

# TAMPA BAY Parenting



Serving, Informing and  
Enriching  
Families of *Tampa Bay*

**Tampa Bay Parenting Magazine**  
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Tampa, Florida 33682

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**General Info:**  
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[calendar@tbparenting.com](mailto:calendar@tbparenting.com)

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Tampa Bay Parenting Magazine has a **monthly** circulation of 30,000 and an annual readership of over 750,000 in the Greater Tampa Bay area. These readers are part of the most coveted target market that advertisers are trying to capture. The average household income is \$99,000 or greater, offering you the best return on your advertising dollars.

TB Parenting's full-color, glossy magazine has the appeal of a national publication, but offers a unique local flavor unlike any other.

When looking for invaluable guidance, TB Parenting is the "go to guide" for families in Tampa, New Tampa, Wesley Chapel, Land O' Lakes, Lutz, Carrollwood, Odessa, South Tampa, Hyde Park, Davis Island, Brandon, Riverview, Temple Terrace, Palm Harbor, Trinity, New Port Richey, Tarpon Springs, St. Petersburg and Clearwater.

**ONLINE AT:**  
**[www.tbparenting.com](http://www.tbparenting.com)**



# Tampa Bay Parenting Magazine

## Media Guide

**Tampa Bay's only Monthly Targeted Publication  
Aimed at Parents and Active Families!**

### WHO WE REACH

#### Our Readers

Age 25-54 . . . . .	92%
Female . . . . .	92%
Primary Shopper . . . . .	98%
Children Shoppers . . . . .	77%
Household Income Mean . .	\$99,000
\$100,000+ Income . . . . .	58%
College Educated . . . . .	87%



#### Ages of Children

0 to 2 . . . . .	22%
2 to 4 . . . . .	40%
5 to 9 . . . . .	47%
10 to 12 . . . . .	21%
13 and over . . . . .	19%

#### Reading Habits

Read most of the magazine . . . . .	94%
Spend 30-59 minutes reading . . .	42%
Use the ads for buying decisions .	92%
Read the ads . . . . .	99%
Save the issues for future reference . . . . .	52%
Use home computers . . . . .	87%



\*Data collected from the U.S. Census Bureau for Hillsborough, Pasco and Pinellas Counties and survey of readers

# Tampa Bay Parenting Magazine

## Media Guide

### HOW WE REACH THEM

Tampa Bay Parenting targets families with children living in Hillsborough, Pinellas, and Pasco counties using major distribution locations, subscriptions, and bi-monthly e-newsletters.

#### Distribution

Free distribution to more than 500 select locations across the Tampa Bay area:

- Publix Supermarkets
- Sweetbay Supermarkets
- Private & Public Schools
- Tampa Metro YMCA's\*
- Sam's Club
- Tutoring/Learning Centers
- Childcare Centers
- Public Libraries
- Cultural Facilities
- Children's Hospitals
- Pediatricians
- OB/GYN Offices
- Dentists/Orthodontists
- Children's Retail Stores
- Churches/Synagogues
- Family Restaurants
- Community Centers
- Community Events & Festivals
- And our advertisers



#### Top 10 reasons to advertise

1. Proven return on your advertising dollar
2. Increase your business
3. Professional free ad design
4. Personal customer service
5. Ad sizes that fit every budget
6. Frequency discounts
7. Long shelf life
8. Unique local flavor
9. Great resource tool
10. Internet Exposure

See your ad online at:  
[www.tbparenting.com](http://www.tbparenting.com)

\* TB Parenting is the only Parenting Publication exclusively distributed at the Tampa Metro YMCA's.

# Tampa Bay Parenting Magazine

## Media Guide

A Complete Resource for Parents living in Tampa Bay

### OUR ISSUES

#### JANUARY



Private School Directory

- Private School Directory
- Magnet School Directory

#### FEBRUARY



The organized home is Decorating guide

- Home Issue (Re-decorating, Remodeling)
- Real Estate
- Valentine's Day

#### MARCH



2007 Summer Camp Guide

- Summer Camp Guide
- Easter

#### APRIL



After School Program Guide

- Travel
- Summer Camp Guide

#### MAY



Birthday Party Guide

- Birthday Party Planning Guide
- Summer Camp Guide

#### JUNE



BABY GUIDE - THE BEST FOR YOUR BABY

- Baby Guide
- Summer Camp Guide

#### JULY



Local Destination Guide

- Local Destination Guide
- 4th of July

#### AUGUST



After School Program Guide

- Back To School
- After-School Programs and classes guide

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### OUR ISSUES

#### SEPTEMBER



- Family Restaurant Guide
- Best of Tampa

#### OCTOBER



- Halloween Events
- Health Issue

#### NOVEMBER



- Holiday Guide
- Thanksgiving Events

#### DECEMBER



- Holiday Events
- Holiday Gift Guide

### ADVERTISE WITH US

Tampa Bay Parenting is the most effective local media in Hillsborough, Pinellas and Pasco Counties for reaching the targeted audience of affluent families and their key decision makers. Our magazine attracts readers who are seeking parenting information and we keep them coming back, month after month, with our award-winning content and engaging advertiser profiles. Parents who pick up Tampa Bay Parenting use our publication as a primary source of parenting ideas, invaluable resources, and activities. As a result, you can trust that our audience is 100 percent focused on their children's needs when reading our magazine.

When you partner with us, you become part of our family – a family that offers creative marketing solutions through customized advertising opportunities. They include:

- Monthly Display Advertising
- Classified Advertising
- Specialty Advertising
- Cover Sponsorships
- Event Guides
- Preprinted Inserts
- Sponsorship of Local Community Events



# Tampa Bay Parenting Magazine

## Media Guide

### ADVERTISING RATES

#### Retail Display Ad Rates

	12X	6X	3X	1X
Full Page	\$1625	\$1815	\$2025	\$2230
2/3 Page	\$1180	\$1315	\$1475	\$1635
1/2 Page	\$925	\$1075	\$1195	\$1300
1/3 Page	\$695	\$815	\$910	\$1015
1/6 Page	\$395	\$420	\$485	\$550

Full Page Bleed  
9"W X 11.5"H

Full Page Trim  
8.5" X 11"

Live Area  
8.125" X 10.625"

#### Premium Positions

	12X	6X	3X	1X
Inside Front	\$1835	\$2085	\$2330	\$2575
Page Three	\$1835	\$2085	\$2330	\$2575
Inside Back	\$1745	\$1920	\$2130	\$2340
Back	\$2125	\$2340	\$2595	\$2850
2 Page Spread	\$2890	\$3320	\$3650	\$3990

2/3 Vertical  
5" X 9.5"

2/3 Vertical  
Bleed  
5.375" x  
11.5"

1/3 Vertical  
2.75" x 9.5"

1/2 Vertical  
5" x 7.25"

#### General Information

- » All rates are per insertion and include four color
- » Save 5% on pre-paid contracts
- » Add \$150 for ad to be included on website
- » Guaranteed Position add 10%
- » Non-profit discounts available

#### Submission Specifications

- » Include all fonts and artwork in an email as a PDF to [ads@tbparenting.com](mailto:ads@tbparenting.com)
- » Digital Files must be press quality PDF at 100%, 300dpi, CMYK
- » We accept Illustrator and InDesign files

1/3 Square  
5" x 4.75"

1/6 Vertical  
2.75" x 4.75"

1/2 Page Horizontal  
8.125" x 4.75"