



Our
MISSION:

TO HELP RAISE GREAT HUMANS

**Parenting is tough.
Ask any caregiver.**

We all need help raising
kind, confident kids.

**ParentsCanada
serves up
vetted, unbiased,
well-researched
content.**

Written by Canada's top
journalists so parents
can trust what they read.
Our authentic voice
resonates with readers
across both digital
and print platforms.

PARENTS
Canada

HERE TO HELP WITH EXPERT ADVICE
Media Kit 2024

ParentsCanada

ABOUT US

ParentsCanada is a deeply established and trusted publisher (over 18 years). We provide creative, inspiring and diverse ad campaigns for our partners, for every budget. Our exclusive email subscriber list is comprised of 60K engaged parents with an open rate of over 25%. ParentsCanada offers a powerful print and digital audience reach.

IT'S ALL ABOUT CONTENT

We create best-in-class parenting content that incorporates all caregivers, from moms, dads and grandparents to nannies and babysitters. From easy delicious recipes and helpful product roundups to milestones and screentime, we are here with expert advice you can trust.

REMEMBER ► Quality Still Matters | GOOGLE'S E·E·A·T

Search trends come and go, but quality journalism always (always!) matters.

How we measure quality along with the tools Google uses might change, but at the end of the day, it's all about creating thoughtful, helpful content.



Experience



Expertise



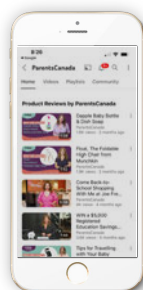
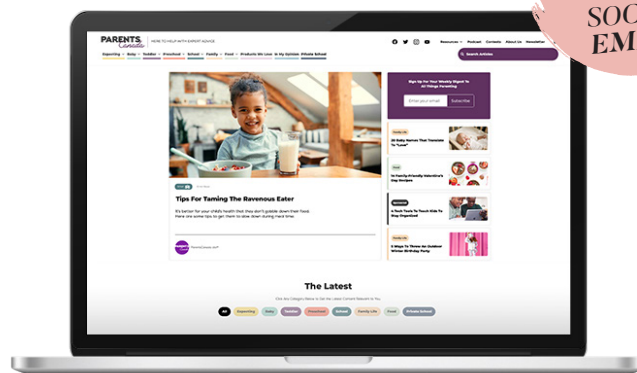
Authoritative



Trust

CUSTOM CONTENT ACROSS ALL PLATFORMS:

PRINT
DIGITAL
VIDEO
TV
SOCIAL
EMAIL





ParentsCanada

RATES & PACKAGES

PRODUCE. PUBLISH. DELIVER.

No one advertiser fits into a mold. Every campaign is unique based on the objectives. Sometimes a brand wants to go big and other times a product review will suffice. We offer an itemized menu of custom packages that include the kitchen sink! Whether it's custom content on our site, product reviews on TV, a print ad or a video, we've got you covered.

LET'S GET STARTED.

CUSTOM CONTENT

Content comes in many forms. Whether it's print, digital, video, email, social or TV, content is what we do, every day. Provide us with your goals, your vision and your key messaging and we will create a custom program full of juicy content our readers will love. Our content team will deliver your story in a voice that resonates with our audience.

PRINT

Our ANNUAL GUIDE FOR NEW PARENTS gets in the hands of 60,000 new and expectant parents in Canada.

NEW: IN THE CITY WITH KIDS is our new magazine launching in Spring 2024. It's a resource guide for visiting families and families living in the GTA with a circulation of 40,000.

All of our print programs include a digital component.

CONTENT PROVIDER

We write for your media channels whether it be your website, newsletter or a special email blast. Our team of writers do the work so you don't have to. And SEO is all part of the mix. From article ideation to sourcing imagery, we do it all.

PRODUCT FEATURES

Our product features section is called *Need It, Want It, Gotta Have It!* Cute eh? Have your product/service/brand featured and promoted through our website, newsletter and social channels. A great opportunity to showcase new products and services.

TV

There's still nothing like the glamour of TV. Lights, action, camera, and your brand is on *The Morning Show*. We host four segments each year with our host Gail Gabrielle (Product Editor).

We showcase the latest and greatest products for parents.

The Morning Show reaches 1.2 million viewers each week.

VIDEO

Our production crew shoots everything from Product Reviews and Explainer Videos to Walk-The-Store Shopping videos and Quick Tips about your brand. Long-form interview style videos are also a great complement to any story as it adds impact and immediacy.

EMAIL MARKETING

ParentsCanada boasts an engaged community of 60,000 parents. Let us deliver your content exclusively to our audience through a custom email blast or include a content feature in THE WEEKLY, our weekly newsletter. We also develop custom email content for brands delivered through THIS WEEKEND, a special weekend edition newsletter.

TRIED & TRUSTED SEAL OF APPROVAL

There is nothing like a brand being reviewed by parents for parents. We test your brand/service for you to earn the ParentsCanada Tried & Trusted Seal. We spread the news through all of our media channels. Looking to grow your retail reviews? We do those too. Our community of parents will deliver reviews on your specified retailer sites.

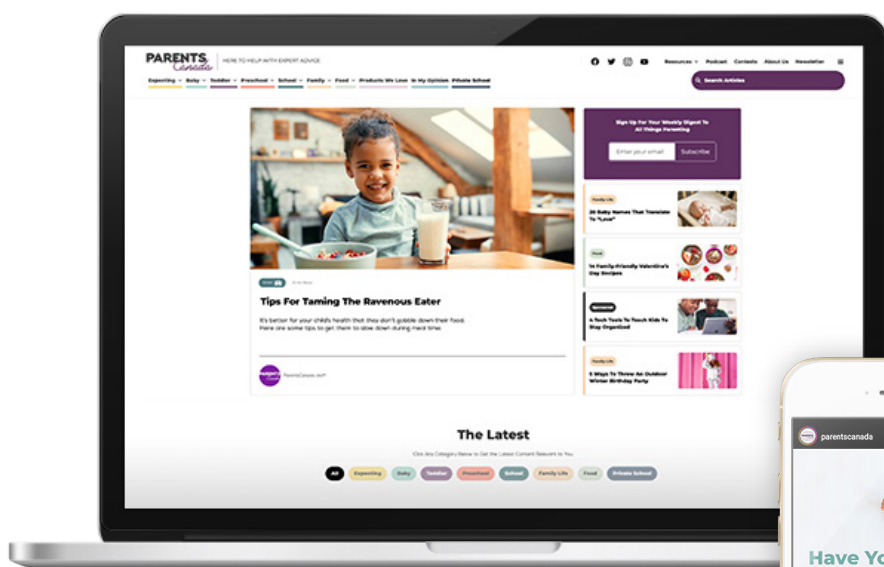
CONTESTS

Who doesn't love a contest. Our contests are an easy way to get your product or service profiled and make a parent very happy! We provide extensive exposure of contests across all our platforms. We give loads of support to our contests. You can use the opportunity to grab some valuable data in your entry form as well.

ParentsCanada Portfolio

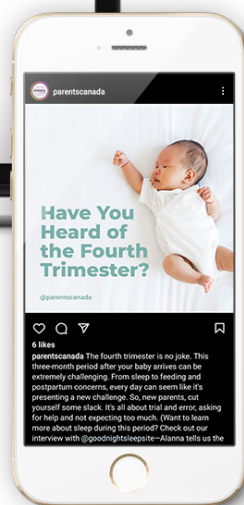
DIGITAL PLATFORMS

Parents source a variety of media to answer their parenting questions including trusted websites, TV, books, social media platforms and print. *ParentsCanada* meets parents wherever they are, from where they register for their new baby to worried Google searches in the middle of the night.



◀ PARENTSCANADA.COM

An extensive digital content hub and destination for Canadian parents providing content from expecting to teen and everything in between.



◀ SOCIAL

We have 52,000 followers across our social channels and provide custom sponsored posts to extend exposure of any brand campaign.



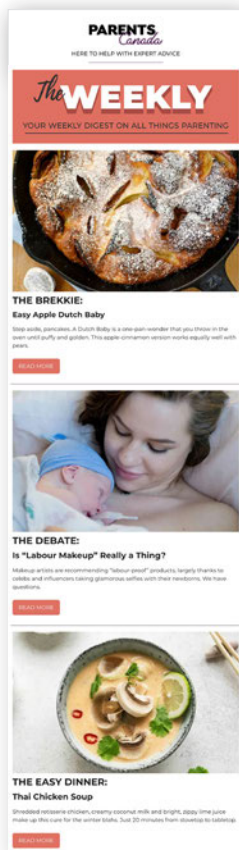
◀ NEWSLETTERS

THE WEEKLY

Our weekly newsletter is sent to 60,000 engaged subscribers and filled with recipes, expert parenting advice, tips and hacks, contests and more.

THIS WEEKEND

A dedicated newsletter customized to your brand. Produced by the editors of ParentsCanada and designed by our art director, your brand gets 100% share of voice with our 60,000 engaged subscribers.



AVERAGE
OPEN RATE IS
25%

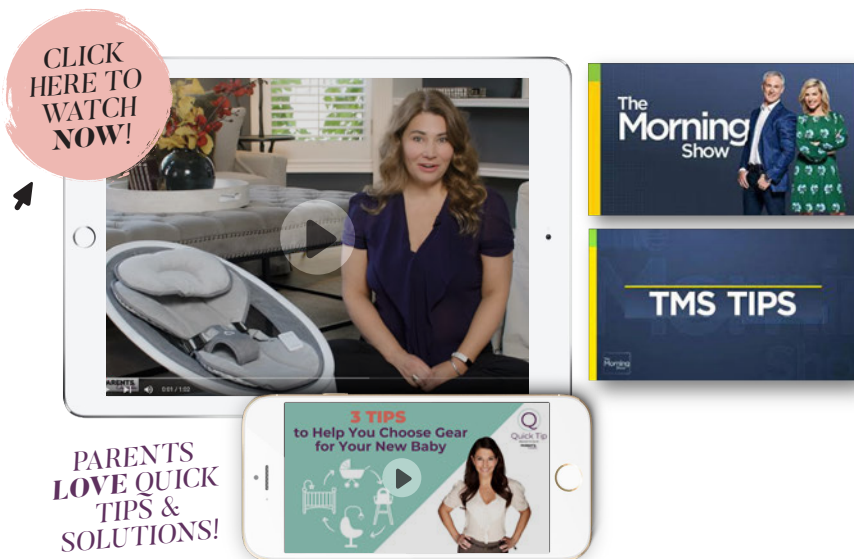
ParentsCanada Portfolio

VIDEO + TV



VIDEO PRODUCT REVIEWS

We take product reviews to the next level through video. Product Editor, Gail Gabrielle delivers the key highlights of your product through live interaction then we deliver it across all our platforms.



QUICK TIPS AND TMS TIPS

Bring your brand to life through a 60-second video tip. Produced by ParentsCanada and delivered on ParentsCanada.com as editorial content with extended exposure across all our platforms. Extend your reach on The Morning Show where your tip is featured as a TMS TIP.



TV PRODUCT SEGMENTS

ParentsCanada and The Morning Show have partnered to share the latest products for parents. Our Product Editor, Gail Gabrielle is on The Morning Show with four segments per year. The Morning Show reaches 1.2 million viewers every week.

ParentsCanada Portfolio

PRINT PLATFORMS



ANNUAL GUIDE FOR ▲ NEW PARENTS

This annual lifestyle digest targets new and expecting parents with a circulation of 60,000. Content focuses on prenatal to toddler. Distributed through Babies R Us baby registry packages.

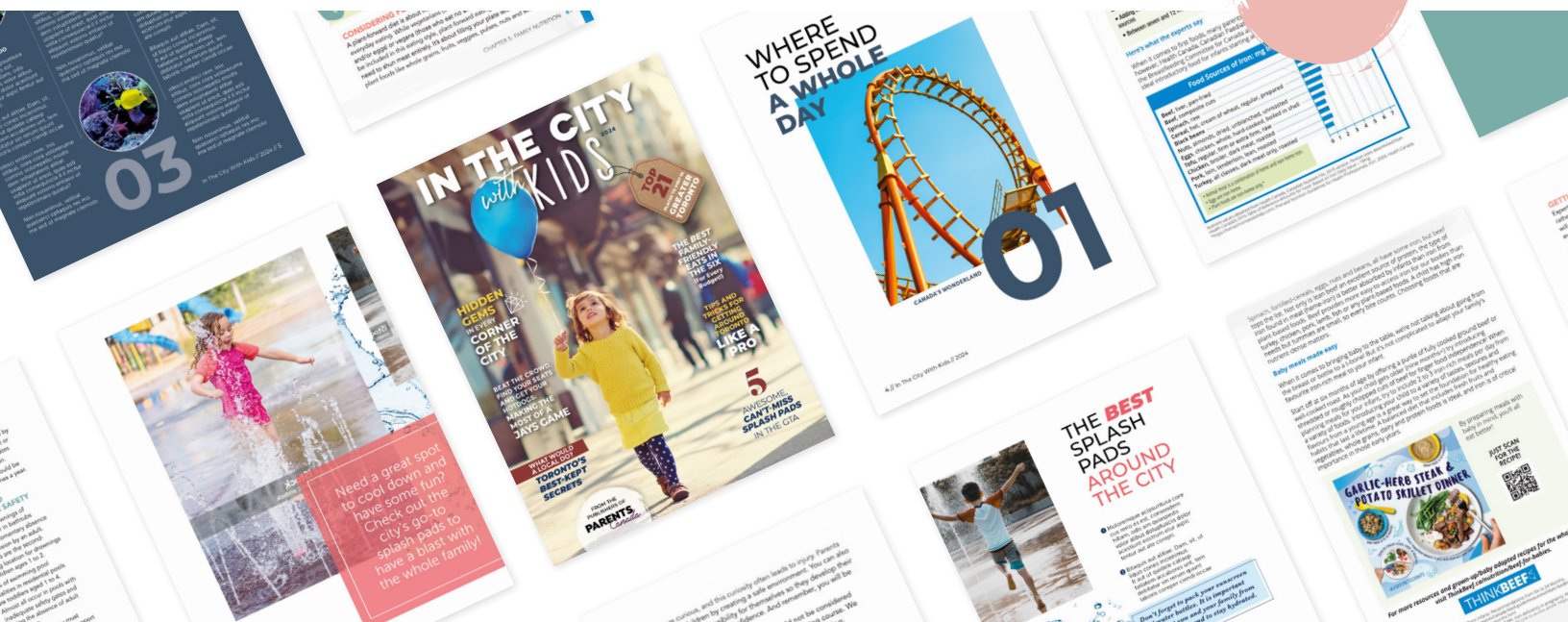
TIMING: October 2024

IN THE CITY WITH KIDS ▼

Introducing our comprehensive guide to help families navigate the Greater Toronto Area. Whether visiting the city for the first time or looking for new adventures close to home, we deliver a curated selection of activities for the whole family. Circulation is 40,000 in the GTA.

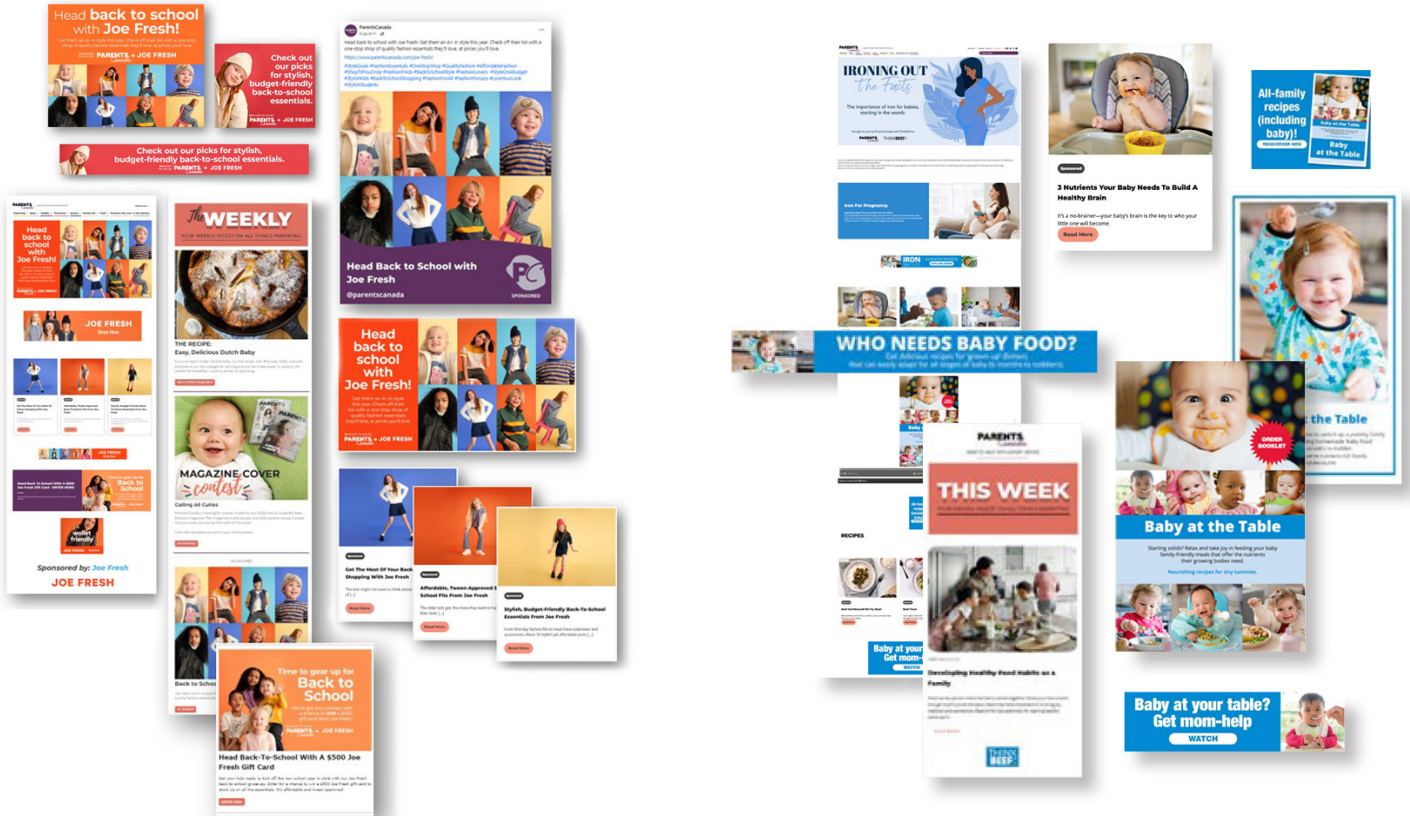
TIMING: May 2024

NEW!



Brand Partnerships

WHO WE WORK WITH



JOE FRESH



ParentsCanada

FAST FACTS

NATIONAL REACH

Our primary readers are busy, educated, and responsible parents. They are the family decision-makers.

NEWSLETTER
60K
25%
AVERAGE
OPEN RATE

X
28K

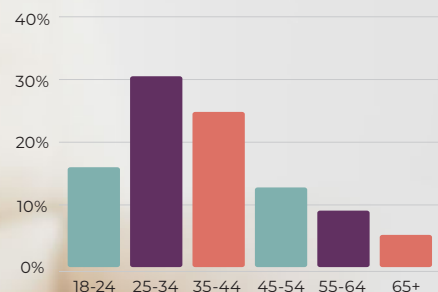
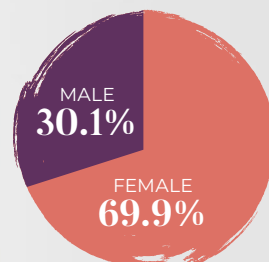
FACEBOOK
16.5K

INSTAGRAM
6.4K

YOUTUBE
3K

YEARS IN BUSINESS
18

WEBSITE DEMOGRAPHICS



WEBSITE TRAFFIC

MONTHLY PAGEVIEWS

82.8K

MONTHLY UNIQUE VISITORS

72.7K

Let's Connect!

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PARENTS
Canada

HERE TO HELP WITH EXPERT ADVICE