



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

The screenshot shows the homepage of ParentsCanada.com. At the top, there is a search bar and a 'Join Now!' button. Below the search bar is the 'Members Login' section with a password field and a 'Remember Me?' checkbox. The main navigation bar includes categories like Learning, Balancing, Relating, Indulging, Eating, Shopping, Talking, Well-being, and Developing. A sidebar on the left lists 'tools & games' such as Baby Name Finder, Ovulation Predictor, Due Date Calculator, Growth Calculator, Pick-a-Pet, RESP Calculator, Symptom Checker, Body Mass Index, Life Insurance Needs Calculator, and Planet Orange. The main content area features several promotional banners: 'Our Annual Toy Guide' with images of toys, 'Children's Advil' with a 'SAVE \$2 NOW' button, 'BEST DIY HALLOWEEN COSTUMES', 'Test the HOTTEST Products! JOIN the Disney Parent Panel NOW!', 'NEW October Issue Read it Online', and 'WIN great prizes! and receive our monthly newsletter' with a 'Click here to enter' button.