

TAMPA BAY Parenting



**MEDIA
GUIDE**

how we reach them

Tampa Bay Parenting targets women and families with children living in Hillsborough, Pinellas, Polk, and Pasco counties as well as surrounding areas (Hernando, Citrus, Manatee, Sarasota) using major distribution locations, subscriptions, an interactive website, active social media sites (Facebook, Twitter, YouTube, momBlog), bi-weekly e-newsletters and family friendly events.



MAGAZINE DISTRIBUTION

- » Home Delivery
- » Email & Web
- » Supermarkets
- » Private & Public Schools
- » The YMCA
- » Paid Subscriptions
- » Tutoring/Learning Centers
- » Cultural Facilities
- » Children's Hospitals
- » Pediatricians/Dentists
- » Orthodontist Offices
- » OB/GYN Offices
- » Children's Retail Stores
- » Family Restaurants
- » Community Centers
- » Events & Festivals
- » And our advertisers offices and businesses

TOP 5 REASONS TO ADVERTISE WITH US

- » Proven return on advertising dollars
- » Most trusted family resource in West Central Florida
- » Long shelf life
- » Professional, low cost ad design
- » Frequency discounts

OUR READERS

Age 25-54.....	92%
Female.....	92%
Primary Shopper.....	98%
Children Shoppers	77%
Household Income Mean	\$99,000
\$100,000+ Income	68%
College Educated.....	87%



Tampa Bay Parenting
320 W. Kennedy Blvd.
Suite 220
Tampa, Florida 33606
Phone: 813.949.4400
Fax: 813.315.6688

General Info:
info@tbparenting.com

ADVERTISE

MONTHLY PRINT & DIGITAL ADS, & SPECIALITY GUIDES

Tampa Bay Parenting is the most effective local medium in Hillsborough, Pinellas, Polk 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.

Full Page Bleed
9" W X 11.5" H

Trim
8.5" W X 11" H

1/6 Page* 2.5" W X 4.75" H	1/4 Page 3.95" W X 4.75" H
1/2 Page 8.125" W X 4.75" H	



TAMPA BAY'S FAMILY GUIDE

tbparenting.com



- » Bundle discounted packages available
- » 10% discount for 36 month contract
- » Non-profit discounts available
- » Advertisers receive 50% off event fees
- » Cover wraps and blow-ins available

*1/6th page ads only appear in the Directory section located at the back of the magazine.

ONLINE AND NEWSLETTER

WEBSITE

- » Over 195,000 page views each month
- » 29,000 unique visitors each month
- » Median age 25-54 (94% of visitors)
- » Time spent on site: 3:59

NEWSLETTER

- » Over 18,000 subscribers
- » 39%-42% Open Rate
- » Recipient median age: 28-56
- » Time spent on newsletter 4:49



ONLINE LISTING

- » HTML description, address, phone, and live link, multiple categories, image uploads, google maps, special offers, and coupons
- » Featured plus: Highlighted listing, facebook page, twitter name

Leaderboard: 728 x 90 pixels

Mini- Leaderboard: 486 x 60

Skyscraper: 160 x 600

Rectangle: 300 x 250