

P^{bc} Parent

NEWS MAGAZINE

2025 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 **34th 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 200 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:

- New Westminster, Lynn Valley, Collingwood, Kerrisdale, and Langley Libraries
- White Rock, Delta, Queensborough, Thompson Community Centres
- Tumbleshoot, Delta Gymnastics, and JUMP Gymnastics
- Monarch Dental and Eye Level locations
- Urban Academy, North Star Montessori, and Pear Tree School
- Kids Market, Long & McQuade Music Stores
- Gateway Theatre, Surrey Civic Theatre, Evergreen Culture Centre




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 March 31st, 2025, 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 23,000 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: 7995 followers

Website: 5,300 visitors pcm



2025 editorial Line-up*

Family Resource Guide

Published **March 31st**

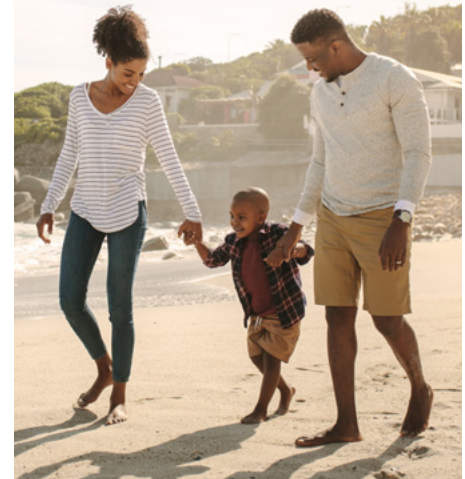
- Going through IVF to have another baby
- The Use of Complementary and Alternative Medicine in Pediatrics
- Empowering Neurodiverse Students
- Guides to :
 - Family Fun
 - Birthday Parties
 - Home
 - Education
 - Classes and Programs
 - Summer Camps
 - Health

Education Issue

Published **October 1st**

- 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 October 1, 2024

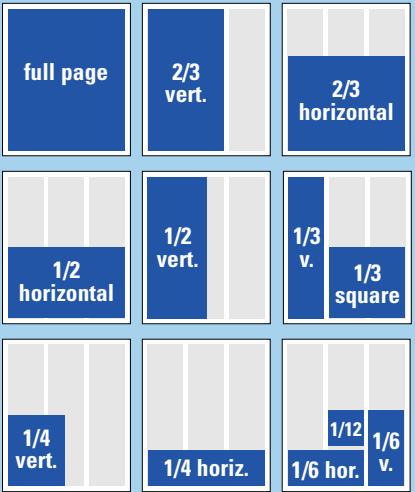
No. of insertions:	1x	2x
Back cover	\$4000	\$3600
Inside cover	3465	3150
Full page	2600	2350
2/3 page	1820	1640
1/2 page	1400	1190
1/3 page	1000	900
1/4 page	770	700
1/6 page	590	525
1/12 page	410	370

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 2025	Mar 3	Mar 12	March 31
Education Issue 2025	Sept 5	Sept 12	Oct 1

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 **\$420**

A custom written article on the website also shared through social media

Social Media Post **\$105**

1 post shared on Facebook, and Instagram

Contest **\$525**

All contests will be promoted in a customized blog post and promoted a minimum of 4 times on social media

E-newsletter

Dedicated Newsletter **\$750**

Containing exclusive content about your business. A blog with a similar message and accompanying social media posts.

Newsletter item **\$530**

A custom written article on the website also included in the newsletter and shared through social media

Newsletter Billboard ad **\$230**

An ad included at the bottom:
600 pixels wide by 100 pixels high



SOCIAL MEDIA BLOG POST



E-NEWSLETTER



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](#)

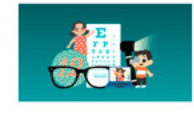
Cold on the Road - Important info to keep your child safe!



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 \$320 per month

Right rail, 300 px wide by 600 px high

\$220 per month

Website ad Medium
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 \$350 per year

- 12-month directory listing
- Ten image uploads
- One video upload
- Contact details, unlimited service description, and social media links

Basic Listing \$99 per year

- 12-month directory listing
- 1 logo/image, contact details, and social media links
- 50 word description

WEBSITE: bcparent.ca

The screenshot shows the bcparent.ca website interface. At the top, there's a navigation bar with 'Home', 'Family Directory', and 'Family Favourites'. Below that is a search bar and a menu icon. The main content area features an article by Craig Knopberg titled '12 sanity survival tips for family time at home'. To the right of the article, there are two red rectangular ad spots. The top one is labeled 'Website ad tall' and the bottom one is labeled 'Website ad Medium'.

DIGITAL DIRECTORY: extended Listing

The screenshot shows the digital directory section on bcparent.ca. It features a header with the 'bc Parent' logo and navigation links. Below the header, there's a section for 'Academic Tutoring' with a 'Subjects' list. The main focus is on 'The Princeton Review', which includes a profile picture, a 'Facebook' link, and a detailed description of their SAT and ACT preparation programs. The description mentions that they offer online tutoring from Grades 6-12 and list subjects like Math, Science, Social Science, Technology, Languages, English and History.

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.

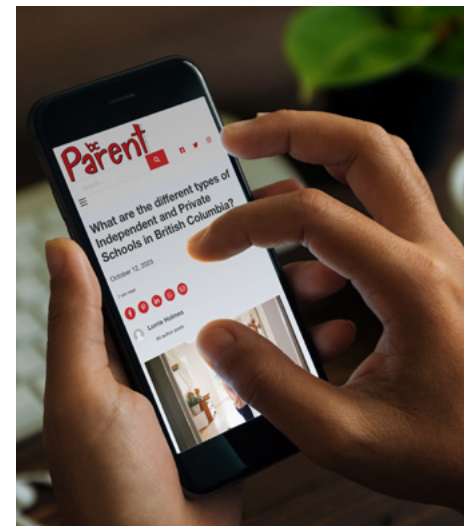
BC Parent has regular upcoming content where we can feature your business. Here are a few examples of past articles:

- [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), a photo, and a forty to sixty-word description included in the article.

expert-article Listing (Online): \$270

The articles will be shared online, our newsletter, and through our social media channels to reach over 22,000 readers. All advertisers will be tagged in each social media post.



2025 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 (Mar 31) _____

Education (Oct 1) _____

Digital

Dedicated Newsletter: \$750

Contest: \$525

Newsletter Item: \$530

Website Ad Tall: \$320/month

Newsletter Billboard Ad: \$230

Website Ad Medium: \$220/month

Article Inclusion: \$270

Extended Directory Listing: \$350/year

Sponsored Blog Post: \$430

Basic Directory Listing: \$99/year

Social Media Post: \$105

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

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 approve 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.
- Advertiser must provide 30 days notice before publication print date to cancel scheduled advertisement.