



Parenting

EARLY YEARS

7 ways to raise a good eater

why kids love to streak and other quirks, explained

backyard bash!

super-fun family games and treats

friends every mom needs

august
US \$3.99
0 174820 c
parent



Parenting

SCHOOL YEARS

OMG! love your kid, hate her BFF? how to deal, p. 68

keeping the peace
family battles not worth fighting

eeeewww! kids' grossest health problems—fixed

great moves for moms
5 all-over toners

EXCLUSIVE REPORT
tweens and anorexia

july 2009 parenting.com



parenting

SHOPPER'S GUIDE

Full Circulation
2.2 Million Circulation
13.47 Million Readers



early years

Parenting Early Years is the only magazine that exclusively focuses on real-mom advice and support on parenting babies, toddlers, and preschoolers – which is exactly what the current generation of moms wants most.

Distribution

1,650,000	Total Rate Base
1,590,000	Paid subscribers
25,000	Newsstand
35,000	Medical Channel (OB/GYN Offices)

Reader Profile

Female:	83%
Median HHI:	\$57,524
Median Age:	32.1
Married:	64%
Employed:	63%
Any College:	58%
Child 0-6 in HH:	78%

school years

Parenting School Years is the only lifestyle magazine for moms with kids in elementary school – filling a huge unmet need. Editorial focus on issues to moms with children in grade school.

Distribution

550,000	Total Rate Base
400,000	Paid subscribers
0	Newsstand
100,000	Medical Channel (OB/GYN Offices)

Reader Profile

Female:	84%
Median HHI:	\$57,066
Median Age:	35.9
Married:	63%
Employed:	67%
Any College:	53%
Child 6-11 in HH:	73%

shopper's guide



Parenting Magazine

Published 11x year
13.47 Million Readers
2,150,000 Paid Circulation

ADVERTISING RATES

Display Rates:
\$2,650.00 per inch / column width 2.25"

Classified Rates:
\$39.95 per word / 14 word minimum
\$95.00 to add a color background

Must See Sites Rates:
\$795.00 per listing

Your domain name will be listed in color and a 2 line (44 characters per line) description of your site will be beneath it in black. Also included is your same ad on MustSeeSites.com with a hyperlink.

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:

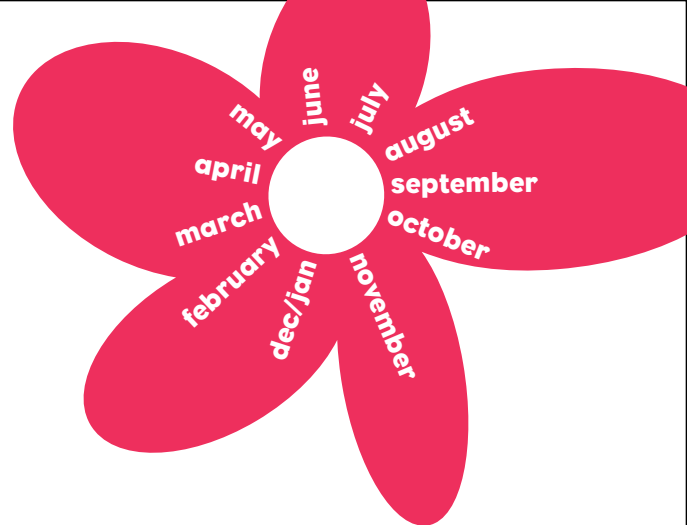
AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

ISSUE **CLOSE DATE** **ON-SALE**

If you have any questions, please call your representative:

Or call (800) 675-7636

editorial calendar 2010



february

Cooking with Kids
Family Cars
Must-have Beauty Products

march

Family Finance
Mom Weight Loss

april

Organic Buying Guide
Family Health
Spring Fashion
Moms and Sex

may

Family Fitness
Mom Indulgences

june

Summer Recipes
Family Nutrition
First Birthdays
Family Resorts
Summer Beauty for Mom

july

Last-Minute Vacations
Moms and Body Image
Cover Contest Winners

august

Home Technology Special
Kid's Room Makeover
Girlfriend Getaways

september

Fall Fashion
Total Body Workout

october

Halloween Special:
Costumes, Crafts, and Treats
Mom Hair Makeovers
Relationship Rx

november

Education Special:
Parent-Teacher Conferences
Toys of the Year
Mom Skin Care

dec/jan

Holiday Recipes
Holiday Beauty
Holiday Fashion



Note: All editorial is subject to change.

editorial calendar 2010



february

Cooking with Kids
Family Cars
Must-have Beauty Products

march

Family Finance
Mom Weight Loss
Summer Camp Guide

april

Organic Buying Guide
Family Health
Spring Fashion
Moms and Sex

may

Family Fitness
Mom Indulgences

june

Summer Recipes
Family Nutrition
Family Resorts
Summer Beauty for Mom

july

Last-Minute Vacations
Moms and Body Image

august

Home Technology Special
Kid's Room Makeover
Girlfriend Getaways

september

Back-to-School Special
Fall Fashion
Total Body Workout

october

Halloween Special:
Costumes, Crafts, and Treats
Mom Hair Makeovers
Relationship Rx

november

Education Special:
Parent-Teacher Conferences
Toys of the Year
Mom Skin Care

dec/jan

Holiday Recipes
Holiday Beauty
Holiday Fashion

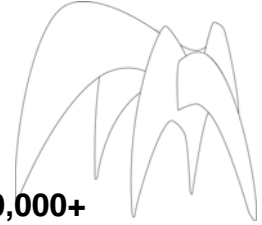


Note: All editorial is subject to change.



An Award Winner

“the best of the biggest”



Winner, General Excellence Award — magazines with circulation 2,000,000+
2003 National Magazine Awards, American Society of Magazine Editors

“a ‘very necessary’ guide that has differentiated itself from the pack”

Top Ten List Adweek Magazine’s 2005 Hot List

ADWEEK
The Hot List

“the nation’s leading magazine for mothers”

22 Hottest Launches of the Past 20 Years

Media Industry Newsletter (min) and “Mr. Magazine” Samir Husni

Winner

Gold Consumer Magazine Award — circulation of 1,000,000+
2003 Circulation Excellence Awards, Circulation Management Magazine

Best E-Mail Newsletter of the Year
Media Industry Newsletter (min) 2004
Best of the Web Awards

Gold Award Winner
Parenting/Family Category, September 2007
Folio Magazine Editorial Excellence Awards

Integrated Marketing Award
Parenting Family Road Trip Marketing Program, Sweepstakes/Contest Category (min) 2009

Finalist

Best Magazine Blog of the Year
Media Industry Newsletter (min) 2006
Best of the Web Awards

Top Ten List

Best Performer in Circulation
Best Performers in Circulation 2003, Cappell’s Circulation Report

Nominee

Best Editorial Design & Awards,
Launch of *Parenting* Early Years and *Parenting* School Years (min) 2009

Best How-to/Instructional, “Diagnosis: Emergency” feature (min) 2009

Best Redesign, *Parenting* Early Years and *Parenting* School Years (min) 2009



Audience Profile

	Parenting	Parenting Early Years Edition @	Parenting School Years Edition @
Audience (000)			
Adults	10199	7446	2754
Women	8492	6104	2311
Readers Per Copy			
Adults	4.5		
Women	3.7		
Median Age			
Adults	33.7	32.4	37.5
Women	33.2	31.7	36.9
Median Household Income			
Adults	\$58,683	\$58,728	\$65,453
Women	\$55,951	\$55,459	\$64,208

@ Publisher Defined Edition.
Source MRI Spring 2009



Demographic Profile - Adults

	(000)	% Comp	Index
Total Adult Readers	10,199	100.0	100
Total Female Readers	8,492	83.3	161
Age			
Age 18-34	5,634	55.2	181
Age 18-49	9,092	89.1	149
Age 25-44	6,630	65.0	176
Age 25-49	7,300	71.6	152
Median Age	33.7 years		
Education			
Att/Grad College+	5,954	58.4	108
Employment			
Employed	6,296	61.7	98
Married			
	6,105	59.9	108
Household Income			
HHI \$30,000+	7,297	71.5	94
HHI \$40,000+	6,436	63.1	95
HHI \$50,000+	5,717	56.1	97
Median HHI	\$58,683		
Children in Household			
Children under 2	3,582	35.1	432
Children age 2-5	4,377	42.9	294
Children age 6-11	2,919	28.6	156
Children age 0-12	7,749	76.0	241
1+ children in HH	8,288	81.3	201
2+ children in HH	4,929	48.3	204
3+ children in HH	2,245	22.0	232

Source: MRI Spring 2009

Demographic Profile - Adults

	(000)	% Comp	Index
Total Adult Readers	7,446	100.0	100
Total Female Readers	6,104	82.0	159
Age			
Age 18-34	4,603	61.8	202
Age 18-49	6,802	91.4	153
Age 25-44	5,074	68.1	185
Age 25-49	5,446	73.1	156
Median Age	32.4 years		
Education			
Att/Grad College+	4,409	59.2	109
Employment			
Employed	4,563	61.3	97
Married			
	4,525	60.8	109
Household Income			
HHI \$30,000+	5,317	71.4	93
HHI \$40,000+	4,681	62.9	94
HHI \$50,000+	4,160	55.9	97
Median HHI	\$58,728		
Children in Household			
Children 0-11 months	1,923	25.8	580
Children 12-23 months	1,187	15.9	408
Children under 2	3,013	40.5	497
Children age 2-5	3,833	51.5	352
Children age 6-17	2,852	38.3	125
1+ children in HH	6,002	80.6	200
2+ children in HH	3,862	51.9	219
3+ children in HH	1,879	25.2	266

Demographic Profile - Adults

	(000)	% Comp	Index
Total Adult Readers	2,754	100.0	100
Total Female Readers	2,311	83.9	162
Age			
Age 18-34	1,085	39.4	129
Age 18-49	2,452	89.0	149
Age 25-44	1,971	71.6	194
Age 25-49	2,220	80.6	172
Median Age	37.5 years		
Education			
Att/Grad College+	1,674	60.8	112
Employment			
Employed	1,848	67.1	106
Married			
	1,638	59.5	107
Household Income			
HHI \$30,000+	2,081	75.6	99
HHI \$40,000+	1,925	69.9	105
HHI \$50,000+	1,671	60.7	105
Median HHI	\$65,453		
Children in Household			
Children age 2-5	970	35.2	241
Children age 6-11	2,070	75.2	410
Children age 0-12	2,368	86.0	272
1+ children in HH	2,368	86.0	213
2+ children in HH	1,898	68.9	291
3+ children in HH	1,052	38.2	402



Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	8,492	100	100
Age			
Age 18-34	4,836	56.9	194
Age 18-49	7,587	89.3	154
Age 25-44	5,344	62.9	176
Age 25-49	5,925	69.8	152
Median Age	33.2 years		
Education			
Att/Grad College+	4,870	57.3	104
Employment			
Employed	4,902	57.7	101
Married	4,982	58.7	109
Household Income			
HHI \$30,000+	5,880	69.2	95
HHI \$40,000+	5,185	61.1	96
HHI \$50,000+	4,622	54.4	100
Median HHI	\$55,951		
Children in Household			
Children under 2	3,010	35.4	413
Children age 2-5	3,628	42.7	274
Children age 6-11	2,415	28.4	145
Children age 0-12	6,472	76.2	226
1+ children in HH	6,949	81.8	191
2+ children in HH	4,203	49.5	194
3+ children in HH	1,918	22.6	225

Source: MRI Spring 2009

Base: Total Women

Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	2,311	100	100
Age			
Age 18-34	986	42.7	145
Age 18-49	2,074	89.7	155
Age 25-44	1,667	72.1	201
Age 25-49	1,852	80.1	175
Median Age	36.9 years		
Education			
Att/Grad College+	1,377	59.6	108
Employment			
Employed	1,462	63.3	111
Married			
	1,361	58.9	110
Household Income			
HHI \$30,000+	1,678	72.6	99
HHI \$40,000+	1,544	66.8	105
HHI \$50,000+	1,397	60.5	111
Median HHI	\$64,208		
Children in Household			
Children age 2-5	790	34.2	219
Children age 6-11	1,767	76.5	389
Children age 12-17	764	33.1	161
1+ children in HH	2,000	86.5	202
2+ children in HH	1,658	71.7	281
3+ children in HH	917	39.7	395

@ Publisher Defined Edition
 Source: MRI Spring 2009
 Base: Total Women

Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	6,104	100	100
Age			
Age 18-34	3,925	64.3	219
Age 18-49	5,570	91.3	157
Age 25-44	3,998	65.5	183
Age 25-49	4,311	70.6	154
Median Age	31.7 years		
Education			
Att/Grad College+	3,561	58.3	106
Employment			
Employed	3,444	56.4	99
Married			
	3,637	59.6	111
Household Income			
HHI \$30,000+	4,189	68.6	94
HHI \$40,000+	3,679	60.3	95
HHI \$50,000+	3,296	54.0	99
Median HHI	\$55,459		
Children in Household			
Children 0-11 months	1,656	27.1	555
Children 12-23 Months	957	15.7	400
Children under 2	2,520	41.3	480
Children age 2-5	3,168	51.9	333
Children age 6-17	2,343	38.4	118
1+ children in HH	4,942	81.0	189
2+ children in HH	3,248	53.2	208
3+ children in HH	1,582	25.9	258

@ Publisher Defined Edition

Source: MRI Spring 2009

Base: Total Women



Competitive Demographics

% Composition	<u>Parenting</u>	<u>Parents</u>	<u>FamilyFun</u>	<u>Working Mother</u>
Age 18 to 34	56.9%	56.3%	33.7%	42.1%
Age 18 to 49	89.3%	88.7%	81%	85%
Age 25 to 49	69.8%	71.7%	72%	77%
Median Age (years)	33.2	33.4	39.3	38.8
Attend/Grad College+	57.3%	57.9%	67%	66%
Married	58.7%	61.8%	66.3%	53.3%
Median HHI	\$55,951	\$57,958	\$65,832	\$61,204
Employed	57.7%	59.3%	62.2%	75%
Children under 2	35.4%	30.8%	13%	11.9%
Children age 2-5	42.7%	43.2%	35.2%	29.7%
Children age 6-11	28.4%	34.1%	47.5%	42.2%
Children age 0-12	76.2%	74.9%	68.6%	64.4%

Source: MRI Spring 2009
 Base: Total Women



Mothers spend MORE than their share!

	Total Women	Moms	Mom Share
Population	116.2 million	50.6 million	43.5%
<i>Total dollars spent in the past 12 months on:</i>			
Household Furnishings	\$27.3 billion	\$13.7 billion	50.1%
Food	\$525.7 billion	\$260.2 billion	49.5%
Consumer Electronics	\$168.8 billion	\$81.0 billion	48%
Clothing	\$57.2 billion	\$27.4 billion	48%
Health & Beauty Aids	\$16.6 billion	\$7.8 billion	47%
Home Improvement/Remodeling	\$86.3 billion	\$39.7 billion	46%
Monthly Credit Card Expenditures	\$27.6 billion	\$11.5 billion	41.7 %

For example: In the food category, 1% share equals \$5.26 billion in sales

Source: MRI Spring 2009



Parenting Category Duplication Consistent With Industry Norms (% net duplication)

	<u>Parenting</u>	American <u>Baby</u>	<u>Babytalk</u>	<u>FamilyFun</u>	<u>Parents</u>	Working <u>Mother</u>
Parenting	--	24.4%	21.3%	8.2%	34.0%	6.8%
American Baby	24.4%	--	32.8%	8.4%	23.8%	6.2%
Babytalk	21.3%	32.8%	--	6.5%	18.9%	6.3%
FamilyFun	8.2%	8.4%	6.5%	--	9.1%	6.2%
Parents	34.0%	23.8%	18.9%	9.1%	--	6.1%
Working Mother	6.8%	6.2%	6.3%	6.2 %	6.1%	--

Source: MRI Spring 2009
Base: Total Women



Moms Do Not Have Time to Read Other Magazines

Parenting Women Do Not Read

<u>Women's Service</u>	(%)
Real Simple	92.1%
Redbook	87.7%
Ladies' Home Journal	86.6%
Martha Stewart	85.6%
"O" Oprah Magazine	81.3%
Family Circle	74.9%
Good Housekeeping	74.0%
Woman's Day	72.8%
Better Homes & Gardens	64.1%

<u>Beauty/Fashion</u>	(%)
Harper's Bazaar	96.5%
Elle	94.6%
Marie Claire	94.2%
Allure	91.3%
Vogue	85.2%
In Style	84.5%
Glamour	79.0%
Cosmopolitan	75.4%

Source: MRI Spring 2009
Base: Total Women



Low Duplication With Women's Service Books

(% net duplication)

	<u>Parenting</u>	<u>Better Homes</u>	<u>Family Circle</u>	<u>Good House-keeping</u>	<u>Ladies' Home Journal</u>	<u>Redbook</u>
<u>Parenting</u>	--	8.3%	8.8%	8.1%	6.0%	6.8%
Better Homes	8.3%	--	26.8%	33.1%	20.8%	13.1%
Family Circle	8.8%	26.8%	--	29.4%	23.9%	16.9%
GH	8.1%	33.1%	29.4%	--	27.7%	17.8%
Ladies' Home Journal	6.0%	20.8%	23.9%	27.7%	--	21.3%
Redbook	6.8%	13.1%	16.9%	17.8%	21.3%	--

Source: MRI Spring 2009
Base: Total Women



Low Duplication With Beauty/Fashion Magazines

(% net duplication)

	<u>Parenting</u>	<u>Allure</u>	<u>Cosmo</u>	<u>Elle</u>	<u>Glamour</u>	<u>Harper's Bazaar</u>	<u>In Style</u>	<u>Marie Claire</u>	<u>Vogue</u>
<u>Parenting</u>	--	5.6%	9.6%	3.6%	9.8%	2.8%	8.3%	4.3%	7.4%
Allure	5.6%	--	14.4%	17.5%	18.3%	10.3%	14.9%	17.8%	18.5%
Cosmo	9.6%	14.4%	--	11.8%	29.0%	6.0%	14.9%	10.8%	21.4%
Elle	3.6%	17.5%	11.8%	--	13.6%	14.8%	13.4%	14.8%	21.8%
Glamour	9.8%	18.3%	29.0%	13.6%	--	7.9%	18.8%	12.1%	21.4%
Harper's Bazaar	2.8%	10.3%	6.0%	14.8%	7.9%	--	8.9%	9.3%	13.1%
In Style	8.3%	14.9%	14.9%	13.4%	18.8%	8.9%	--	11.4%	18.8%
Marie Claire	4.3%	17.8%	10.8%	14.8%	12.1%	9.3%	11.4%	--	13.2%
Vogue	7.4	18.5%	21.4%	21.8%	21.4%	13.1%	18.8%	13.2%	--

Source: MRI Spring 2009
Base: Total Women

