IN TODAY’S UNCERTAIN AND DEMANDING WORLD, PARENTS UNDERSTANDS THAT RAISING GOOD PEOPLE IS THE MOST IMPORTANT JOB.

WE SERVE UP TRUSTED ADVICE THAT EMPOWERS MOMS AND DADS TO CARE FOR THEIR KIDS WITH CONFIDENCE AND FIND WAYS TO ENJOY THE RIDE. PARENTS IS YOUR SECRET ADVANTAGE—the wise whisper in your ear—encouraging you to create a better tomorrow, one family breakfast, shared laugh, and loving hug at a time.

Parents
2021 EDITORIAL CALENDAR

JANUARY
All the Feels
Embrace emotions big and small to get the year started off right! Plus, the Ultimate Guide to Safe Winter Play and new spins on pasta night.
Parents Innovative Children’s Hospital Awards
AD CLOSE: 10/15/20
ON-SALE: 12/4/20

FEBRUARY
Love is Love!
Love is in the air—and in the pages of this special issue that’s full of ideas for Valentine’s Day. Plus, we celebrate families in all their glorious diversity.
Parents Baby Gear Awards
AD CLOSE: 11/16/20
ON-SALE: 1/8/21

MARCH
The MomBoss Issue
“You’ve got this mom” is the mantra of our MomBoss issue, which does a deep dive on moms and careers. Plus, the Ultimate Drugstore Beauty Shopping Guide.
AD CLOSE: 12/15/20
ON-SALE: 2/5/21

APRIL
Pets Make a Family
Our first-ever pet issue celebrates for babies and the key role they play at home—as comforters-in-chief, comic relief, and so much more.
Parents Green Awards
AD CLOSE: 4/15/21
ON-SALE: 6/4/21

JULY
Spark Creativity
We’ve got the cooking, crafting, and play inspo you need to raise a creative kid. And we help you look and feel your best with creative ideas for summer-ready hair and nails.
Parents Baby Skincare Awards
Parents Best Frozen Treats Awards
AD CLOSE: 6/15/21
ON-SALE: 8/6/21

SEPTEMBER
Back-to-School Done Right
Back-to-school is as easy as 1-2-3 with our annual guide that helps set routines, pick the right gear, pack healthy lunches, and more.
Parents Packaged Food Awards
Parents Beauty Awards
AD CLOSE: 6/15/21
ON-SALE: 8/6/21

NOVEMBER
The Third Annual Kindness Issue
Kindness matters—so we’re dedicating a whole issue to helping you raise a kind kid. Plus, our first-ever cover contest and game-changing hair products.
Parents Best Family Tech Awards
AD CLOSE: 7/15/21
ON-SALE: 9/10/21

DECEMBER
Multi-Generational Holiday Fun
We’ve got merry and bright ideas for kids of all ages—with craft, gift, and food ideas to help you celebrate. Plus, holiday makeup and beauty indulgences for moms.
Parents Children’s Book Awards
Parents Toy Awards
AD CLOSE: 7/15/21
ON-SALE: 9/10/21

PLUS...
• Activities & Crafts
• Beauty & Self-Care
• Celebrity
• Children’s Books
• Home
• Kid’s & Women’s Health
• Money & Finance
• Parenting Advice
• Pets
• Recipes & Entertaining Ideas
• Safety
• Technology
• Travel
...and more!

NOTE: Editorial subject to change
NEARLY 100 YEARS OF BRAND EQUITY
Since 1926, Parents has provided consumers with sound advice. Our longevity in the marketplace is a testament to the quality of our product and our high standards.

CREDIBLE EXPERTS
Our highly vetted board of advisors includes more than 35 members whose expertise spans every aspect of family health, including pediatrics, nutrition, safety, behavior, and mental health. Many are moms and dads of young children too, which means their tips are realistic and doable.

RIGOROUS REPORTING
We understand that we have a huge responsibility to get it right. Moms and dads rely on us for up-to-date information they can trust. Thanks to rigorous reporting, a dedicated fact-checking team, and some of the best writers in the industry, we always deliver on that promise. No fake news here.


PLEASE CONTACT
YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
As any parent knows, a good lineup is indispensable. And this year, we've never appreciated grocery essentials more. Here are 25 kid-approved winners worth stocking up on.

**BEST OLIVE OIL**

Trader Joe's 100% Greek Kalamata Extra-Virgin Olive Oil

The well-priced TJ cult fave, a Greek import, "smells and tastes like fruity sunshine," says Jason Goldstein, a Food Network Star finalist.

**BEST VINEGAR**

Colavita Aged White Wine Vinegar

An all-purpose pick with a mild, fruity taste that even kids like. A splash tastes great on veggie sides and salads, and you can also use it to marinate chicken and fish.

**BEST MARINARA**

Rao's Homemade Marinara Sauce

This landslide winner "tastes like from-scratch sauce and has the same ingredients: plum tomatoes, olive oil, garlic, and herbs," says Katie Morford, R.D., author of Mom's Kitchen Handbook.

**BEST PEANUT BUTTER**

Jif Natural Creamy Peanut Butter

Easier to spread without stirring than other natural options and packed with flavor, this pick delivers for PB & Js and more.

**BEST PASTA**

Barilla

Even when you leave it on the stove a beat too long, it's hard to ruin pasta from the classic blue box, says Silvia Baldini, a winner on Food Network's Chopped. (No mushiness!) And the pasta maker's from-Italy sauce line, Vero Gusto, can easily fancy up rigatoni night.

**BEST WHOLE-GRAIN SIDE**

Bob's Red Mill Tri-Color Quinoa


Winners can leverage our branded seals for ad campaigns, packaging, social media, and more.

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**Parents Best Awards**

JANUARY:

Innovative Children’s Hospital Awards

FEBRUARY:

Baby Gear Awards

APRIL:

Green Awards

MAY:

Best Family Cars

JUNE:

Family Travel Awards

JULY:

Baby Skincare Awards

Best Frozen Treats Awards

SEPTEMBER:

Packaged Food Awards

Beauty Awards

OCTOBER:

Packaged Food Awards

NOVEMBER:

Best Family Tech Awards

DECEMBER:

Best Children’s Book Awards

Toy Awards

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**Source:** GfK MRI Starch, February 2020, top two box

Parents

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# REACH + DEMOGRAPHICS

## 18.4M
COMBINED PRINT & DIGITAL REACH

### PARENTS MAGAZINE

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### PARENTS.COM

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Source: MRI-Simmons Doublebase 2020; 2019 comScore Multi-Platform/IG/SK MRI Media Fusion (12/19-1/19); Meredith Internal Social Metrics, September 2020. *Compared to all other Women’s Service/Lifestyle, Epicurean, Healthy Lifestyle, and Fashion/beauty print/digital nets (22 Brands Total)

# PARENTS/ PARENTS.COM (NET) RANKS

1 in % composition for MILLENNIAL/GEN Z WOMEN

PLEASE CONTACT YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
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NOTE: Subject to change

PLEASE CONTACT YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
## 2021 NATIONAL RATES

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**2.2M TOTAL RATE BASE**

Source: Alliance For Audited Media, June 2020

Please contact your Parents' Account Manager or Donna Lindskog, Sales Manager, Donna.Lindskog@meredith.com

Rates effective January 2021 issue; all rates are gross.
AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance shall be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service: in the event the audited six (6)-month average does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulation reports by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

PUBLISHER’S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.

3. Publisher will treat all position stipulations on insertion orders as requests. Publisher will not consider any objections to positioning of an advertisement after six (6) months after the on-sale date of the issue in which the advertisement appears.

4. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of advertising unit and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insertion lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.