Downtown Cabaret Theatre
- Downtown Day Camp
- Driftwood Day Camp
- Eagle Hill Southport
- Eagles Tae Kwon Do
- Earthplace
- East Midwood Day Camp
- East West Music Studio, LLC
- Easton Country Day School
- EBI Coaching
- Edith & Carl Marks Jew. Cmp
- Emelin Theatre
- ESF Summer Camps
- Fairfield Country Day School
- Fairfield Museum & History Center
- Family Court Sports
- Fastrackids - Queens
- Fastrackids Bklyn / SI
- Fierce Dragon Martial Arts
- Flamenco Latino Studio
- Flash Pointe Dance
- Fleur de Lis
- Forest Park Pre-K
- Future Stars
- Future Stars - Purchase College
- Garden Arts Studio
- Gate Hill Day Camp
- Grand Master Kim
- Grand Prix New York
- Greenlawn Equestrian Center
- Greenwich Historical Society
- Gym Cats
- Harlem School of the Arts
- Harbor Country Day School
- Hardball NY Training Center
- Harvey School Cavalier
- Summer Camp
- Henry Street Settlement.
- Camp Henry
- Hidden Pond, The Rinx
- Hillcrest Jewish Center Day Camp
- Hoff-Barthelson Music School
- Holiday Hill Day Camp
- Holley's Martial Arts
- Hollis Hills Jewish Center
- Hudson Country Montessori
- ICCD
- ID Tech Camps
- International School of Brooklyn
- International School of Gymnastics
- Jack & Jill School at St. Georges Church
- Jack -N- Jill Nursery
- JCC - Rosenthal
- JCC of Harrison Early Childhood Center
- JCC of Mid-Westchester
- JCC of Rockland
- JCC on the Hudson
- JCC Therapeutic Nursery
- Jellystone Park
- Jill's Ceramics
- Jodi's Gym - New York
- Jodi's Gym - Westchester
- Joffrey Ballet School
- JY Moon Tae Kwon Do
- Katonah Art Center
- Kenwal Day Camp
- Kew Forest School (the)
- Kids at Art
- Kids Kingdom
- Kids Korner
- Kids of Summer
- Kidz Yoga
- Kim's Kids Summer Camp
- Knox School (The) - Summer Adventures
- Kreative Kids - Vicki's Studio
- Lanas Gymnastics Club
- Language Workshop for Children
- Launch Math
- Leif Erickson Day School
- Lenihan School (The)
- LinguaKids, LLC
- Lion Hill Farm
- Little Backyardigans (The)
- Little Gym (The) - Fairfield
- Little Gym of Bay Ridge
- Little Gym of Merrick
- Little Gym - Scarsdale
- Luhi Summer Program
- Mad Science of the Mid-Hudson
- M.A.T.S.S.
- Mad Science of Westchester
- Magic Carpet Day Camp
- Manhattan Movement & Arts
- Maritime Aquarium (The)
- Martial Arts Studio
- Marymount Summer Camp
- Master Jung & Yu Traditional Taekwondo
- Match Point Tennis Club
- Maximum Teen Travel Camp
- Mill Basin Day Camp
- Mohawk Country Home School
- Mommy Music & Me Inc./
- Morningside Montessori School
- Music Conservatory of Westchester
- Music for Children
- Music Together of Bay Ridge
- Music Together of Fairfield Co./
- Musical Munchkins
- MVP Basketball Camp
- My Gym
- New Canaan Nature Center
- New Dance Rye Brook
- New Rochelle Racquet Club
- New York Aquarium (The)
- New York Chess & Games
- New York Chinese Center
- New York Music & Arts
- Next Dimensions Gymnastics
- Niknan Entertainment, LLC / Pump It Up
- North Shore Day Camp
- Norwalk YMCA
- Not Just Art
- Nova Gymnastics
- NYC Taekwon Do
- NYU Summer Program for Kids
- Oasis Children Services
- On Deck
- On the Hudson Fitness & Dance
- On Track Sport Center
- Our Victory Day Camp LLC
- Pace University - Athletics
- Paerdegat Day Camp
- Paint Your Art Out
- Palisades Country Day School & Camp
- Panthers Martial Arts
- Park Explorers
- Park Slope Day Camp
- Park Slope Day Camp
- Peak Performance Swim Camp
- Pee Wee Folks Pre School
- Performing Arts Conservatory of NY
- Phillips Exeter Summer School
- Physique Swim School
- Pierce Summer Camp
- Play Group Theatre
- Planet Han
- Plaster Galaxy
- Playdays and Parties, Inc.
- Playscape
- Poly Prep Summer Camp
- Portledge Summer Adventures
- Pre-School of America
- Progressive Martial Arts
- Prospect Park Zoo
- Purchase College SUNY/Youth Program Arts
- Purchase Day Camp
- Queens College
- Redeemer St/ John Day Camp
- Robin Hill School & Camp
- Robomind Tech
- Rock Club (The)
- Rocking Horse Ranch
- Rockland Center for the Arts
- Rocky Brook Day Camp
- Rye Nature Center
- Scarsdale Ballet Studio
- Shorefront YM-YWHA
- Smart Start
- Soccer by Coach Fher
- Solomon Schechter School of Westchester
- Soundview Sports
- Sportime
- Sportime USA, Inc
- Sports Place (The)
- Sportsplex
- Squire Advantage / Squire Sports Camps
- Stamford Twin Rinks
- Steffi Nossen School of Dance
- St. Joseph Catholic School
- Storybook Land
- Studio B Dance
- Suffolk Y JCC
- Summer Camps at Stony Brook University
- Summer Tech Camp
- Summer Trails Day Camp
- Surprise Lake Camp
- Sutton East Tennis Club
- Swim Swim Swim I Say
- Tadal
- Theatre Arts Center
- Thinker Tots
- Third Street Music School
- Treasure Island
- Triumph Gymnastic Center
- Tumble - Bee
- Tutoring Club of Bayridge
- Twisters Gymnastics
- United Athletic Center
- United Martial Arts Center
- United Nations International School
- Usdan
- Vision Sports Club
- Wagon Road Camp
- West Rock Tennis Club
- West Side Tennis Club
- Westchester Ballet Center
- Westchester Community College
- Westchester Skate Academy
- Westport Weston Family Y
- Whale Camp
- What's Cooking
- White Plains Family YMCA
- Wilton YMCA
- Woodmont Day Camp
- Workout Place
- World Champion Taekwondo
- World Cup Nursery Gymnastics
- World of Discovery Camp
- World of Wonder Day Care
- YM & YWHA Washington Heights & Inwood
- YMCA - Frost Valley
- YMCA of Central & Northern Westchester
- YMCA of Greater New York
- YM-YWHA - Samuel Field
- Young Chefs Academy-Queens
- Young People's Day Camp Suffolk
- YWCA - White Plains

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# EDITORIAL OVERVIEW

**NYMETROPARENTS** magazines are the **definitive local resource** for parents raising children in the New York metro area. For over 20 years, parents have turned to us for all things parenting, including advice and tips, community news, and the most comprehensive calendar of family events.

## IN EVERY ISSUE:

- **News, reviews, and advice** produced by our award-winning editorial staff
- **Monthly departments covering:**
  - Family Health
  - Food & Nutrition
  - Special Needs
  - Education
  - Sports
  - Parenting Strategies
  - Family Finances
  - Entertainment & Culture
- **Calendars** chock-full of regional, family friendly events and cultural activities (many free!)
- **Directories and listings of local resources** parents rely on

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# EDITORIAL CALENDAR 2015

## JANUARY

**Directory:** Schools  
**Directory II:** Open Houses (camps and schools)  
**Editorial:** Education  
**Expanded Directory:** Meet the Director  
**Where-To Guide:** Ski & Snowboard

## FEBRUARY

**Directory:** Camps  
**Editorial:** Camp  
**Where-To Guide:** Child-Friendly Museums & Cultural Exhibits

## MARCH

**Directory:** Camps (Part II)  
**Editorial:** Camp  
**Where-To Guide:** Volunteer with Kids

## APRIL

**Directory:** Party! (Resources for Birthdays, Graduations & All Celebrations)  
**Editorial:** Celebrate! Planning Guide for Spring Parties, from Communion and Graduations to Summer Block Parties and Birthdays  
**Directory II:** Special Needs  
**Editorial:** The Latest News & Tips for Parents of Children with ASD, (tie-in to Autism Awareness Month)  
**Where-To Guide:** Zoos, Nature Centers & Gardens

## MAY

**Directory:** Health & Wellness  
**Directory II:** Special Needs  
**Editorial:** Special Needs Feature Section, tied to Child Mental Health Month, including updating your child's 504 plan  
**Where-To Guide:** Minor League Baseball

## JUNE

**Directory:** Summer Activities & Programs  
**Editorial I:** Ultimate Roundup: The Best Local Outdoor Fun for Your Family  
**Editorial II:** Jumpstart to Smarts: Beating Summer Brain Drain  
**Where-To Guide:** Amusement Parks

## JULY

**Directory:** Family Organizer: All the Family Resources You'll Need this Year  
**Editorial:** Family Organizer: Making Life Easier So You Have More Time to Enjoy!  
**Editorial II:** Top 20 Local Things to Do Each Season  
**Where-To Guide:** Beaches

## AUGUST

**Directory:** Back-to-School I (After-School & Weekend Programs and Classes, Plus Family Doctors)  
**Editorial:** Extras, Extras, Read All About 'em: The Busy Family's Guide to Managing Extracurriculars and Staying Sane  
**Where-To Guide:** Berry Picking

## SEPTEMBER

**Directory:** Back-to-School II  
**Editorial:** Back-to-School  
**Editorial II:** Annual Cover Contest Winners Announced  
**Where-To Guide:** Apple Picking

## OCTOBER

**Directory:** Birthday Party Planning  
**Editorial:** Birthday  
**Editorial II:** More Back-to-School  
**Editorial III:** Halloween  
**Where-To Guide:** Pumpkin Picking

## NOVEMBER

**Directory:** Health & Wellness  
**Editorial:** Family Well-Being and Fitness  
**Editorial II:** Indoor Fun  
**Bonus Directory:** Special Needs  
**Editorial:** Expanded Special Needs Column  
**Where-To Guide:** Ice-Skating

## DECEMBER

**Directory:** Winter Break Camps  
**Editorial:** Holiday  
**Editorial:** Museum Month: Best-Kept Secrets of Our Area's Cultural Destinations  
**Where-To Guide:** Cut Your Own Christmas Trees

### MONTHLY COLUMNS:

**FEATURES** Hot Topics in Parenting • Food & Nutrition • Timely Advice

**CONNECTIONS** Local News • Parent Voices • Expert Q&As • Quotables • 'A Day in the Life' Photo Portfolios

**FAMILY FUN** Activities Calendar (the most comprehensive guide of family-friendly activities around—with many free!)  
*PLUS* Outings • Product Reviews • Where-To Guides

\* All directories include a FREE 90-word write-up \* Editorial subject to change

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# CAMP COVERAGE FOR 12 MONTHS!

## FEATURE STORIES

- 4 months (January –April)
- Topics will include:
  - Pure fun (ex. Family Camp, Movie Recommendations, etc.)
  - Expert tips (ex., How Children Develop Identity at Camp)
  - Humor (ex., Camp Then & Now)
  - Tons of bonus web exclusives from our vast library of camp articles

## CAMP COUNTDOWN

“shorts” added in all other months. Every month this department will feature:

- **DIY Camp (Off-Season Fun!)**  
ex. lanyard making kits from local moms, geocaching adventures, crafts, games and activities reminiscent of kids’ summer camp experiences
- **Your To-Do Timeline**  
Helpful advice for parents specific to this time of year, with advice provided by American Camp Association
- **Planning Tools**  
Directing readers to specific web pages with searchable client camp directories and other helpful planning tools



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# CLOSING DATES 2014-15

WRITE-UP DEADLINE	ROCKLAND/BERGEN & WESTCHESTER PARENT	QUEENS, FAIRFIELD & BROOKLYN PARENT	BIG APPLE, LONG ISLAND PARENT
DECEMBER	11.03.14	11.10.14	11.13.14
JANUARY	12.01.14	12.08.14	12.11.14
FEBRUARY	01.05.15	01.12.15	01.19.15
MARCH	02.02.15	02.09.15	02.16.15
APRIL	03.02.15	03.09.15	03.17.15
MAY	03.30.15	04.13.15	04.20.15
JUNE	05.04.15	05.11.15	05.18.15
JULY	06.01.15	06.08.15	06.15.15
AUGUST	07.06.15	07.13.15	07.20.15
SEPTEMBER	08.03.15	08.10.15	08.17.15
OCTOBER	08.31.15	09.07.15	09.14.15
NOVEMBER	10.05.15	10.12.15	10.19.15
DECEMBER	11.02.15	11.09.15	11.16.15
JANUARY	12.07.15	12.14.15	12.21.15

AD CLOSING DEADLINE	ROCKLAND/BERGEN & WESTCHESTER PARENT	QUEENS, FAIRFIELD & BROOKLYN PARENT	BIG APPLE, LONG ISLAND PARENT
DECEMBER	11.04.14	11.11.14	11.18.14
JANUARY	12.02.14	12.09.14	12.16.14
FEBRUARY	01.06.15	01.13.15	01.20.15
MARCH	02.03.15	02.10.15	02.17.15
APRIL	03.03.15	03.10.15	03.18.15
MAY	04.01.15	04.14.15	04.21.15
JUNE	05.05.15	05.12.15	05.19.15
JULY	06.02.15	06.09.15	06.16.15
AUGUST	07.07.15	07.14.15	07.21.15
SEPTEMBER	08.04.15	08.11.15	08.18.15
OCTOBER	09.01.15	09.08.15	09.15.15
NOVEMBER	10.06.15	10.13.15	10.20.15
DECEMBER	11.03.15	11.10.15	11.17.15
JANUARY	12.08.15	12.15.15	12.12.15

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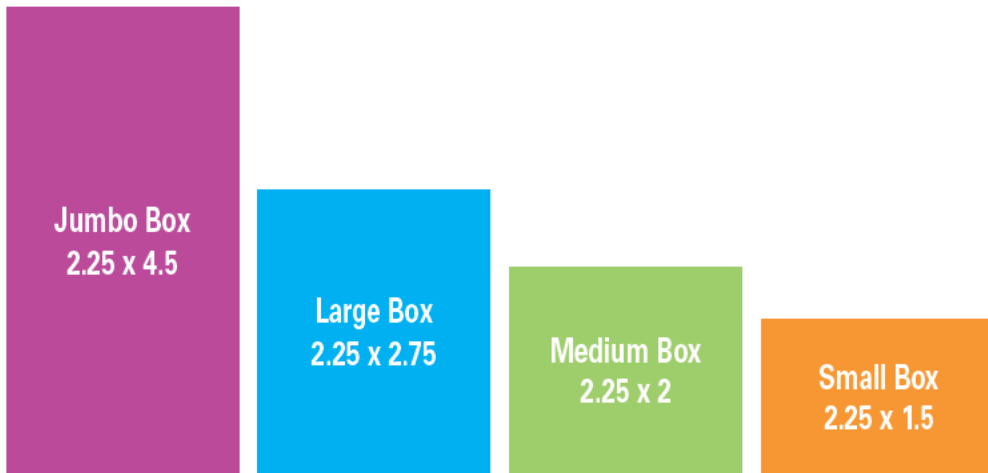
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# RATE CARD - DIRECTORIES

## PARTY PLANNER & FAMILY RESOURCE GUIDE



### INDIVIDUAL MAGAZINE

COLOR	OPEN	3X	6X	12X
JUMBO BOX	500	450	400	350
LARGE BOX	295	245	225	205
MEDIUM BOX	220	190	170	160
SMALL BOX	170	150	140	130

**\*10% OFF MULTIPLE BOOKS**

### NYC REGIONAL BUY (8 MAGAZINES)

COLOR	OPEN	3X	6X	12X
LARGE BOX	1,650	1,350	1,230	1,110
MEDIUM BOX	1,140	960	840	780
SMALL BOX	840	720	660	600

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# RATE CARD

**BIG APPLE, WESTCHESTER, BROOKLYN, QUEENS,  
STATEN ISLAND, LI: NASSAU & LI: SUFFOLK**

## 50,000 CIRCULATION

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	2,600	2,390	2,080	1,870
JR PAGE	2,080	1,870	1,770	1,460
HALF-PAGE	1,560	1,350	1,250	1,140
QUARTER-PAGE	920	830	740	660
SIXTH-PAGE	690	630	560	490
EIGHTH-PAGE	540	490	440	380

## FAIRFIELD, ROCKLAND/BERGEN

## 35,000 CIRCULATION

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	1,820	1,670	1,460	1,310
JR PAGE	1,460	1,310	1,240	1,020
HALF-PAGE	1,090	950	880	800
QUARTER-PAGE	640	580	520	460
SIXTH-PAGE	480	440	390	340
EIGHTH-PAGE	380	340	310	270

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# RATE CARD

## LONG ISLAND: NASSAU & SUFFOLK

### COMBO BUY\* (2 EDITIONS)

### 100,000 CIRCULATION

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	3,640	3,350	2,910	2,620
JR PAGE	2,910	2,620	2,480	2,040
HALF-PAGE	2,180	1,890	1,750	1,600
QUARTER-PAGE	1,290	1,160	1,040	920
SIXTH-PAGE	970	880	780	690
EIGHTH-PAGE	760	690	620	530

\* RATE IS 2 EDITION BUY

### INDIVIDUAL MAGAZINE\*\*

### 50,000 CIRCULATION

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	2,600	2,390	2,080	1,870
JR PAGE	2,080	1,870	1,770	1,460
HALF-PAGE	1,560	1,350	1,250	1,140
QUARTER-PAGE	920	830	740	660
SIXTH-PAGE	690	630	560	490
EIGHTH-PAGE	540	490	440	380

\*\* RATES ARE PER MONTH, PER BOOK

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# RATE CARD

## NYMETROPARENTS NETWORK BUY

BIG APPLE, BROOKLYN, QUEENS, WESTCHESTER,  
FAIRFIELD, ROCKLAND, NASSAU, & SUFFOLK

370,000 CIRCULATION

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	15,810	14,530	12,650	11,370
JR PAGE	12,650	11,370	10,760	8,880
HALF-PAGE	9,480	8,210	7,600	6,930
QUARTER-PAGE	5,590	5,050	4,500	4,010
SIXTH-PAGE	4,200	3,830	3,400	2,980
EIGHTH-PAGE	3,280	2,980	2,680	2,310

RATES ARE PER MONTH

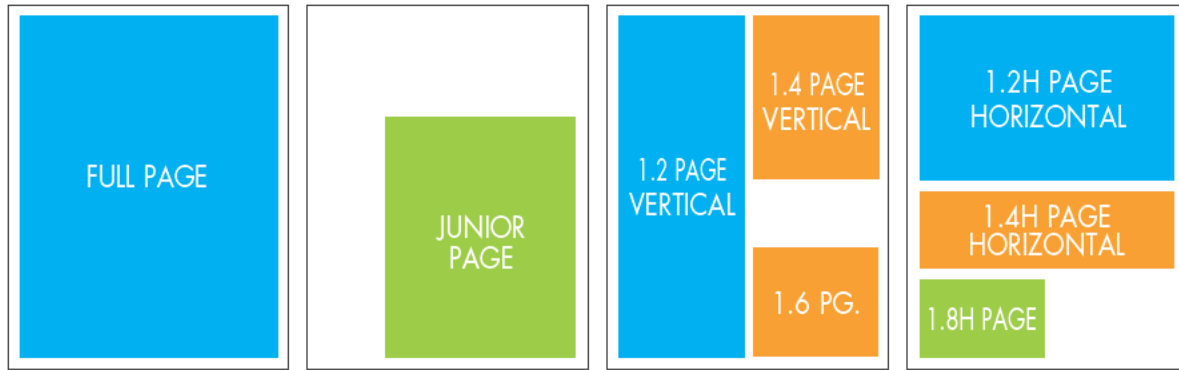
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# MATERIAL REQUIREMENTS



**\*TRIM SIZE 8.125 x 10.5**

	WIDTH		DEPTH		WIDTH		DEPTH
FULL PAGE	7.3	x	9.6	1.4 PAGE (H)	7.3	x	2.25
FULL PAGE BLEED	8.9	x	11.25	1.4 PAGE (V)	3.55	x	4.7
JUNIOR PAGE	5.4	x	7.0	1.6 PAGE (H)	3.55	x	3.0
1.2 PAGE (H)	7.3	x	4.7	1.8 PAGE (H)	3.55	x	2.25
1.2 PAGE (V)	3.55	x	9.6				

## HOW TO SUBMIT YOUR AD MATERIALS

Digital file of ads from advertisers or their ad agencies can be e-mailed as high resolution PDF, EPS (outlined), or TIFF file at least 300 dpi. Alternately, you can send your large materials via [dropbox.yousendit.com/Davler-Traffic](https://dropbox.yousendit.com/Davler-Traffic)

Camera ready art should use an 85 line screen, which will be scanned and digitized by our production department.

Ads created in InDesign (Mac platform) should include: fonts (no stylized or TrueType fonts), artwork and photos (saved as TIFF or EPS files – CMYK – at least 300 dpi).

**INK DENSITIES FOR 4.COLOR IMAGES should never exceed 220%**

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## PREMIUM PLACEMENT PACKAGE

Premium Placement ads provide immediate response from parents specifically seeking specific products or services in your category of business.

### What do "Premium Placement ads look like? How do they work?"

Simply put, Premium Placement ads are ad tiles that link to your microsite. A microsite is a single-page web site that features your copy, images, videos, website addresses, e-mail addresses, and a form that interested parties can fill out to receive more information directly from you.

Premium Placement ad tiles rotate across the home page, category pages (i.e. "Birthday") and sub-category pages (i.e. "Birthday Locations & Places") in a clients category of business. Clients may choose to tag their ads in multiple categories.

### 3 PREMIUM PLACEMENTS HOME PAGE | CATEGORY | SUB CATEGORY

- Top of category listing (rotation)
- Your business' name and region
- A brief description of your business
- Link to microsite

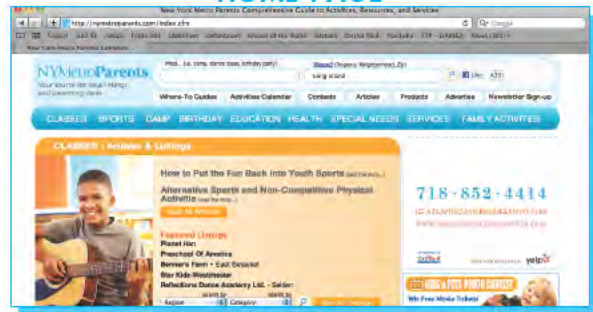
### MULTIPLE EXPOSURES THROUGHOUT THE SITE

- Tiles rotate on the home page, at the top of the category and sub category pages
- Rotate in multiple applicable categories
- Your business will come up through search in every category you have selected
- Parents can find you quickly, easily and repeatedly!

### DEDICATED MICROSITE

- A full online page, with multiple points of entry
- Includes a full description of your business, contact information and a hyperlink to your website
- Customize your microsite with photos, videos, coupons and other downloadable information
- Link to your Facebook and/or Twitter page
- "Get More Information" button generates leads

### HOME PAGE



### CATEGORY



### MICROSITE





# What Parents Say

I think Big Apple Parent is the best thing ever! My 7yr old daughter and I look out for the new issue every month. We sit down and go through the calendar to map out our activities for the month. I copy and share the articles with my co-workers. I can't wait for the July issue! Keep up the great work.

-Luisa C., New York City

I think this is one of the best mags for finding stuff to do with the kids, and a great source of party information.

-Fred R., Nassau

I look forward to the Westchester Parent Magazine every month. It has been extremely helpful since my family and I moved to Westchester County just a year ago. I use it as my go to guide to find activities for my 5 year old and also for family activities. I also really enjoyed the camp guide. Keep up the good work!

-Kimberly S., Westchester

I have found Suffolk Parent to be incredibly helpful in a pinch when I'm looking for weekend events to take the kids to. Thank you!

-Dara S., Suffolk

I always find your magazine to be very helpful when it comes to finding services for my special needs daughter. I always read the calendar section to plan out our outings for the month.

-Sophia F., New York City

I love Brooklyn Parents Magazine! Very informative and so many resources. The articles and up-to-date information are always topics for discussion when I am around other moms.

-Tamara F., Brooklyn

Fairfield Magazine is The Lion King of my life! I find everything in it! Fairfield Parents has helped me so many times, especially because I did not know the area well. It helped me with seasonal activities, food and nutrition, education, and precious tips to help my hostmom. Best magazine ever!

-Fernanda G., Fairfield

Big Apple Parent's articles are relevant and interesting to a mom, like me, raising small children in the city. It's also helpful that you gather the upcoming events in one easy-to-use calendar.

-Amy S., New York City

I love Queens Parent magazine! They give information about all the fun things you can do with your children throughout the year. I've been a loyal reader of Queens.Brooklyn parent magazine for 10yrs now and I have told many people about it so that they too can have fun and exciting things to do with their children.

-Ashanti W., Queens

Great magazine. Like the articles and the calendar of events! I pick it up every month.

-Elana G., Rockland

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## THREE REGIONS

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- Westchester/Rockland-Bergen/Fairfield
- New York City (5 Boros)

## 10,000 NAMES PER REGION

## \$1,500 PER REGION

## SPECIFICATIONS

- Graphic (all sizes)
- Text
- JPEGs
- Links to web sites or microsites
- FREE design creative design services available

## SCHEDULING

- First come first serve

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# CAMP COVERAGE FOR 12 MONTHS!

## FEATURE STORIES

- 4 months (January –April)
- Topics will include:
  - Pure fun (ex. Family Camp, Movie Recommendations, etc.)
  - Expert tips (ex., How Children Develop Identity at Camp)
  - Humor (ex., Camp Then & Now)
  - Tons of bonus web exclusives from our vast library of camp articles

## CAMP COUNTDOWN

"shorts" added in all other months. Every month this department will feature:

- **DIY Camp (Off-Season Fun!)**  
ex. lanyard making kits from local moms, geocaching adventures, crafts, games and activities reminiscent of kids' summer camp experiences
- **Your To-Do Timeline**  
Helpful advice for parents specific to this time of year, with advice provided by American Camp Association
- **Planning Tools**  
Directing readers to specific web pages with searchable client camp directories and other helpful planning tools



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