

# ParentsCanada

Media Kit



# Canada's Boutique Publishing Shop

For more than 60 years, Family Communications has been in the parenting business.

It's our niche. And, like most parents, we keep getting better at what we do.

From the first positive pregnancy test through to our child's first pimple, our team brings parents reliable information through our publications, companion website and feature programs. We create a tried-and-true environment for our advertisers to connect directly with our audience.

Family Communications is Canada's oldest and largest publisher of parenting magazines and the acknowledged experts – thanks to the support and recognition we have received over the years from the medical community, our advertising partners, and most of all, our broad readership.



## Meet the family

Expecting and C'est Pour Quand?  
Labour & Birth Guide and Naissance  
Best Wishes and Mon Bébé  
Baby and Child Care Encyclopaedia

Me&Mom (new!)  
ParentsCanada

## Our Voice

Just because they haven't slept in a week, she hasn't lost the extra 10 pounds or he doesn't have the time (or energy) to make the gourmet meals they used to enjoy, doesn't mean they've lost their edge. Somehow, they need to find time to connect with their personal passions. Parenting may be the hardest job on the planet but it can also be a whole lot of fun. ParentsCanada speaks with our parents, not at them. We're parents ourselves and our goal is to provide our audience with the best of what we've learned combined with specialists in their field.

**ParentsCanada** is the friend that mom or dad can turn to when the pressure of parenting becomes too intense.



## Our Difference

Just as parents want to cut through the clutter – so do advertisers.

**ParentsCanada** is not your average parenting magazine and we're proud to tell you why.

**AUTHORITY** Our editor, Dr. Marla Shapiro, brings medical advice to the table and reinforces our philosophy of raising healthy, well adjusted children

**APPROVED** Long-term partnerships with the medical and health community keep us on top of the latest news that parents need to know

**APPEALING** Bigger and totally fresh – our oversized format offers advertisers a better canvas to showcase their ad message

**PRESTIGIOUS** High quality printing and glossy paper provide a luxurious environment for both editorial features and advertisements

**PARENT-FRIENDLY** Our pages are designed with quick hits of information, easy-to-follow ideas and compelling reads for the busy parent with limited time

**MODERN** Our editorial content is refreshing – we produce a timely and provocative mix of features in an accessible, open-minded style

**REAL** We shape our editorial around the ongoing feedback from our Parent Board of Advisors – real parents sharing real experiences

**CURRENT** Parents want to keep their edge so we've designed a magazine that inspires them and keeps them up-to-date

**We recognize that parents want to be enlightened – not lectured!**



## Our Editor

When I was first asked to be the editor of *ParentsCanada*, I was thrilled to take on the challenge. As a family medicine physician, communicating ideas and information about healthy living is my number one priority. I've done that for many years on CTV's *CanadaAM* and as a medical consultant for the network.

But a magazine is different. The relationship I have with readers is personal and I'm able to learn so much about them through their emails and health questions.

I have always believed in the power of me-time, and what better way to carve out time for oneself than by sitting down with a magazine? A good magazine is like a trusted friend, so we make sure our pages are filled with evidence-based solid information, not preachy advice.

People identify themselves by the magazines they read. I'm proud when people choose *ParentsCanada*.

Dr. Marla Shapiro, MD, Editor *ParentsCanada*  
Award-winning family physician, author, medical broadcaster, parent

## Every Age in Every Issue

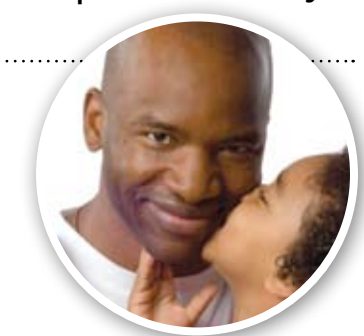
We know our kids grow up fast, so parents are just as interested in learning about school age and beyond as they are about their little one. Each issue features age-specific content for:

- Baby
- Toddler
- Preschool
- School
- Tween



# ParentsCanada Understands

that being a parent changes our lives forever. We're the resource Canadian parents turn to for support and information on raising a family and staying sane along the way. *ParentsCanada* believes that a happy parent is a good parent – it's the first and most important ingredient in the great parenting recipe. We love to share both the need-to-know and fun stuff with our readers who represent the many definitions of what a parent is today.



## In Every Issue

{ Speaking to mom and dad in their voice }

**Teaching** – expert opinions on health care, behaviour, education and media including:

Medical Q&A: Editor, Dr. Marla Shapiro, responds to reader's health concerns

Timeout: TV's favourite kid authority, Nanny Robina, answers reader questions about behaviour

Teacher Talk Back: Anonymous educators from across the country tell us what bugs them about parents and teaching

Media Guy: Andrew Borkowski on the latest new media from apps to television

Humour: laughter is the best medicine

**Eating** – family-friendly recipes that moms and kids feel good about

Yuk/Yum: Our intrepid food editor, Julie Van Rosendaal, tests recipes with kids who rank them

ParentsCanada Cooks: Healthy and inspiring recipes including nutritional analysis and kid-friendly tips and tricks

**Shopping** – the latest on cool family products

Product comparisons: Featuring various price points and advice on when to splurge and when to save

Need it, want it, gotta have it: The report on what parents can't live without

**Relating** – first-person stories about all types of families

Mommy Diaries: a stay-at-home mom and a career mom both weigh in on the latest hot topic and our readers have their say.

### Plus!

**CREATING** – Fun and easy DIY crafts for every age

**WELL-BEING** – Health care that matters to parents

**LEARNING** – Educational issues that affect the whole family

**BALANCING** – How to juggle it all – and still have fun!

Introducing **me&mom**, a new lifestyle magazine for moms of children 0-3, brought to you by **ParentsCanada**

The first three years are the most critical in a child's development (as well as being the most challenging time in a new parent's life).

**me&mom** opens a dialogue with readers that is friendly and reassuring. Because we know that, while raising a baby is priority number one, moms have lives too.



Dr. Marla Shapiro  
EDITOR

Julie Van Rosendaal  
FOOD EDITOR

**PROFILE OVERVIEW**

- Women 25-54 with babies/toddlers 0-3
- Digest size
- Established website: ParentsCanada.com
- Integrated packages
- Frequency - annual

**CIRCULATION AND DISTRIBUTION**

- Total circulation – 100,000 nationally
- 7,000 newsstand (polybagged with ParentsCanada August/September issue)
- 3,000 at the Fall Baby Time Show
- 90,000 doctors' offices

**MECHANICAL DATA**

- Prints web offset, saddle-stitched.
- Linescreen 133.
- All type must be 1/4" within trim size for type safety.
- Bleeds are an additional 1/8" on every side.
- Column width – 2-3/16"
- Number of columns – 2

you send it dropbox:  
<http://dropbox.yousendit.com/FamilyComm>



**ISSUE DATE** August 10

**CLOSING DATES** Space, June 20. Material, July 14.

RATES AND SPECS	RATE (ANNUAL)	WIDTH	DEPTH
Full page (trim size)	\$9,995	5-3/8"	7-1/2"
Double page spread	\$17,492	10-3/4"	7-1/2"
Centre spread	\$20,991	10-3/4"	7-1/2"
1/2 dps	\$13,493	10-3/4"	3-1/8"
1/2 page horizontal	\$6,997	4 -5/8"	3-1/4"
1/2 page vertical	\$6,997	2-3/16"	6-1/8"

**COVER RATES\***

- 2nd \$12,494
- 3rd \$11,994
- 4th \$13,494

\*non-cancellable



**ParentsCanada** In all the right places!

**Paid/Controlled**

Through an exclusive distribution agreement with Owlkids Canada paid subscriber group of magazines, ParentsCanada is polybagged with magazines that target specific age groups:

- chirp** Chirp Magazine targeting children ages 3–6
  - 99% of parents read Chirp with their kids
- chickaDEE** Chickadee Magazine targeting children ages 6–9
  - 89% of parents read Chickadee with their kids
- OWL** Owl Magazine targeting children ages 9–13
  - 85% of parents read Owl Magazine with their kids

A blended model including all three publications divided between age groups for an even distribution.

**Qualified Controlled**

Using our existing relationships with the health care community across Canada, copies are requested by pediatricians and family doctors for distribution to their patients.

"Great service provided for our office. Allows us to provide information to new moms."

DR. LILY CHA Ontario Medical Imaging and Medical Associates

"We love giving them to parents and they love getting them."

DR. SHELLEY D. B. SMITH Justik Medical Clinic

**Newsstand**

Available on leading newsstands and in bookstores across Canada

**Paid subscribers**

Subscribers via magazine, online or shows

**Summary of Distribution**

OwlKids	75,000
Doctors offices	40,000
Newsstands (net)	2,000
Paid Subscribers	3,000
<b>TOTAL</b>	<b>120,000</b>

**Measurement**

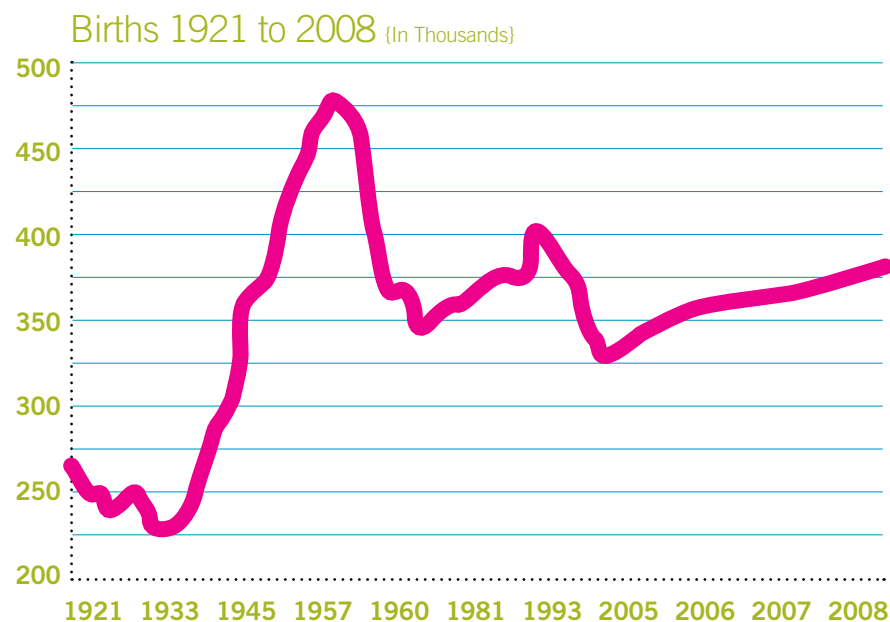


**Circulation**

- Rate Base CCAB
- Frequency: 6x per year

## Family Facts

**377,703**  
annual birth rate in  
Canada in 2009



Of the Canadian mothers who gave birth in 2005, 48.9% were **30 years of age or over**, more than double the percentage in 1974 – and this number continues to rise year to year.

**Canadian families come in all shapes and sizes and ParentsCanada speaks to all of them**

There are 5.5 million families in Canada with children at home

63% are headed by a married couple

11% are common-law and 26% are single parent families

8 out of 10 children live in a two-parent family

8 out of 10 single parent families are headed by the mom

44% of families have just one child

only 17% have three or more children

Each year in Canada, there are about **1,700 public adoptions** and another **1,000 private adoptions**

There are about **66,000 children** in foster care

Ontario had the highest average age of first-time mothers who gave birth in 2005 at 30.0 years; Saskatchewan (27.0 years) and Nunavut (24.7 years) had the lowest average age and the highest fertility rate

Source: Statistics Canada 2006, 2007, 2009, familyhelper.net

## Marketing to Moms

**66%** of Canadian moms are employed outside the home:

- **42%** of these moms work full time
- **24%** work part time
- **33%** of Canadian moms are stay-at-home moms



### She's **The Boss**

**Women are running their households like CPOs** (chief purchasing officers!) making up to 85% of all purchasing decisions from packaged goods to automotive to what's for dinner

29% of moms live in affluent households with HHI of \$75,000 or more.

91% of moms shop at a retail store in a typical week – their favourite destinations are big box and department stores.

\* **Moms no longer define themselves as mom first but as woman first. One thing they are not is one thing.**

Source: MasterIndex study of Canadian Women Consumers 2006; research based survey of 2,000 adult Canadian women, Census Data 2006

**ParentsCanada** continues a dialogue with our database of more than **100,000 Canadian parents**

Here's how they help us:

- answering monthly surveys
- volunteering to test products and services
- telling us what stories they want, which shapes our content and keeps us fresh!

88% of moms read a magazine in a typical week – it helps them relax more than any other media. Together with newspapers, magazines are their most trusted source of info.

## Millennial Moms

8 out of 10 Canadians are **online regularly**. This represents **80% of Canadian women** 40% of those women are mothers.

Canadian women and moms are actually replacing college students as the most-connected and technology-dependent population ever.

In fact, women with children at home are 60% more likely than average adults to use Facebook and Twitter.

### The top 3 things women do online:

1. social networking, email, instant messaging
2. product and health information, research
3. price comparisons and leisure shopping

### And they share the best finds

35% of Canadian moms have a smart phone and 40% of these moms download apps specifically for their children to use.

In a nutshell, moms are heavily networked and avid communicators, technoliterate, mobile multi-taskers, socially conscious consumers and citizens and seeking opportunities for personal development that sync with their parenting styles.

Source: How to click with Millennial Moms, Matrix Media FX 2010



## Our online presence

Promoted throughout the pages of *ParentsCanada* magazine, ParentsCanada.com is more than a typical website, it's a digital hub of interactive fun and highly relevant content. With a community of more than 45,000 registered members, our site provides our inquisitive parents with refreshed stories, timely tools and an info-packed monthly e-newsletter.

### ALSO FEATURING

#### ParentTalk Community

An online forum where moms interact with each other relating to the ins and outs of parenting

### Promotional opportunities include:

- banners, buttons, boxes
- e-newsletter sponsorship
- content sponsorship
- brand integration
- microsites & contests
- online research & customized surveys

### Our favourite interactive tools

ovulation predictor

symptom checker

due date calculator

baby name finder

body mass index calculator

growth chart calculator

RESP calculator

life insurance needs

pick-a-pet

private school finder





# Idea Lab

Creating innovative campaigns with multiple consumer touch points

Being a boutique publishing shop means we bring ideas to life fast!

**Quick** thinking  
**Quick** turnaround  
**Quick** ROI

From campaign start to finish, we deliver to our partners original concepts that are easy to execute, creative, effective and affordable.

### ASK US ABOUT:

- advertising creative content and design
- custom content creation
- integrated brand programs
- advertorials & special advertising features
- content sponsorship opportunities
- research & customized surveys

### PLUS:

- events - prizing & sponsorships
- custom online applications and site builds
- contest & promotion execution and fulfillment
- parent panels
- PR initiatives
- sampling and database fulfillment
- word-of-mouth marketing campaigns
- POP info cards at key retail locations across Canada

Our in-house creative engine is available to all *ParentsCanada* advertising partners who are looking to move their marketing message beyond the page. From full-scale, multi-integrated campaigns to an easy online contest, Idea Lab is dedicated to developing and executing tailored programs that connect directly to our audience.

# Get in on our most popular programs!

## Meet the Parents Sampling Program

Sampling to expectant and new parents is the key to establishing brand loyalty. Introduce your brand to them at the right time and you'll have them on board for life! Your sample will be polybagged and distributed to new parents through our extensive medical distribution network.



## Spider Marketing

- Get connected to mom in a whole new way!
- Promote directly to her in a variety of touchpoints.
- Learn her shopping habits.
- Guaranteed incremental sales and brand loyalty



## The Bi-Annual Baby Time Show Canada's Largest Parents Expose

Be a part of the ultimate event that targets parents from pregnancy to toddler. Parents check out the latest in big and small items including nursery furniture, strollers, gear, clothing, food and that little something special!

## Parent Tested Parent Approved

- a new and objective way to discover, appraise and promote your products
- find out how to score a winner's seal for your brand
- be recognized as highly credible to consumers and retailers

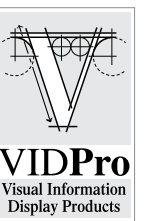


## ParentsCanada CONTEST CORNER

A specially branded section on our website so clients and agencies can extend their programs through contesting. Content also appears on the Family Channel Playhouse Disney home page, extending awareness and attracting entries!

## A ParentsCanada exclusive!

- point of purchase info cards about your products displayed in retail locations
- extend your print campaign directly into the hands of parents while they shop



**Ask us** for more info about these exclusive programs!

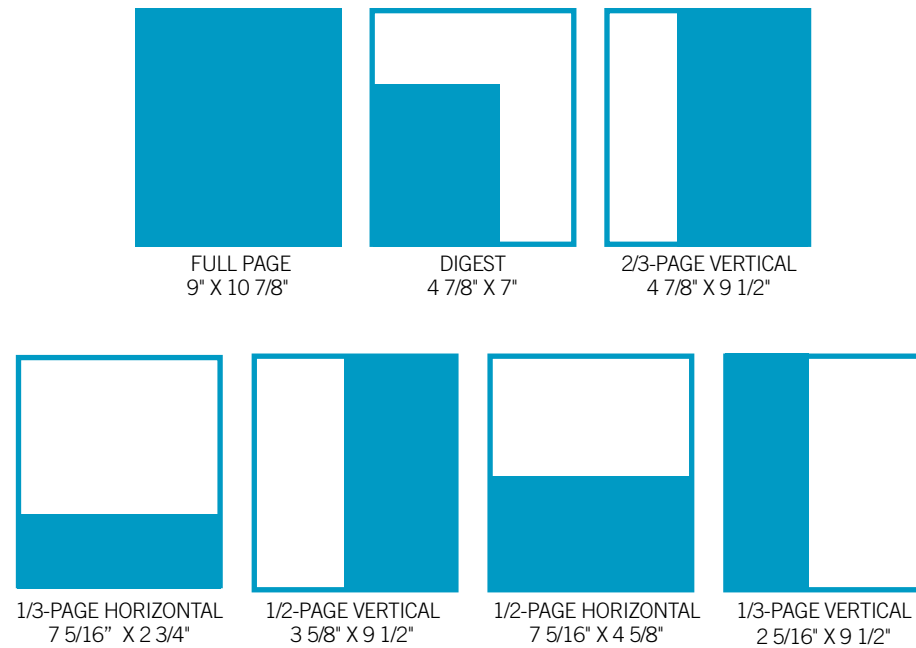
# Ad Specifications

## ParentsCanada

### Unit Sizes

Sizes	Width	Depth
Full Page.....	9"	10-7/8"
Double Page Spread.....	18"	10-7/8"
1/2 Double Page Spread.....	18"	5-5/16"
Digest.....	4-7/8"	7"
2/3 Page Vertical*.....	4-7/8"	9-1/2"
1/2 Page Horizontal*.....	7-5/16"	4 5/8"
1/2 Page Vertical*.....	3-5/16"	9 1/2"
1/3 Page Horizontal*.....	4-7/8"	4-5/8"
1/3 Page Vertical*.....	2-5/16"	9-1/2"
Number of Columns.....	6	

\*Non-bleed sizes. Contact us for partial bleeds.



### Advertising Specifications

**Full Page Ads:** must be supplied as PDF - X1a, along with a proof made from the final file which is calibrated to dMACS or SWOP standards. Ads supplied in other formats, such as InDesign or Illustrator, will incur additional costs not included in space rates.

**Partial Page Ads:** must be supplied in one of the following formats: EPS, PDF or TIFF file saved in Macintosh format OR a complete InDesign file, along with a proof made from the final file which is calibrated to dMACS or SWOP standards. Extra charges apply for additional work, such as type changes, scanning and colour correction.

**Inserts/Outserts:** Available upon request.

### Mechanical Data

Live Area.....	8-1/4" x 10-1/8"
Trim Size.....	9" x 10-7/8"
Bleed.....	9 1/4" x 11-1/8"
DPS Live Area.....	17-1/4" x 10-1/8"
DPS Bleed Size.....	18-1/4" x 11-1/8"
Printing.....	Heatset web offset
Binding.....	Perfect
LineScreen.....	133

Save time and money by sending us your file digitally.

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# Rates

## ParentsCanada



### Ad Rates

FREQUENCY	1X	2X-3X	4X-5X	6X
Discount.....	---	(3%)	(6%)	(10%)
Full Page.....	\$12,595	\$12,217	\$11,839	\$11,336
Double Page Spread.....	\$22,041	\$21,381	\$20,719	\$19,837
1/2 Double Page Spread.....	\$17,003	\$16,493	\$15,983	\$15,303
Digest.....	\$10,706	\$10,385	\$10,064	\$9,635
2/3 Page (Horizontal or Vertical).....	\$10,706	\$10,385	\$10,064	\$9,635
1/2 Page (Horizontal or Vertical).....	\$8,817	\$8,553	\$8,288	\$7,935
1/3 Page (Horizontal or vertical).....	\$6,298	\$6,109	\$5,920	\$5,668

### Covers

\* Covers non-cancellable and must run nationally

FREQUENCY	1X	2X-3X	4X-5X	6X
2nd.....	\$15,744	\$15,272	\$14,799	\$14,170
3rd.....	\$15,366	\$14,905	\$14,444	\$13,830
4th.....	\$16,678	\$16,126	\$15,628	\$14,963
C-spread.....	\$27,206	\$26,389	\$25,573	\$24,485



*Jane*

PUBLISHER  
ParentsCanada; me&mom  
and parent of two boys

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