



T I D E W A T E R  
**parent**  
NEWS & INFORMATION FOR HAMPTON ROADS FAMILIES

[mytidewatermoms.com](http://mytidewatermoms.com)

media kit

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For advertising information, call 757.222.5378 [www.mytidewatermoms.com](http://www.mytidewatermoms.com)

# The Market Leader

Tidewater Parent, now in its 21st year, reaches more area parents than any other parenting journal. We are a trusted companion for two generations of Hampton Roads Parents.

Our monthly features provide in-depth news stories, updates on children's and women's health, book and movie reviews, parenting advice columns and much more! As an active member of the Parenting Publications of America, we have established a reputation for editorial and design excellence. We continue to win awards from Virginia Press Association, PPA, and Education Writers Association.



Tidewater Parent is a market leader with an average monthly circulation of 35,000, and a readership of more than 156,000, 73 percent of them women. This affluent female audience has *real buying power*.

Tidewater Parent's team of account executives are experienced media professionals who are committed to delivering the best results for each media dollar spent, whether through the pages of our magazine, on our social networking website or through our community events.



# We Are Where the Parents Are

## Tidewater Parent reaches more than 156,000 Parents each month

**Frequency:** monthly

**Circulation:** more than 35,000

**Distribution sites:** more than 1,000 locations throughout Hampton Roads

### Where to find us:

- Private Schools
- Public Schools
- Farm Fresh
- Preschools and Childcare Facilities
- Medical and Dental Pediatric Offices
- Major Hospitals
- YMCA's
- Local Libraries
- Recreation Centers
- Shopping Malls
- WaWa Convenience Stores
- Military Commissaries
- Military Medical Facilities
- .....and many more retail outlets



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# Who is The Tidewater Parent Reader and User?

## Active & Educated Parents

**Female**.....73%  
**Male**.....27%  
**Married**.....68%

## Purchasing Power

**Avg. household income**...\$75,000  
**Own their home**.....74%

## Growing Families

**Have children at home**....80%  
**Children under 6 years**...31%  
**Children 6-12** .....42%  
**Children 13-17** .....22%  
**Children 18 plus**.....13%

**Over 48% of our readers are military families!**

**52%** said advertisements in local parenting magazines are important to them for information on parenting.

**61%** frequently use ads in local parenting magazines to make purchasing decisions.

**81%** are the primary shopper for their children, 76% for the home and 45% for their spouse.

**45%** of readers are planning to send their child to a day camp in the next 12 months, followed by specialty camps and community programs.

**28%** said they definitely would consider sending their child to an independent/private school, and 35% possibly would consider it.

**92%** of respondents are females, 41% of them are between ages 35-44, and 34% are between ages 25-34 (median age is 37).

**39%** of them are college graduates and 20% have a post-graduate degree, while 24% have some college. 46% are employed full time outside the home, while 25% are not.

**17%** earned \$50,000-\$69,999, 15% earned \$70,000-\$84,999, and 17% earned \$100,000-\$149,999 in total household income before taxes in 2006 (median household income is \$74,900).

**57%** of respondents have children under age 5, and 48% have children ages 5-9. 44% are a stay at home parent, while 34% use child care.

## ON THE WEB, READERS SAY...

- 98% of our readers access the internet one or more times every week
- 64% of our readers are heavy internet users

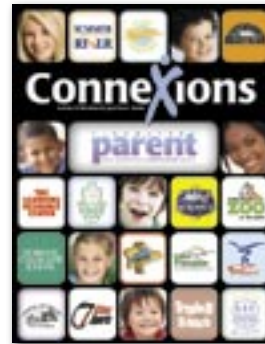
*\*Research from Parenting Publications across America independent survey.*



# Our Products



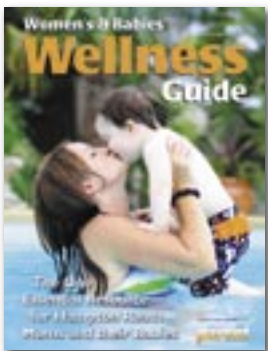
- For more than 21 years our magazine has been a trusted source in our community, featuring in-depth feature stories, updates on children's health and women's health and much more. We provide local information about education, child-rearing, family and school activities and party planning. With *Tidewater Parent* magazine, you will reach the parents that are looking for you!



- Produced in March, *Camp Connections* puts parents in touch with local and regional daycamps, overnight camps, sport camps, science camps, plus a host of other resources. This much anticipated magazine, with a circulation of 25,000 is the resource for area parents wanting to find the summer program that's best for their child.



- *The Private Education Guide*, published in December, is Hampton Roads' most comprehensive resource of the private education experience. This publication helps parents find area schools that match their own educational philosophy, and provides helpful information on making the most of the school year.



- Produced twice-a-year, *The Baby and Women's Wellness Guide* strives to make life a little easier for women. Editorial content includes health and safety tips for women in the stages of pregnancy, newborn care information, and updates on women's health issues. This popular magazine is distributed throughout area hospitals, doctors offices, select grocery stores, retail stores and malls and Babies-R-U's.



- *Just Me... Because it's all about YOU...* is dedicated to providing women with the fun information that women need to make it through the day. Published in May and December, editorial content covers health and fitness trends as well as fashion and make-up tips. Profiles of local women on the move inspire readers and puts them in touch with others who are motivated to make the most of their lives.



- *Mytidewatermoms.com* is quickly securing its place as the leading parenting social networking site in Hampton Roads. By combining engaging editorial content, an interactive calendar of events, a directory of family specific services and an every growing discussion forum, *mytidewatermoms.com* has much to offer the parenting community. Talk to the region's largest consumer segment and maximize the effectiveness of your advertising and our unique position in the local media market.



- Our online community is growing! *Mytidewatermoms.com* is reaching out to members every week with our e-newsletter, *Mom's Minute*. As a subscriber to *Mom's Minute*, you'll be in the loop on what's happening on our social networking site for moms, *Mytidewatermoms.com*.

In addition to being clued in on some of our online conversations with other parents, *Mom's Minute* will also provide you with special deals and discounts of the week, our top family-friendly events of the week, an easy-to-make recipe, helpful stories, parenting tips, and much more!

# 2011 Editorial Calendar

<b>MONTH</b>	<b>EDITORIAL</b>	<b>SPACE &amp; MATERIALS DEADLINE*</b>	<b>AUXILIARY PUBLICATIONS &amp; SPECIAL SECTIONS</b>
<b>JANUARY</b>	How to Manage Preschool Bullies Does Time Out Really Work? Flu Fighters - Strategies that Really Work	December 15	Auxiliary Product: Winter Women's Health and Baby Guide
<b>FEBRUARY</b>	How much Computer Time is Too Much? Is your Child Gifted?	January 15	Special Section: Preschool Primer
<b>MARCH</b>	The Best Camp Experience Possible Spring Sports - Training Adult	February 15	Auxiliary Product: Camp Connections Camp Fair 2011
<b>APRIL</b>	Spring Cleaning Made Easy Tweens and Texting	March 15	
<b>MAY</b>	Moms Day Off What Local Moms Do	April 15	Auxiliary Product: Private Education
<b>JUNE</b>	Cheap Summer Fun in Hampton Roads When Pregnancy Isn't Fun Amusement Park Tips	May 15	Auxiliary Guide: 88 Days of Summer Fun
<b>JULY</b>	Messy Fun for Toddlers When Pregnancy Isn't Fun Amusement Park Tips	June 15	Auxiliary Product: Women's Health and Baby Guide
<b>AUGUST</b>	Fall Fashion for Kids Saving for College Kindergarten Readiness	July 15	
<b>SEPTEMBER</b>	Anxiety and Tests - What to Do Reaching Reluctant Readers Minimize Morning Craziess	August 15	Back to School
<b>OCTOBER</b>	Finding a Work-Life Balance Throw a Halloween Party for Teens	September 15	
<b>NOVEMBER</b>	Teach your Child to be Charitable Hot Toys for Holiday Giving	October 15	Special Section: Holiday Gift Giving Auxiliary Product: Holiday Gift Guide
<b>DECEMBER</b>	When Private School Makes Sense Hot Toys for Holiday Giving 10 Ways to Simplify the Holidays	November 15	Special Section: Annual Gift Guide Auxiliary Product: Private School Guide



Virginia  
PRESS  
Association

\*Call for Supplement Deadlines

# MyTidewaterMoms.com



**Leaderboard**

**Medium Rectangle**

**Tile**

**Banner**

**Special Deal Coupon**

**Footer Leaderboard**



## WHY ADVERTISE?

- Targeting the critical decision makers for families
- Even when the economy is tight parents spend money on their children and family
- The fluid nature of our market means you are always reaching a new audience – there are always new babies being born and families moving into our market
- Blogs and discussion groups assure that our users return time and again seeing your message

## AVERAGE 2010 MONTHLY TRAFFIC

Unique users.....	9,402
Visits.....	11,893
Page Views.....	41,769
<i>During June 2010, our page views totaled nearly 50,000!</i>	

Traffic number are compiled monthly using Google Analytics.

## FEATURES

- Mom's Minute weekly email to people who are asking for our message
- Featured on The Hampton Roads Show
- Recently launched Mom's List where moms can list items for sale
- Coupons and deals in and around the Hampton Roads area
- Blogs and articles where consumer opinion and comments are followed by loyal readers

## MyTidewaterMoms.com DISPLAY ADVERTISING RATES

Skyscraper.....	\$275
Leaderboard.....	\$400
Leaderboard Footer.....	\$300
Banner.....	\$275
Medium Rectangle.....	\$350
Tile.....	\$150
Special Deal Coupon.....	\$100

## AD SIZE IN PIXELS

Skyscraper.....	160 x 600
Leaderboard.....	728 x 90
Leaderboard Footer.....	728 x 90
Banner.....	468 x 60
Medium Rectangle.....	300 x 250
Tile.....	160 x 120
Special Deal Coupon.....	300 x 250

# Mom's Minute E-Newsletter

Emailed to over 2,000 people every Monday morning!

The screenshot shows the layout of the Mom's Minute e-newsletter. At the top is a yellow banner with a photo of a child and the text "See What's Happening" and "Click here for family friendly events in Hampton Roads". Below this is the main title "Mom's Minute" with a clock icon. The newsletter content includes: "Good morning, Sherri Holland - November 29, 2010"; "This Week In Coupons!" with a list of offers and a coupon image; "Top Story" featuring "The Top 34 Gifts for Kids" with a photo of a child; "Poll Question of the Week" about holiday shopping; "Recent Story" with an advertisement for Tyson Boneless, Skinless Chicken Breasts and a story about "Operation Paperback for military families and deployed troops"; "Getting Out" with a list of local events; and "Recipe of the Week" for Pecan Squares with a photo of the recipe.

Leaderboard

Medium Rectangle

Medium Rectangle

Possible Sponsorship

