

# P<sup>bc</sup> Parent

NEWS MAGAZINE

2024 Media Kit



# How to reach parents in British Columbia

**BC Parent Newsmagazine** is a trusted resource in British Columbia for local families. The print issue is highly visible across the Lower Mainland and our digital audience spans the province.

In its **33rd year of publication**, parents and caregivers look to BC Parent for relevant, up-to-date information they can trust, going beyond recipes and crafts to give parents the information they want on healthcare, education, birthing, the arts, community events and so much more. From pregnancy through to teens, BC Parent provides up-to-date, in-depth articles and information for all families.

Available in over 240 locations including daycares, schools, community centres, libraries and children's boutiques BC Parent print issues are where parents are.

Here are some of the locations you can pick up a magazine:

- Capilano, Lynn Valley, Collingwood, Kerrisdale, and Cloverdale Libraries
- White Rock, Delta, Steveston, and Thompson Community Centres
- Tumbletown, Delta Gymnastics
- Monarch Dental and Eye Level locations
- Fraser Academy, Mulgrave School, Pear Tree School, Madrona School, VISST (Vancouver Independent School For Science & Technology)
- North Shore Music Together, Long & McQuade Music Stores
- Gateway Theatre, Surrey Civic Theatre, Evergreen Culture Centre




# a Valued Resource

**The Family Resource Guide** is the first magazine published every year. This must-have guide provides parents with comprehensive listings on everything for families in a handy, simple directory. It is the best resource for family-focused information including classes and programs, education, camps, family health, support services, summer fun, and more.

**The Guide is available for the entire year.** Published April 5th, 2024, the Guide is distributed throughout the Lower Mainland. Parents keep our magazine on-hand for easy reference and future use.

To ensure parents can always get the information they need, the Guide is available everywhere through social media and in a **digital edition on-line.**

 [BC Parent Newsmagazine](#)

 [bcparentmag](#)

 [bcparent.ca](#)



# Staying Connected

BC Parent reaches over 21,000 parents digitally.

Parents are busy and they need easy access to the information that is important to them.

These parents are **89% female**, **51% 35–44 yrs old**, and predominantly located in the Lower Mainland, with further concentrations on Vancouver Island and in the Okanagan.

BCparent.ca and the associated social media accounts are great ways to reach these readers and build relationships through engagement.

- Newsletter: 5,200 subscribers
- Facebook: 4,700 followers
- Instagram: 7,500+ followers
- Website: 4,000 visitors pcm



# 2024 editorial Line-up\*

## Family Resource Guide

Published **April 5th**

- Introducing our Baby Guide
- Family Fun
- Birthday Parties
- Home
- Education
- Classes and Programs
- Summer Camps
- Family Health

## Education Issue

Published **September 3rd**

- Independent School Guide
- Education Feature
- Tutoring
- Education Support Resources
- Curriculum Feature

\*Editorial line-up is subject to change



# ad Rates: Print

## Ad Rates for Printed Issues

Effective January 1, 2024

No. of insertions:	1x	2x
Back cover	\$3850	\$3465
Inside cover	3300	3000
Full page	2500	2250
2/3 page	1740	1560
1/2 page	1325	1190
1/3 page	950	855
1/4 page	730	660
1/6 page	560	500
1/12 page	390	350

**Position:** Add 15% for specific positioning.

**Production Services:** We offer full design services. Design rate is \$75 per hour.

**Insertions:** Available upon request at \$75 per M.

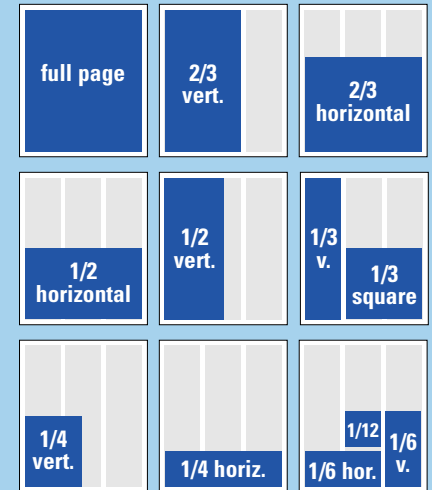
**Payment:** Prepayment on all new accounts.

**Technical Specs:** Available upon request.

## Space and Material Deadlines

Issue	Book by	Material due	Published on
Family Resource Guide 2024	Mar 8	Mar 15	Apr 5
Education Issue 2024	Aug 6	Aug 23	Sep 3

## ad Sizes



	Width	Height
Full	7.333"	9.5"
2/3 Vertical	4.833"	9.5"
2/3 Horizontal	7.333"	6.333"
1/2 Horizontal	7.333"	4.667"
1/2 Vertical	3.583"	9.5"
1/3 Vertical	2.333"	9.5"
1/3 Square	4.833"	4.667"
1/4 Vertical	3.583"	4.667"
1/4 Horizontal	7.333"	2.25"
1/6 Horizontal	4.833"	2.25"
1/6 Vertical	2.333"	4.667"
1/12 Square	2.333"	2.25"

# ad Rates: digital

## Social Media

**Sponsored Blog Post** **\$400**  
A custom written article on the website also shared through social media

**Social Media Post** **\$100**  
1 post shared on Facebook, and Instagram

**Contest** **\$500**  
All contests will be promoted in a customized blog post and promoted a minimum of 4 times on social media

## E-newsletter

**Dedicated Newsletter** **\$700**  
Containing exclusive content about your business. A blog with a similar message and accompanying social media posts.

**Newsletter item** **\$500**  
A custom written article on the website also included in the newsletter and shared through social media

**Newsletter Billboard ad** **\$200**  
An ad included at the bottom:  
600 pixels wide by 100 pixels high

## SOCIAL MEDIA BLOG POST



## E-NEWSLETTER

# bc Parent

The Overlooked Benefits of Video Games in Childhood Development



Playing video games is a mentally engaging task. Depending on the game, it requires fast decision making, real-time problem solving, coordination of fine motor skills and more.

[Read more](#)

**Cold on the Road - Important info to keep your child safe!**



As parents, getting out the door in the morning with toddlers in tow can be a challenge on a good day - and much harder in the Winter. That's because, despite cold temperatures, children shouldn't be wearing puffy jackets in their car seats.

[Read more](#)

**5 Useful Tips for Reducing Eye Strain in Children This Winter**



With 80 percent of children's learning gained through their eyes, school-aged students are starting to notice the effects of digital eye strain from a younger age. To help your child see their best this year, here are some tips and techniques parents can do to help reduce digital eye strain for their children.

[Read more](#)

[More Stories on BC Parent](#)

[Submit your events](#)

Billboard size ad

[SHARE ON FACEBOOK](#) [SHARE ON TWITTER](#) [FORWARD EMAIL](#)

BC Parent  
1776 Deep Cove Road, North Vancouver  
Canada

# Ad Rates: Digital

## Website: bcparent.ca

**Website ad tall** **\$300** per month  
Right rail, 300 px wide by 600 px high

**Website ad Medium** **\$200** per month  
Right rail, 300 px wide by 250 px high

## Digital Directory

The Digital Directory is an online resource for our readers to search and find camps, activities, classes, schools, services, and other key contacts.

**extended Listing** **\$228** per year

- 12-month directory listing
- Five image uploads
- One video upload
- Contact details, service description, and social media links
- Content can be updated on a seasonal basis ie. summer, fall, winter, and spring.

**Basic Listing** **\$50** per year

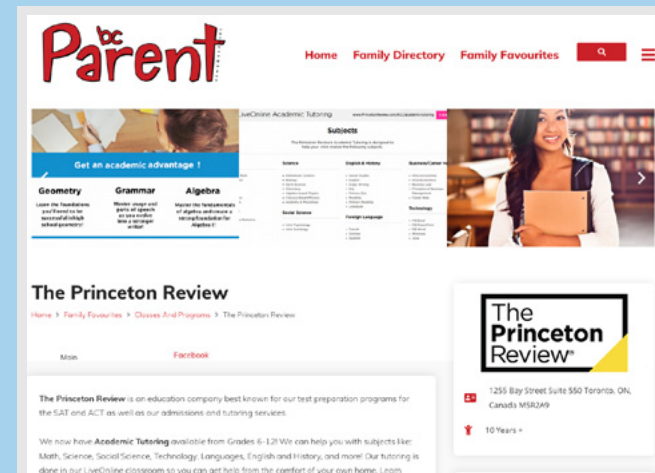
12-month directory listing, logo/image, contact details, and social media links



## WEBSITE: bcparent.ca



## DIGITAL DIRECTORY: extended Listing



## Basic Listing





# Using Online articles written by local experts to connect families with services

Our advertisers work with and support families across BC. We would like to provide you with an exciting opportunity to be featured in our content, connect with our community, and position yourself as a relevant resource.

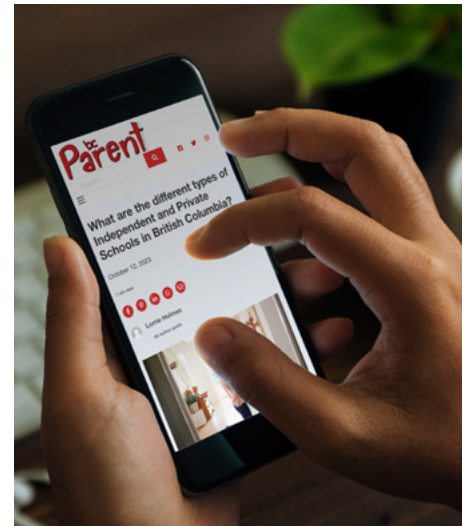
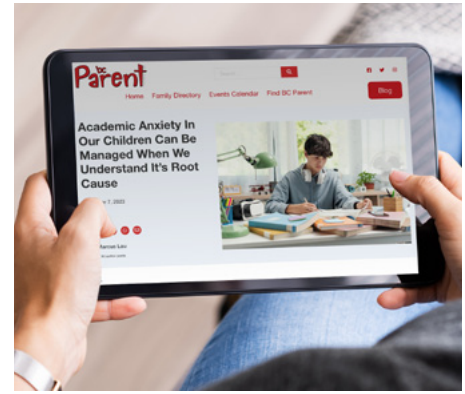
BC Parent has regular upcoming content where we can feature your business. Here are a few examples of past articles:

- [Can All Kids Become Musical And How Can We Best Support Them To Develop These Skills?](#)
- [Academic Anxiety In Our Children Can Be Managed When We Understand It's Root Cause](#)
- [What Are The Different Types Of Independent And Private Schools In British Columbia?](#)
- [When Does "Clean Eating" Go Too Far?](#)
- [Digging Deep On Movement](#)

All advertisers that take part will have their company name, contact details (including a do-follow link), and a forty-word description included in the article.

#### **expert-article Listing (Online): \$250**

The articles will be shared online and through our social media channels to reach over 10,000 engaged readers. All advertisers will be tagged in each social media post.



# 2024 BC Parent advertising agreement

Between: BC Parent Publishing Corp. (hereinafter referred to as the "Publisher")

And: "Advertiser" (Legal Name): \_\_\_\_\_

(Also known as): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## 1. Frequency & Size:

### PRINT

Family Resource (Apr 5) \_\_\_\_\_

Education (Sept 3) \_\_\_\_\_

### Digital

Dedicated Newsletter: \$700

Contest: \$500

Newsletter Item: \$500

Website Ad Tall: \$300/month

Newsletter Billboard Ad: \$200

Website Ad Medium: \$200/month

Expert Article Listing: \$250

Facebook Live: \$250

Sponsored Blog Post: \$400

Directory Listing: \$228/year

Social Media Post: \$100

2. Date to begin: \_\_\_\_\_

3. Advertiser to supply print-ready file:  Yes  No

Design services can be supplied at the rate of \$75/hour. Design elements must be provided by advertiser in high resolution.

4. Rate for advertising space: \_\_\_\_\_

5. Print-ready file deadline is: \_\_\_\_\_

## 6. Payment

Amount paid: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_

Date: \_\_\_\_\_

Advertiser's Legal Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Publisher's Representative's Signature: \_\_\_\_\_

**Please email signed agreement to [info@bcparent.ca](mailto:info@bcparent.ca)**

## Terms & Conditions

- First-time advertisers must prepay for ad. Accounts are fully due when rendered, on date of issuance of Publications in which Advertiser's advertisement appears.
- 2% interest charged on overdue accounts of 30 days or more.
- Publisher not required to provide a proof of ad when copy for ad received after copy deadline or when ad is received camera ready.
- If advertiser does not return signed proof before copy deadline, publisher will run ad as per proof sent to advertiser.
- The maximum liability of the publisher in the event of any error or omission is limited to the ad rate space for that issue. A credit will be given in the next available issue for that portion of the ad in which the error has occurred. Credit will not be given for small typographical errors or omissions that do not decrease the value of the ad.
- Advertiser must notify publisher in writing within 10 days of publication for any claims for errors or omissions. Advertiser is liable for the content of his ad and is responsible for any claims made against publisher as a result of said advertisement. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.