

# PARENTS *Canada*



## What parents need.

- We believe parents deserve excellent and trusted journalism.
- We believe parents need to have the best resources to help raise their kids.
- We believe parents need and want to know about your products housed within a trusted website.

A photograph of a young woman with brown hair in a bun, smiling at the camera. She has a black ink tattoo of a flower on her left arm. She is holding a baby who is drinking from a white cup. The background is a plain, light-colored wall.

# Our voice is smart

A LEADING MEDIA  
BRAND THAT IS  
AUTHENTIC  
APPROACHABLE  
TRUSTED  
ACROSS MULTIPLE  
PLATFORMS.



# Demographic Profile

VIVIDATA; SPRING 2019  
BASE: TOTAL CANADA 14+

## AGE

25-34..... **52%** (Index: 300)

25-49..... **75%**

## EDUCATION

Some university or  
higher..... **67%**

## HOUSEHOLD INCOME

\$50,000+: **56%**

\$100,000+: **23%**

## HOUSEHOLD SIZE

3+..... **86%** (Index: 140)

## HOUSEHOLD STRUCTURE

Couple with children  
at home..... **68%** (Index: 159)

Adult with children  
at home..... **14%** (Index: 195)

## CHILDREN'S AGE AT HOME

Under 3 yrs. **34%** (Index: 352)

3-11 yrs..... **44%** (Index: 189)

Under 12.... **60%** (Index: 212)

12-17 yrs.... **17%** (Index: 96)

Under 18.... **71%** (Index: 169)



**384,000**  
**PARENTSCANADA**  
**DIGITAL CONTENT**  
**- ACCESSED PAST**  
**MONTH.**

Source: VIVIDATA; Spring 2019  
Base: Total Canada 14+

## PARENTSCANADA SUBSCRIBERS HAVE THEIR SAY...

**87%** Tell us they have a child  
under 13 in the household

**99%** Trust us as a valuable  
parenting resource

**99%** Trust the information they read  
on ParentsCanada.com

**76%** Visit ParentsCanada.com  
to read about up-to-date  
parenting information/ideas

**70%** Enter our contests

**51%** Took action (clicked through  
to a resource, purchased  
an item, shared on social)  
based on advertising or  
content on our site

**96%** Stated they feel confident  
in recommending and/or  
purchasing products/  
services featured/advertised  
on ParentsCanada.com

**74%** of our subscribers are  
on Facebook daily

**35%** of our subscribers are  
on Instagram daily

**15%** of our subscribers are  
on Pinterest daily

**11%** of our subscribers are  
on Twitter daily

Survey deployed March, 2018 - respondents 1,420  
Based on the ParentsCanada database of 80,000  
digital subscribers.

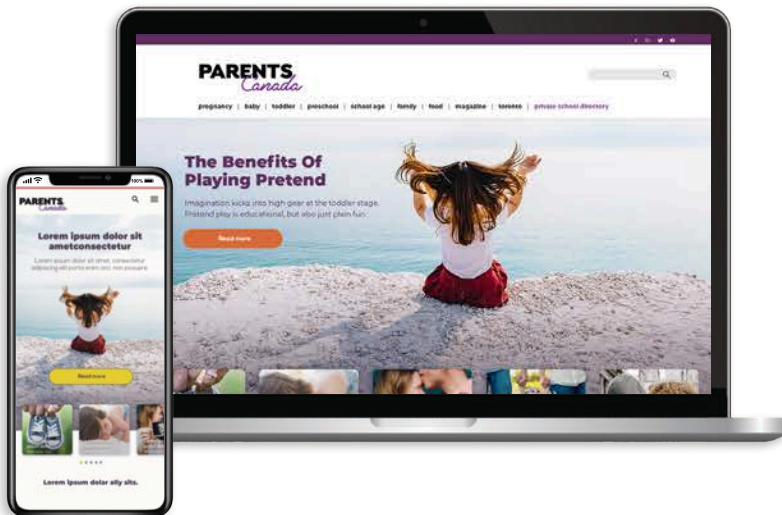
# Our Services



At **ParentsCanada**, we understand your campaign needs are unlikely to fit into one silo.

We are nimble and flexible, with a variety of media solutions that can meet your goals, at every budget level. From brand strategy and messaging to events and integrated campaigns.

In the end, it's all about storytelling that connects your brand to our parents.



- 5** Custom Content Marketing
- 7** Digital Magazine
- 9** Tried & Trusted
- 11** Need It, Want It, GOTTA HAVE IT!
- 13** Social Sampling Program
- 15** Email Marketing
- 17** Display Ads (ROS)
- 18** Contest Marketing
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- 23** Audience Extension (Programmatic) Marketing
- 25** Private School Guide
- 27** Meet the team

## Let's get started.

*Jane*

President + Publisher

# Custom Content Marketing

## STORYTELLING WITH PARENTSCANADA

Telling a story about your brand helps it become relatable and it builds trust with your target audience. Parents demand authenticity and integrity from brands (particularly millennial moms).

- ParentsCanada will write a story that speaks to the needs of your core audience.
- We will integrate your brand in a way that will resonate with our readers.
- Your content will live on ParentsCanada.com and will be marked as sponsored content that includes your logo and brand message.

### BENEFITS:

- Increases brand visibility through storytelling
- Content written by the **top parenting journalists** in Canada
- Housed in a **trusted brand**
- Improves brand awareness and recognition
- Creates **loyalty** with current customers and prospects
- Helps **build authority and credibility**



### HOW WE PROMOTE YOUR STORY:

- **ParentsCanada.com** - Featured for one month on ParentsCanada's homepage
- **Newsletter** feature to our 80,000 subscribers – with a link to your article on our site
- **Social amplification** through ParentsCanada channels (including paid support)

### ADD-ONS:

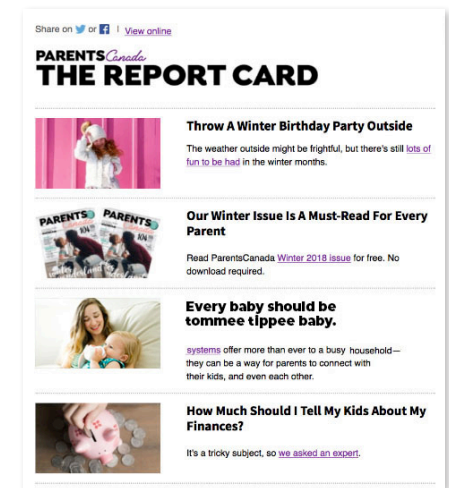
- **Contest**
- **Need It, Want It, GOTTA HAVE IT!** – Product feature
- **Display Ads** – ROS and roadblocked on the content page
- **Dedicated email blast** to our 80,000 subscribers

# Custom Content Marketing

CONTENT  
IS KING  
STORYTELLING  
IS QUEEN

60%  
of people are  
**INSPIRED TO SEEK  
OUT A PRODUCT**  
after reading content  
about it.

70%  
of customers would rather  
**LEARN ABOUT A COMPANY  
THROUGH AN ARTICLE**  
or product mention over  
an advertisement.





# ParentsCanada Digital Magazine

**ParentsCanada** was a successful print magazine for over 12 years. We have now converted to a digital first – actually, mobile first, platform as 73% of our readers access their smart phones for parenting content.

## OUR EDITORIAL PILLARS

BRIMMING WITH FRESH SEASONAL CONTENT.

25%

### FAMILY ROOM

This is where the fun starts. You'll find everything from product roundups and reviews to ingenious hacks and secrets from the pros. You'll get hits of family travel, crafts and birthday party ideas, and real talk on touchy subjects.



25%

### KITCHEN TABLE

Just as it sounds, this section is all things food. You'll get kitchen gear and cookbook reviews, easy mealtime solutions, ideas for using new ingredients in ways kids will love, and advice from the cooking pros.

10%

### TORONTO+

If you're in the GTA (and surrounding area), this section is a can't-miss. We'll round up restaurants, retailers and events, to give you a road map for your region.

10%

### GROWING UP

This section will grow with your brood. Here we'll break down new, age-appropriate topics, with help from those in the know. The ages range from baby bump to tween.

10%

### MIND & BODY

The well-being of your family is paramount. In this section, we'll address physical and mental health concerns, talk to wellness experts, answer the tough questions and tackle important health issues.

20%

### FEATURE WELL

Here's where you'll find the deep-dive into subjects that matter to parents, from the prenatal to the teenage years.

## QUARTERLY MAGAZINE

2019

CLOSING DATES

RELEASE DATES

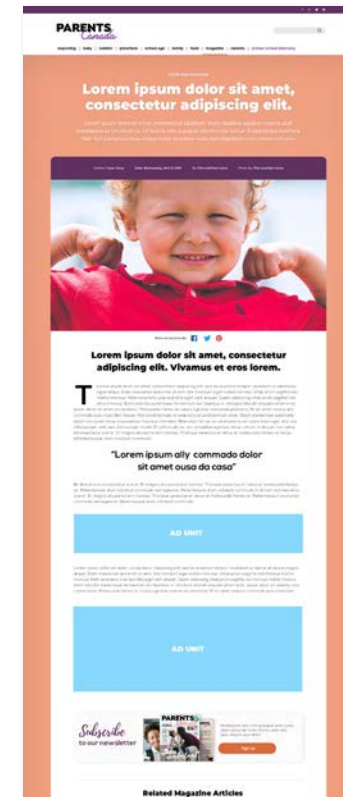
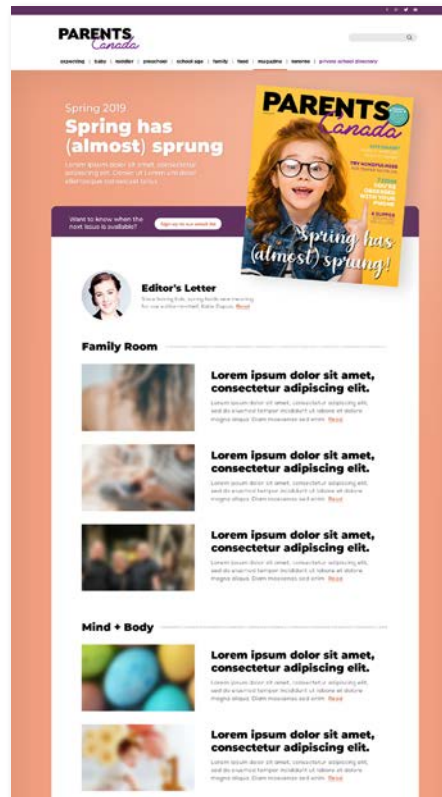
Spring .....	FEB 1	..... FEB 25
Summer .....	MAY 10	..... JUNE 7
Fall .....	JULY 19	..... AUG 12
Winter .....	OCT 18	..... NOV 11



# Custom Content in ParentsCanada Magazine

Our readers are actively looking for fresh content on new products and services. Our content team will create a story surrounding your brand and include it in an issue of ParentsCanada. You will be part of our Table of Contents - platform is responsive design for mobile first.

## OUR CONTENT TEAM IS READY WHEN YOU ARE.





# Tried & Trusted

4 PACKAGES TO CHOOSE FROM



Throughout history, consumers have interpreted a seal or “stamp of approval” from a trusted publisher as an indication of a great product/service.

**ParentsCanada’s** seal does just that. Based on earning a positive **70%** on our criteria scale, you can earn the **Tried & Trusted** seal of approval to use as you like.

## HOW IT WORKS:

1. We send a dedicated email to our 80,000 digital subscribers in Canada letting them know about your product to be tested.
2. Parents apply to be selected to try your product through a short survey.
3. We then select the best testers based on the criteria you select (i.e. age of kids, location, demographics).
4. Parents test your product as does our editorial team.

Licensing of the seal for marketing materials is two years. If the product doesn’t score 70% or higher, a non-refundable administration fee will be applied prior to posting.

## HOW DO YOU EARN YOUR SEAL?

- We choose 4-5 families to test your product for 3-4 weeks (or less depending on the product tested) plus the editor of **ParentsCanada** will also review your product.
- With a positive score of 70% or higher, your brand will earn the **ParentsCanada** Tried & Trusted seal.
- We apply more weight to whether a tester would recommend a product to other parents than to whether they would purchase it. This criteria has more value as some clients may not need a car but would recommend the brand to another parent.
- You can use our seal throughout your marketing materials (POS, website, social media, packaging)

# Tried & Trusted

## HOW WE PROMOTE YOUR SEAL:

We promote your news to our audience.

First we create a custom brand page (300 words) to showcase your tested product(s), including your product score, brand description and the reviews from the parent testers.

We then promote through our media channels:

**Email Blast** (content written by our editors)  
– sent to our 80,000 subscribers

**Homepage Featured Section** – 4 weeks

**Newsletter** – to our 80,000 subscribers

**Magazine** – we include our winners in an editorial page in our Winter issue.

**PR** – we send a press release annually which includes all of our winners to media across Canada (to help you secure additional earned media across all channels).

need it, want it,  
*gotta have it!*

To drive further awareness about your tested product, we will include your brand in our new **Need It, Want It, GOTTA HAVE IT!** section that highlights new products and services and include your rating from our **ParentsCanada** Parent Panel.

## PLUS

We will announce you as our latest seal recipient through our social media channels!



### CUSTOM BRAND PAGE

We create a custom page that highlights your product with the seal, along with a product description and reviews from our parent testers.

## OPTION: MICRO-INFLUENCER MARKETING:

- Word-of-mouth has always been essential when marketing to moms. Moms continue to turn to each other to discover new ideas and products.
- Micro or nano influencers are an effective way to drive awareness and word-of-mouth recommendations amongst niche online communities.
- With trust in celebrities and large influencers waning in the eyes of mom, these smaller influencers are a great way to deliver authentic content with a trusted voice.

Ask us about utilizing micro/nano influencers as testers for your products. **Micro influencers have a following between 1,000 - 10,000.**

### ADD-ONS:

- Content Marketing program
- Contest
- Video
- Paid Social
- Event or retail partnerships
- Affiliate links
- Display Ads

# Need it, Want it, GOTTA HAVE IT!

Parents are overloaded with brands, and often they want to learn more prior to purchase.

## INTRODUCING

need it, want it,  
*gotta have it!*



Our new product pages will help parents learn about your products in a meaningful way.

**ParentsCanada** will showcase your brand by category with copy and a link for more information. Then we promote through our channels.

## RATES

**\$2,400** for 3 months

**First renewal:** \$2,100 for an additional 3 months

**Second renewal:** \$1,800 for an additional 3 months

**Third renewal:** \$1,500 for an additional 3 months

**Total cost for the year with discounts applied: \$7,800**

## ADD-ONS:

- Broader Content Marketing Campaign
- Contest
- Tried & Trusted Program

See rate cards to find out more.



# Need it, Want it, GOTTA HAVE IT!

## HERE'S HOW IT WORKS:

1.

### CHOOSE THE PRODUCT YOU WANT TO PROMOTE

2.

### PICK ALL APPLICABLE CATEGORIES

Your listing will appear at the top of  
all relevant categories for 3+ months.



BABY



TOYS



GEAR



FOOD



BOOKS



HEALTH  
& SAFETY



THE  
GROWN-UPS



BIRTHDAY



THINGS TO DO,  
PLACES TO GO

### INCLUDES SORTING FEATURE:

#### BY AGE:

0-2 | 3-5 | 6-9 | 10+

#### BY LISTING TYPE:

WHAT'S NEW | THE GO-TO'S | TRIED & TRUSTED

3.

### YOU SEND US:

**Product image**  
(high-res image on white  
background or a lifestyle shot,  
eps format is preferable)

**Product name**

**Description**  
(70 words of copy)

**Cost**  
(suggested retail value)

**Where to purchase**  
(include purchase link)

**Additional Links**  
(website, social & video)



**THINGS TO DO,  
PLACES TO GO**

A great spot for camps, extra-  
curricular activities, Family Day  
events, March Break outings, and  
fun things to do with the family.

4.

### THEN WE PROMOTE

**Need It, Want It, GOTTA HAVE IT!**  
will be promoted extensively  
through the following **ParentsCanada**  
properties with all new products  
featured as follows:

#### SOCIAL AMPLIFICATION

Facebook carousel post featuring  
new products every week.

#### HOME PAGE

Permanent spot in the Featured  
section, plus new products will appear  
each week on ParentsCanada's  
homepage.

#### THE REPORT CARD

Permanent feature in the newsletter  
showcasing new products in every  
issue, sent to our 80,000 subscribers.

# Social Sampling Program



## DRIVING TRIAL AND REVIEWS

### THE POWER OF A SAMPLE

Sampling provides consumers a taste (or feel, or smell) of your product. If your goal is to help consumers better understand your product, there is nothing more powerful than sampling.

That experience, and their ability to use their senses to explore your product, is crucial to convert consumers into customers.

With social sampling, **ParentsCanada** engages our testing panel with your product and messaging and invites our parents to share their experiences through their own social platforms.

Our testing panel's feedback and experiences will be showcased through both their social platforms and **ParentsCanada's** media channels to create a powerful impact.

**You get the ultimate combination of product-seeding, word-of-mouth and social amplification.**

# Social Sampling Program

## HOW IT WORKS:

We start with an **email blast to our Parent Panel** asking them to take part in your sampling program.

**We select anywhere from 100-1000 testers** (based on your budget) from the entries from the email blast.

Based on applications, **we select the best product testers** for the campaign, based on the pre-defined criteria.

Once we have established our Parent Panel for your sampling program, **your product is mailed (100-1,000 units) for a one-month trial** (fulfillment from the client) to your defined group.

Testers are encouraged to share their experience through their **social media platforms**.

**Research:** We ask each tester to complete a 6-question survey.

## PROMOTION

We promote through our media channels:

**Email Blast** (content written by our editors) – sent to our 80,000 subscribers

**Homepage Featured Section** – 4 weeks

**Newsletter** – to our 80,000 subscribers

**Social amplification**

need it want it,  
*gotta have it!*

To drive further awareness about your tested product, we will include your brand in our new **Need It, Want It, GOTTA HAVE IT!** section that highlights new products and services and include your rating from our ParentsCanada Parent Panel.

## OPTION: MICRO-INFLUENCER MARKETING:

- Word-of-mouth has always been essential when marketing to moms. Moms continue to turn to each other to discover new ideas and products.
- Micro or nano influencers are an effective way to drive awareness and word-of-mouth recommendations amongst niche online communities.
- With trust in celebrities and large influencers waning in the eyes of mom, these smaller influencers are a great way to deliver authentic content with a trusted voice.

Ask us about utilizing micro/nano influencers as testers for your products. **Micro influencers have a following between 1,000 - 10,000.**

## ADD-ONS:

- Tried & Trusted program
- Content Marketing program
- Contest
- Display Ads



# Email Marketing

## NEWSLETTER

### TEXT AD WITH IMAGE AD SPECIFICATIONS

- **Image:** 176 x 100 pixels
- **Title:** max 40 characters with spaces
- **Text:** max 50 words
- **Links:** 5 maximum

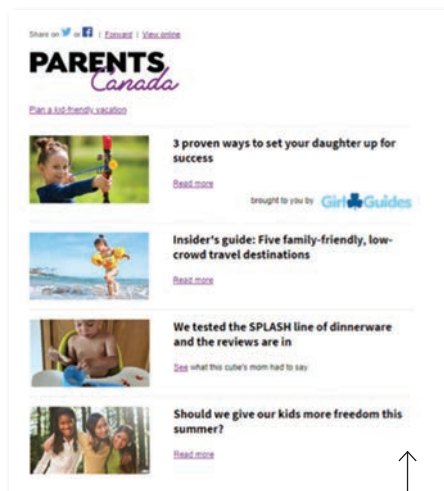
## EMAIL BLAST

### AD SPECIFICATIONS

- **Format:** HTML, gif or jpg
- **Dimensions:** recommend maximum width of 600 pixels
- **Size:** maximum 100k
- **Subject line:** maximum 150 characters w/spaces

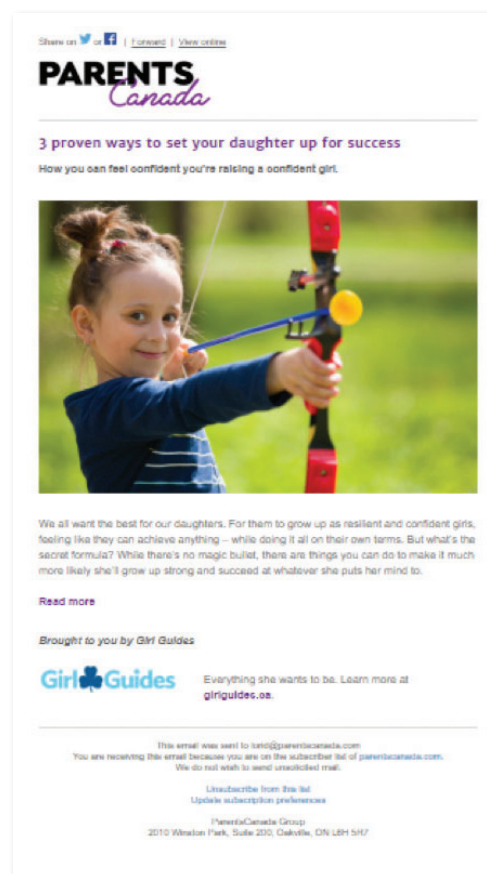
Whether it's a dedicated email blast to a highly qualified audience of parents in a format that guarantees 100% share of voice or an ad in our newsletter—**The Report Card** to our 80,000+ digital subscribers, we can promote your brand to our core audience of parents.

Target our parents by age of their youngest child and/or location (city, province). All with responsive design.



### NEWSLETTER:

The Report Card is delivered every other week. All in a mobile first format.



## 2019 NEWSLETTER CLOSING DATES

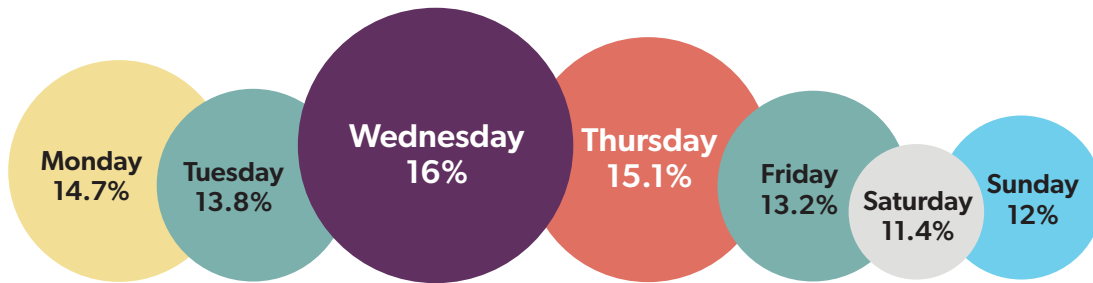
### CLOSING DATES

JAN. 9 .....	JAN. 16
JAN. 23 .....	JAN. 30
FEB. 6 .....	FEB. 13
FEB. 20 .....	FEB. 27
MAR. 6 .....	MAR. 13
MAR. 20 .....	MAR. 27
APR. 3 .....	APR. 10
APR. 17 .....	APR. 24
MAY 1 .....	MAY 8
MAY 15 .....	MAY 22
MAY 29 .....	JUNE 5
JUNE 12 .....	JUNE 19
JUNE 26 .....	JULY 3
JULY 10 .....	JULY 17
JULY 24 .....	JULY 31
AUG. 7 .....	AUG. 14
AUG. 21 .....	AUG. 28
SEPT. 4 .....	SEPT. 11
SEPT. 18 .....	SEPT. 25
OCT. 2 .....	OCT. 9
OCT. 16 .....	OCT. 23
OCT. 30 .....	NOV. 6
NOV. 13 .....	NOV. 20
NOV. 27 .....	DEC. 4
DEC. 11 .....	DEC. 18

# Email Marketing

## BEST TIME TO SEND OUT AN EBLAST

The best day to send is **Wednesday**.



Above are the **average open rates by day** for eblasts sent to **ParentsCanada** subscribers.

## BEST TESTING

### We can do A/B testing

You can test two subject lines with the same creative.

### PROCESS:

- We specify the % of the segment or full list we want to send the test to.
- After a few hours, the winning subject line (based on open rate) is used for the remaining part of the segment or full list.

## BEST HINTS

### AVOID SPAMMY CONTENT

Spam filters look for certain types of content, so avoid using:

- all capital letters
- too many exclamation points
- gimmicky words or phrases

### WATCH CHARACTER COUNT

Shorter may be better for users reading on mobile devices, which 71% of our subscribers are using to read your eblast.

### BE MORE DIRECT & DESCRIPTIVE THAN TRENDY

Try to communicate the benefits of your promotion or call attention to specific deals instead.

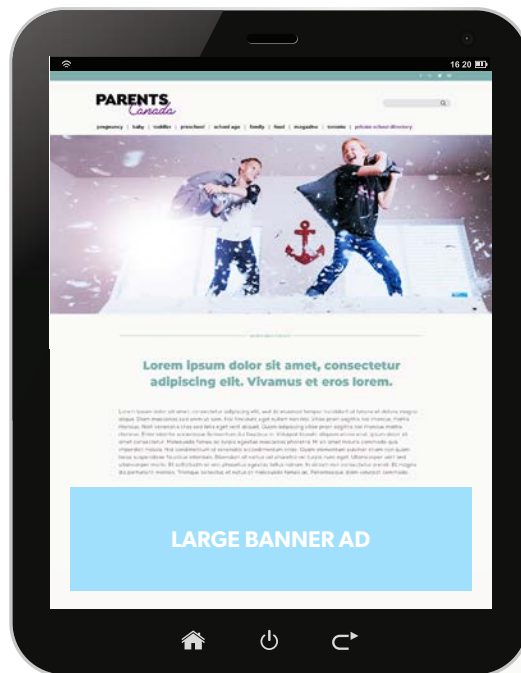
Seasonal subject lines (e.g., Fall Into Savings) are popular, but don't offer a specific hook.

### ADD YOUR PERSONALIZATION

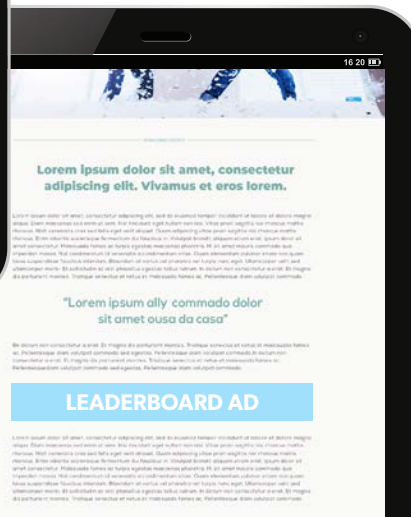
Personalization is shown to increase open rates for most users. We can merge in the first name of each subscriber to the subject line. A default value (e.g., "Parent") can be set for any blank fields in our database.

# Display Ads (ROS)

RUN STANDARD IAB AD UNITS WITH THE ABILITY TO TARGET BY CONTENT CHANNEL AND LOCATION.



Add an Audience Extension program to your display marketing program to reach thousands of additional impressions.



## TARGETING OPTIONS:

- Content Channel
- Geo target by city or province
- Display ads roadblocked around your custom content

## DIMENSIONS:

- **Leaderboard** (728 x 90 pixels)
- **Larger banner** (970 x 250)

## TECHNICAL SPECS:

- **Size:** 50K maximum initial, 2.2mb maximum additional streaming
- **Format:** gif, jpeg, png or Flash
- **Animation:** maximum 30 seconds
- ParentsCanada.com follows IAB Canada's Digital Advertising Guidelines (<https://iabcanada.com/iab-standards-and-guidelines/>)



# Contest Marketing

*Enter to  
Win!*



## WHY RUN A CONTEST?

Contests are...

### **A GREAT TOOL.**

Especially for building your brand. With social media, contests now enable you to expand your consumer base and get seen.

### **PERSONAL.**

An interactive contest enables you to engage with your audience.

### **A RICH SOURCE OF DATA.**

With the promise of a prize, people are prepared to share additional information with you and your brand.

### **EMPOWERING CONSUMERS.**

Your customers will do your marketing for you. They help spread the word about your brand through social media, on ParentsCanada.com and our other platforms for a limited investment.

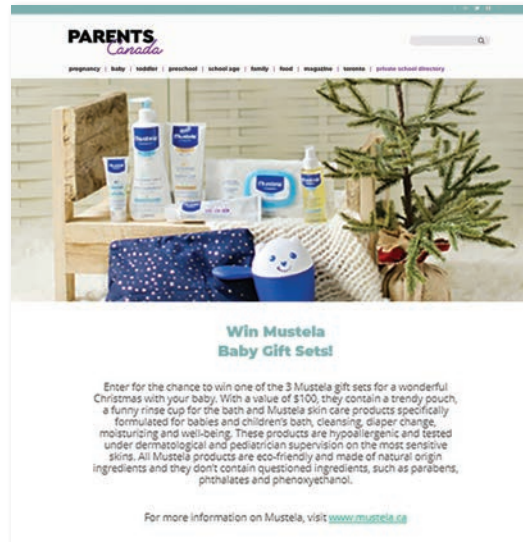
# Contest Marketing

## PROMOTION OF YOUR CONTEST

All contests with **ParentsCanada** feature a custom brand page, which will include product highlights, your branding (logo, key visual), a link to your website and the contest entry mechanism.

Full rules and regulations are also developed and included.

In addition to your branded contest page, your contest will be featured in our Contest Corner section of the website.



## DATABASE GENERATION

Looking to build your database for future direct marketing purposes?

### WE WILL COLLECT AND PROVIDE:

- Full Name of parent
- Address
- Home postal code
- Email address
- Age of child (children)
- Age of parent
- Gender

## ADDITIONAL OPPORTUNITIES

Based on your objectives, we may recommend some additional branded elements.

### DEDICATED EMAIL

- Promote your brand (and contest) with a custom dedicated email to our database of over 80,000 Canadian parents. Your email will include content, created by our editorial team and highlight your contest feature.

### SURVEY FEEDBACK

- Looking for feedback from your customers or a deeper understanding of their experiences and opinions around your product or category? Include a short survey as part of your branded page and in your newsletter/email advertising.
- We'll invite our readers to participate in the survey and provide you with a report on the findings (as well as full survey data).

# Contest Marketing

## CONTEST AMPLIFICATION

The best part about working with ParentsCanada? Our audience amplification program. Each contest we execute includes amplification of your contest and key messaging across the following channels:

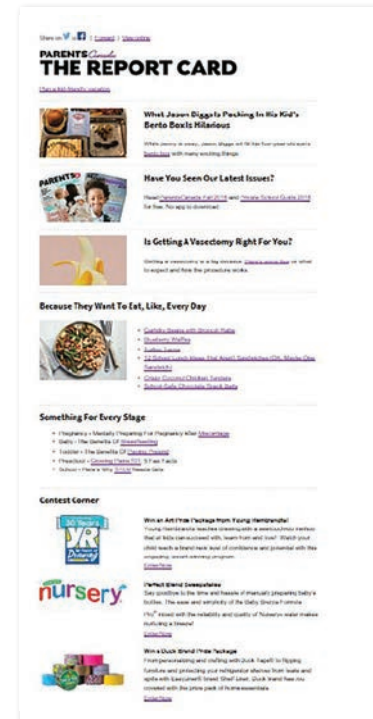
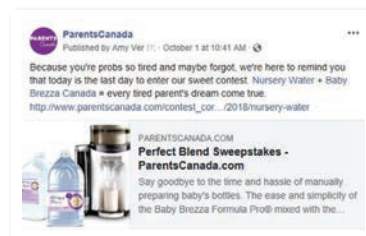


### PARENTSCANADA WEBSITE

- All contests are featured in our contest section, which is actively promoted throughout the website and on our homepage.

## PARENTSCANADA SOCIAL MEDIA

- We'll feature your contest across our social media channels (Facebook and Twitter). Each social media post will be promoted with paid support to ensure reach.



## PARENTSCANADA NEWSLETTER

- We'll feature your contest in our newsletter to over 80,000 recipients. A contest feature includes your brand image, brief description of the prize and a link to your branded contest entry page.



# Experiential Event Marketing



Sometimes we need to move away from digital and meet our core audience face-to-face.

**ParentsCanada** can create the ideal event for your brand. Experiential Marketing is all about interacting with your consumers and showing parents not just what you offer, but what you stand for.

Be it an intimate coffee with moms or a large-scale, across Canada blow-out, we can do it all.

Experiential Marketing has the ability to transform and elevate the connections that your brand builds with our consumers, and that's becoming increasingly important as parents demand more personalization.

With our broad and engaged database we can invite parents with pre-event marketing and promote post-event utilizing email marketing and social media.

## PROMOTION

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**ParentsCanada.com** website

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**ParentsCanada** digital subscribers – 80,000 (dedicated email blasts and newsletter promotion)

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**ParentsCanada** social channels

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Our Partners social channels

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Influencer's own blogs and social channels

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Sponsor's owned and operated sites/channels

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### OPPORTUNITIES:

- Brand activation
  - Sampling
  - Research
  - Testing Products
  - Social Media Marketing
-

# Research and Infographic Marketing

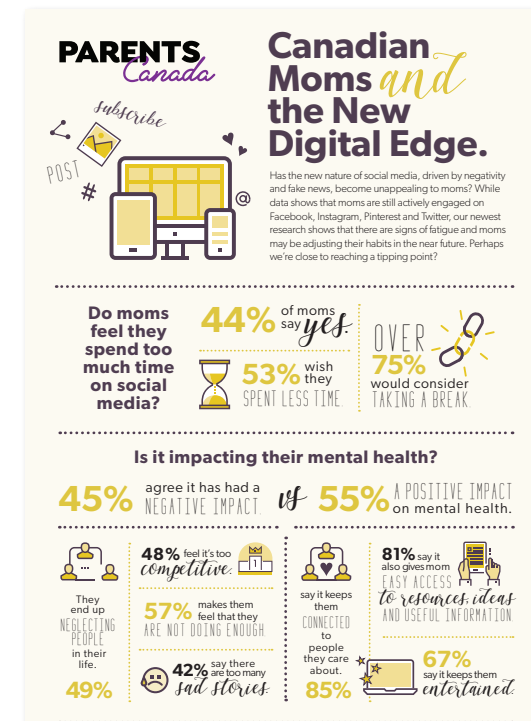
From a survey to our 80,000 digital subscribers (guarantee of 1,000+ response rate) to small focus groups over coffee, research is the bedrock and the beginning of any marketing strategy.

**ParentsCanada** can write, post and analyze your survey within a week. To add depth and visual to your research campaign, we can produce an infographic for you to share with your clients.

## INFOGRAPHIC MARKETING

Infographics combine vibrant imagery with succinct text and important research to help educate your audience on a wide variety of topics.

When properly crafted, infographics are highly effective at cutting through the clutter and engaging your audience.



# Audience Extension (Programmatic) Marketing



## WHAT IS PROGRAMMATIC?

Using programmatic buying and retargeting technology, we can extend your brand message to our **ParentsCanada** users across the web and social media networks. Our trading desk utilizes the exclusive first-party behavioural information **ParentsCanada** collects from its media properties to serve ads both within and beyond our publishing network.

## WHAT ARE THE BENEFITS?

Whether it's to deliver a broad reach (impressions), tracking acquisition or cost per click, more and more marketers are using programmatic buying as a key part of their digital strategy using audience targeting technology in an effort to maximize the efficiency of their budgets.

## WHY PARENTSCANADA? (OUR "SECRET SAUCE")

**ParentsCanada** has partnered with leaders in the programmatic space to allow us to offer you a turn-key solution. But we go one step further, combining best-in class programmatic tools with our proprietary **ParentsCanada** audience data; we have the "secret sauce" to go beyond any digital agency's capabilities.

# Audience Extension (Programmatic) Marketing

## HOW IT WORKS:

When a parent visits ParentsCanada.com, we can put a cookie on their browser which allows us to track them across the web and social media networks. This allows us to re-target ads to our audience even when they are no longer on our site.



We also use our ParentsCanada audience data to create a profile of our users and then use programmatic algorithms to find look-a-likes (others who share the same demographic and browsing profile) and deliver them ads across the web.

We can create profiles that match the specific demographic you are looking for and target this audience, as well.

Then, we track all these elements in real-time and adjust your campaign to maximize your ROI.

## BENEFITS:

- Your brand message will reach the ParentsCanada audience at a larger scale
- Improved effectiveness of your digital ad programs
- Get full visibility where your content, ads (and contest, if applicable) are being amplified
- Get insights into how your brand message is resonating in multiple environments to inform the creation of future content and messaging

And we apply this solution through the following networks:

- Web
- Mobile
- Video
- Social Media



# Private School Guide

## **PARENTS***Canada* **PRIVATE SCHOOL** *Guide*

Canadian parents are searching for the best schools for their children. Private School Guide utilizes **ParentsCanada's** vast platform to reach your target market with a variety of programs to suit your goals and your budget. From preschool to high school, we have you covered.

### CIRCULATION

PRINT CIRCULATION  
**100,000**

DIGITAL CIRCULATION  
**280,000**

CLOSING DATE  
**JUNE 28, 2019**

RELEASE DATE  
**AUGUST 16, 2019**

### DISTRIBUTION PARTNERSHIPS

MCCARTHY UNIFORMS  
THE CHILDREN'S PLACE  
KIDS & COMPANY  
DOCTORS OFFICES



# Canada's Largest Private School Directory

[PrivateSchoolGuide.ca](http://PrivateSchoolGuide.ca)

provides parents a robust directory to research their child's private school options.

With 1,800 + private and independent schools included in our directory, your school needs to stand out.

**A featured listing is included in every package.**

**YOUR  
BRAND  
HERE!**



# Meet the Team



**JANE BRADLEY**  
President  
& Publisher

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## PUBLISHING



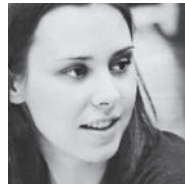
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# Let's get started.

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## What parents need.

**PARENTS**  
*Canada*

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