

Parents®

healthy kids, happy families

BEST-EVER BIRTHDAY GUIDE

89 awesome
party ideas!

no-scream
discipline*

HOW TO
KNOW IF
IT'S REALLY
ADHD

expert ways
to make
veggies taste
better

* for when you're losing it

it's **MOTHER'S DAY**
get out and have fun!



learn to
let go... so
your child
can grow

see your
kid on
our cover!
page 18



Mission Statement

Healthy Kids, Happy Families

Parents magazine helps parents understand the issues and challenges that are important to them. We make it a priority to answer their questions, address their concerns, advocate their causes and **celebrate the joys of parenthood**. Each month, we harness the power of our readers to advocate continuously and tirelessly for children, so that **all kids can grow up in a healthy, safe, and loving environment**.



2011–2012 Editorial Calendar*

November 2011

- * Thrive in 2025: *Parents'* Raise a Reader
- * Healthy Eating: Creative Recipes for Thanksgiving Leftovers
- * Beauty: Prepare Your Hair for Winter
- * *Parents'* Best Toys of the Year
- * Mind-Your-Manners Guide
- * Get Your Kids Out the Door Faster
- * Toddler-Proof Your Home

December 2011

- * Tame Tummy Aches
- * Healthy Eating: Good-For-You Pizza
- * Thrive in 2025: Raise a Global Kid
- * Beauty: Glam Holiday Makeup
- * *Parents'* Annual Gift Guide
- * Baby, It's Cold Outside
- * Holiday Crafts, DIY Gifts & Giveable Goodies
- * *Parents'* Best Video Games, Music & Books

January 2012:

- * Thrive in 2025: The Importance of Civic Duty
- * 10 Kids' Health Symptoms You Should Never Ignore
- * Healthy Eating: Five Dinners Under \$10 Each
- * Beauty: Bargain Shopping Tips
- * Real Family Money Makeovers
- * 2012 Sale Shopping Calendar
- * Special: How to Beat Inflation Now
- * Travel: Dream Vacations on a Budget

February 2012

- * Children Living With Diabetes
- * Healthy Eating: Fun Superbowl Fare
- * Thrive in 2025: Foreign Language: What Kids Need Now
- * Beauty: Winter Skin Rx
- * Valentine's Day Ice-Skating Party
- * Decoding Your Child's Artwork
- * *Parents'* Report: Maternity Leave Mistakes
- * Travel: Affordable Ski Vacations

March 2012

- * Thrive in 2025: Child-Rearing Tips From Other Countries
- * The Diaper Years: A Training Course
- * Healthy Eating: Let Them Eat Pie!
- * Your Child Health: Seasonal Allergies
- * Beauty: Mom's Get-Ready-Quick Plan
- * No-Regrets Parenting
- * Family Room Makeover
- * *Parents'* 1st Annual Blog Awards

April 2012

- * Thrive in 2025: Overcoming Math Anxiety
- * Healthy Eating: Get Kids to Eat Their Veggies
- * Beauty: Drugstore Shopping Guide
- * Raise a Spiritual Child
- * Egg-cellent Easter Crafts & Treats
- * Cooking with *Top Chef's* Antonia Lofaso
- * Travel: *Parents'* 10 Best Hotel Chains

May 2012

- * Thrive in 2025: Why Kids Need Nature
- * Healthy Eating: How Much Does My Kid Need to Eat?
- * Beauty: Protect Your Skin From the Sun
- * 7 Things You Don't Know About ADHD
- * Super-Simple Kids' Birthday Parties
- * *Parents'* Report: Mommy Confidence
- * Travel: Hiking Trips Made for Kids

June 2012

- * Is It Time for a New Car Seat?
- * Healthy Eating: 25 Foods Picky Eaters Will Love
- * Thrive in 2025: Bring On the Music
- * Beauty: Your New Summer Hair Color
- * A Beautiful Family Garden
- * A Million Reasons to Love Daddy
- * Summer Toy Guide
- * Travel: Insider's Guide to Disney

(Continued)



2011–2012 Editorial Calendar*

(Continued)

July 2012

- * Cure Your Little Insomniacs
- * Healthy Eating: Real Kids Eat Quinoa! (Grain Focus)
- * Thrive in 2025: Generation Tech
- * Beauty: Quick Fixes for Summer Beauty Bumpers
- * *Parents'* Best Family Cars
- * Splashing Backyard Birthday Party
- * *Parents'* Report: When Kids Get Lost

August 2012

- * Healthy Eating: Mommy & Me Breakfast
- * Thrive in 2025: Love Lessons
- * Beauty: DIY Mani-Pedi
- * Money: Creating a Family Budget
- * Baby Shower Guide
- * We All Scream for Ice Pops!
- * The Cure for Summer Boredom
- * Fixing Speech Quirks
- * *Parents'* Report: A Kid-Catered World

September 2012

- * Healthy Eating: De-Program Their Sweet Tooth
- * Beauty: Mom Knows Best Awards
- * *Parents'* Back-to-School Guide
- * The Biggest List of Baby Names Ever!
- * Thrive in 2025: Explorer Kids
- * 6 Bad Habits Every Family Needs to Break
- * *Parents'* Report: Family Happiness

October 2012

- * The Truth About Colic
- * Healthy Eating: Chicken Nuggets Four Ways
- * Teach Good Sportsmanship
- * Beauty: Great Skin for Life
- * Halloween Crafts and Costumes
- * Thrive in 2025: America's Most Innovative Schools
- * Travel: 10 Places to Go Before They're 10

November 2012

- * Healthy Eating: All About the Sides
- * Beauty: "I Want a New Look!" Mom Makeovers
- * Thrive in 2025: Parents Who Start Their Own Schools
- * Gifts for Everyone on Your List
- * A Grown-Up's Guide to Play
- * Puppet Making!
- * Time for Fun: Thanksgiving Crafts

December 2012

- * Healthy Eating: Food for Baby
- * Beauty: Mommy Spa Guide
- * Thrive in 2025: Lost Skills
- * Raise an Optimistic Kid
- * Christmas Crafts and Cookies
- * Time for Fun Special: Handmade Toys
- * Best Toys of 2012
- * Kids' Media Guide

Awards & Accolades

A Champion for
Children and Families

2011

National Health Information Awards

* **Gold:**

- “The Test That Saved My Baby’s Life”
- “The Doctor Will See You In...”

* **Silver:**

- “Mommy Isn’t Feeling Well Today”
- “A Working Mom’s Guide To Sick Kids”
- “Totally Outdated Health Myths”
- “Staying Safe In A Toxic World”

* **Bronze:**

- “The Car Accidents You Don’t Think About”
- “Why Do Boys Have Nipples?”
- “Probiotics: The Friendly Bacteria”
- “Stopping ‘The Drip’”

* **Merit:**

- “The Power of Vitamin D”
- “Vaccines: Getting To The Point”

MIN’s Best of the Web Awards

* **Best Email/Newsletter**

- “100 Days of Holidays”

Web Health Awards

* **Merit:**

- “12 Weeks to a Healthier Family”

2010

National Health Information Awards

* **Gold:**

- “Sun Safety Made Easy”
- “Chiropractors for Kids?”
- “Parents Fight Fat”

* **Silver:**

- “Parents Quit for Good”
- “The Lousy Truth”
- “Whoops! We’re Having a Baby”
- “Prescription for Trouble”

* **Bronze:**

- “10 Best Children’s Hospitals”
- “The Dark Side of Tanning”

* **Merit:**

- “Pain Relief Secrets”

American Society of Magazine Editors (ASME)

* **Finalist, Personal Service:**

- “Quit for Good”

Society of Publication Designers

* **Merit Award in Design/Feature/Service:**

- “Little Thing, Big Risk”

Gold Triangle Awards

American Academy of Dermatology

* “Sun Safety Made Easy”

* “The Dark Side of Tanning”

MIN Editorial and Design Award

* **Best Editorial Series or Special Section**

- “Parents Fights Fat”

Eddie Award

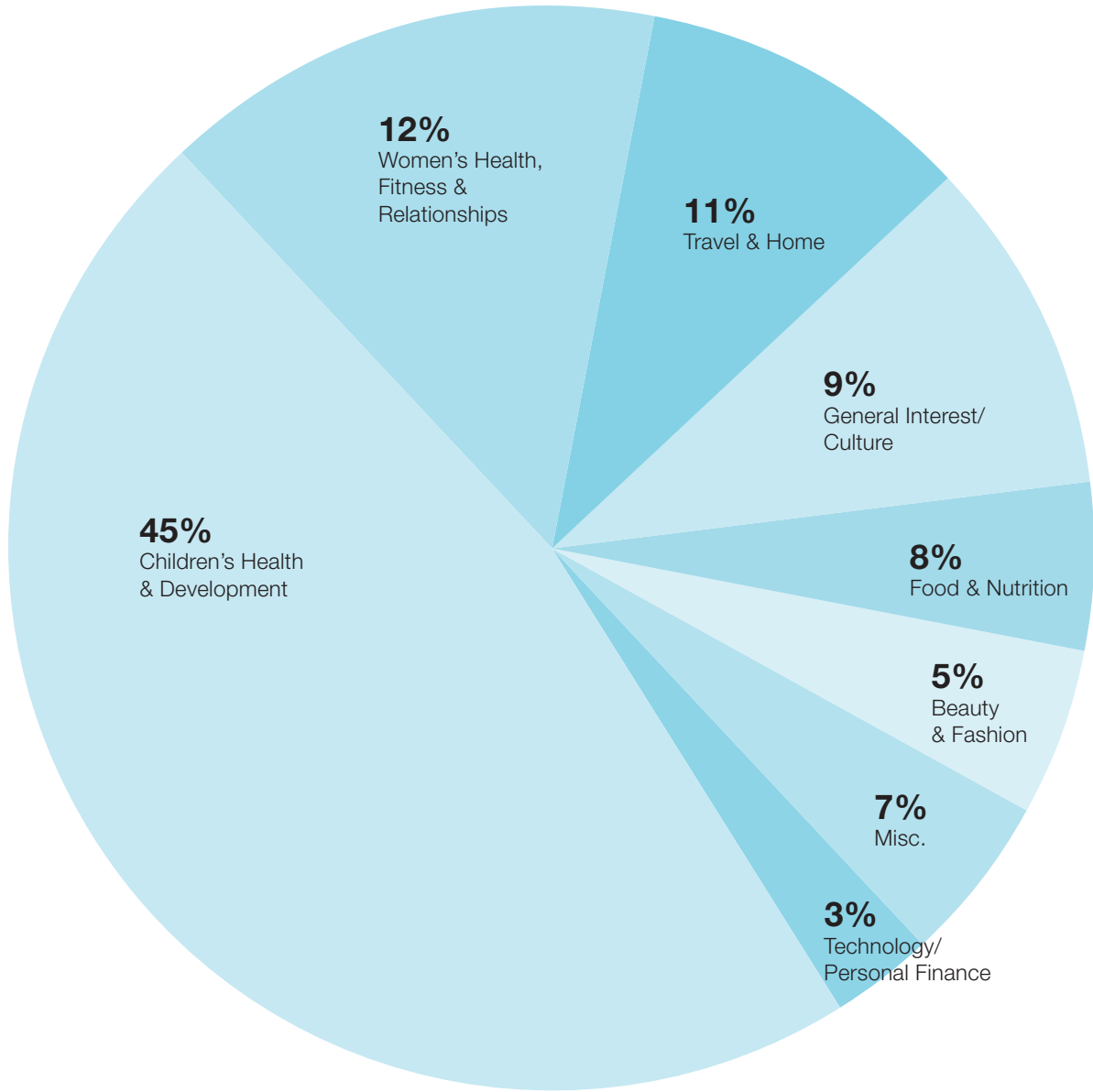
* **Best Issue Parenting/Family/Youth**

- September 2009



[Editorial Coverage]

Delivering a Diverse Editorial Mix



[Adult Demographic Profile]

A Snapshot

| | |
|-------------------|--------------|
| Total adults | 15.1 million |
| Median age | 34.4 |
| Median HHI | \$59,557 |
| Median home value | \$192,928 |

| Age | Audience (000) | % Coverage | % Comp |
|-------|----------------|------------|--------|
| 18-34 | 7,925 | 11.3 | 52.6 |
| 18-49 | 13,274 | 9.9 | 88.1 |
| 25-49 | 11,064 | 10.6 | 73.4 |
| 25-54 | 11,815 | 9.3 | 78.4 |

Education

| | | | |
|-----------------------------|-------|-----|------|
| Attended/graduated college+ | 9,600 | 7.6 | 63.7 |
| Graduated college+ | 4,528 | 7.3 | 30.0 |

Employment and Income

| | | | |
|---------------|-------|-----|------|
| Employed | 9,784 | 7.1 | 64.9 |
| HHI \$50,000+ | 8,912 | 6.7 | 59.1 |

Family Size

| | | | |
|--------------------------|-----------|------|------|
| Any kids | 12,340 | 13.3 | 81.9 |
| 2+ children in household | 7,798 | 14.4 | 51.7 |
| Average age of kids | 7.2 years | | |

Adult Audience Comparison

The Leader in the Category

| (000) | Parents | FamilyFun | Parenting Early Years* | Parenting School Years* | Scholastic Parent & Child |
|---------------------------------|----------|-----------|------------------------|-------------------------|---------------------------|
| Total Adults | 15,072 | 5,876 | 6,756 | 2,251 | 7,395 |
| Age | | | | | |
| 18-34 | 7,925 | 2,977 | 4,256 | 894 | 3,748 |
| 18-49 | 13,274 | 4,934 | 6,144 | 2,021 | 6,380 |
| 25-49 | 11,064 | 3,748 | 4,787 | 1,783 | 5,159 |
| 25-54 | 11,815 | 4,020 | 4,991 | 1,857 | 5,493 |
| Median age | 34.4 | 34.8 | 32.1 | 37.0 | 34.8 |
| Children in Household | | | | | |
| Any children | 12,340 | 4,658 | 5,356 | 1,936 | 6,034 |
| Children under 2 | 4,104 | 1,076 | 2,613 | 152 | 1,406 |
| Children 2-5 | 6,639 | 2,377 | 3,607 | 717 | 3,071 |
| Children under 6 | 8,786 | 2,843 | 4,839 | 759 | 3,773 |
| Children 6-11 | 5,322 | 2,546 | 2,076 | 1,657 | 3,222 |
| Education and Employment | | | | | |
| Attended/graduated college+ | 9,600 | 3,231 | 4,411 | 1,384 | 4,035 |
| Graduated college+ | 4,528 | 1,535 | 2,238 | 630 | 1,574 |
| Employed | 9,784 | 3,611 | 3,942 | 1,368 | 4,568 |
| Household Income | | | | | |
| \$50,000+ | 8,912 | 3,371 | 3,727 | 1,341 | 3,514 |
| Median income | \$59,557 | \$57,015 | \$55,858 | \$60,558 | \$46,769 |

Women Demographic Profile

A Snapshot

| | |
|-------------------|--------------|
| Total women | 12.3 million |
| Median age | 34.1 |
| Median HHI | \$58,611 |
| Median home value | \$189,468 |

| Age | Audience (000) | % Coverage | % Comp |
|-------|----------------|------------|--------|
| 18-34 | 6,637 | 19.1 | 53.8 |
| 18-49 | 10,837 | 16.1 | 87.8 |
| 25-49 | 8,988 | 17.0 | 72.8 |
| 25-54 | 9,613 | 15.0 | 77.9 |

Education

| | | | |
|-----------------------------|-------|------|------|
| Attended/graduated college+ | 7,965 | 11.9 | 64.5 |
| Graduated college+ | 3,797 | 11.8 | 30.8 |

Employment and Income

| | | | |
|---------------|-------|------|------|
| Employed | 7,605 | 11.8 | 61.6 |
| HHI \$50,000+ | 7,176 | 11.0 | 58.1 |

Family Size

| | | | |
|--------------------------|-----------|------|------|
| Any kids | 10,027 | 19.8 | 81.2 |
| 2+ children in household | 7,559 | 25.4 | 50.8 |
| Average age of kids | 7.4 years | | |

[2012 Closing Dates]

| | National Close/ Materials Due | In-Home Date | On-Sale Date |
|-----------|----------------------------------|--------------|--------------|
| January | 10/20/11 | 12/4/11 | 12/13/11 |
| February | 11/18/11 | 1/1/12 | 1/10/12 |
| March | 12/16/11 | 2/5/12 | 2/14/12 |
| April | 1/20/12 | 3/4/12 | 3/13/12 |
| May | 2/17/12 | 4/1/12 | 4/10/12 |
| June | 3/19/12 | 5/6/12 | 5/15/12 |
| July | 4/20/12 | 6/3/12 | 6/12/12 |
| August | 5/18/12 | 7/1/12 | 7/10/12 |
| September | 6/20/12 | 7/29/12 | 8/7/12 |
| October | 7/20/12 | 9/2/12 | 9/11/12 |
| November | 8/17/12 | 9/30/12 | 10/9/12 |
| December | 9/20/12 | 11/4/12 | 11/13/12 |



Put your product in front of
15.1 Million Moms

Parents

Parents is a celebration of today's mother: the woman who understands that taking care of her family also means taking care of herself. With breakthrough content that informs, inspires and entertains. Parents is for every woman who lives and parents in her own authentic way.



About the Magazine

Published 12x year
15.1 Million Readers
2,200,000 Circulation

About the Reader

Median Age: 34.4
Median HHI: \$59,557
Employed: 64.9
Attended/Graduated College: 63.7
2+ Children in Household: 51.7

Rates

Display Rates:

\$2,650.00 per inch (2.25" w x 1" h)

Classified Rates:

\$48.95 per word / 14 word minimum



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