

arizona parenting

arizona's go-to for families



Reaching 150,000 Readers Monthly!

Printing 60,000 Magazines Monthly!

Published online at www.AZParenting.com!

Weekly eNewsletter to readers with direct link to Virtual Magazine online!

Distribution at 1,500 Locations Valley Wide

Schools • Child Care Centers
Medical Facilities • Libraries • Gyms
Community Centers • Valley YMCAs
Select McDonald's • Tutoring Centers
Swim Centers • Dance Studios

And More!

The New AZParenting.com Featuring

Links to Current & Back Issues
Advertiser Directory with Business Highlights
Comprehensive Calendar of Events
Trending News with Arizona Parenting
Article Database



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- Visit with us at AZParenting.com
- Over 11,500 followers on Facebook
- Receive weekly eNewsletters

Meet Our Readers!

82% Female • 18% Male • 5% Grandparents

Education

22% Some College • 18% Associate Degree
48% Bachelor Degree • 25% Graduate Degree

Employment

68% Full Time • 18% Part Time
12% Home Maker • 2% Retired

Dollars & Cents

Phoenix Metropolitan Median
Household Income: \$52,000

Arizona Parenting Magazine Reader's
Median Household Income: \$81,000

Families

- 78% have 2 or more children ages 0-18
- 66% have children ages 0-4
- 52% have children ages 5-10
- 36% have children ages 11-14
- 38% have children ages 15-18

Editorial Planner 2016

Issues	Main Themes	Space Reservation and Art Deadline
JANUARY	Editorial: Early Childhood Directory: Education	December 16
FEBRUARY	Editorial: Education in Arizona Directories: Education & Camp	January 16
MARCH	Editorial: Summer Campers Directories: Education & Camp	February 12
APRIL	Editorial: Family Health and Fitness Directories: Camp & Party	March 15
MAY	Editorial: Everything Summer Directories: Camp & Party	April 15
JUNE	Editorial: Annual Special Needs Issue Directories: Education & Special Needs	May 13
JULY	Editorial: Annual Medical Issue Directories: Education & Medical	June 13
AUGUST	Editorial: After School Fun Directories: Education & Activity	July 15
SEPTEMBER	Editorial: Annual Baby and Childcare Issue Directories: Childcare & Activity	August 15
OCTOBER	Editorial: Taking Care of Mom Directories: Party & Holiday Theatre Preview	September 15
NOVEMBER	Editorial: The Teen Issue Directories: Party	October 13
DECEMBER	Editorial: Annual Family Resource Guide Holiday Gift Guide	November 16

*Editorial content subject to change without notification.

In Partnership With:



Display Advertising

Ad Size	1X	3X	6X	12X
Full Page	\$3195	\$2785	\$2515	\$2275
3/4 Page	\$2440	\$2220	\$2025	\$1835
1/2 Page	\$1595	\$1465	\$1325	\$1195
1/3 Page	\$1150	\$1050	\$975	\$895
1/4 Page	\$835	\$760	\$685	\$625
1/8 Page	\$485	\$445	\$405	\$375

5% discount with automatic monthly billing to credit card.
Rates are net per month.

Online Advertising

	3X	6X	12X
Business Listing*	\$50	\$40	\$30
Web Ads (280 pixels W x 175 pixels T)	\$250	\$200	\$150
Digital Video Cover	\$720	\$660	\$600

*Free business listing with display advertising.

eNewsletter Advertising

Advertiser \$300
Non-Advertiser \$450

Ad Size
2400 pixels W x 1350 pixels T
at 72 dpi

Sales tax is additional
when applicable.



Advertising Material Requirements

- We prefer to receive native files in Adobe Illustrator, InDesign or Photoshop format so we can make changes to the files if requested and convert files properly to our settings. Native files must include all supporting art and fonts. We also accept PDF formats. Please make sure you embed the fonts when providing PDF's.
- All related images should be provided as .tif, .psd or Illustrator .eps if a clipping path is utilized and all fonts and spaces converted to outlines to eliminate font issues. File resolution should be a minimum of 300 dpi and all colors should be process (cyan, magenta, yellow, black). NO PANTONE or SPOT COLORS.

Dimensions

Sizes by Decimal Inch

Ad Sizes	Width	Height
Full Page (No Bleed)	7.375"	10.125"
Full Page (With Bleed)	8.625"	11.125"
3/4 Page	5.5"	10.125"
1/2 H. Page	7.375"	5"
1/2 V. Page	3.625"	10.125"
1/3 V. Page	2.3472"	10.125"
1/4 H. Page	7.375"	2.425"
1/4 S. Page	3.625"	5"
1/8 H. Page	3.625"	2.425"
1/8 V. Page	1.75"	5"

Bleed Information for Full Page Ads:

Bleed 1/4" past trim on 4 sides

Trim Size 8.375" 10.875"

Live Area 7.375" 10.125"

