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.
2022 EDITORIAL CALENDAR

JANUARY/ FEBRUARY
Get Cozy at Home.
It's the season of love—so get ready to snuggle up with this issue that's loaded with ideas for Valentine's Day. Plus, Special Kids Sleep Section and Game Day Suppers.
Parents Kids' Sleep Awards
Parents Best Food Awards, Breakfast
AD CLOSE: 11/15/21
ON-SALE: 1/7/22

MARCH
Stay-at-Home or Go-to-Work?
We dive into the age-old question after kids, do you go back to work or stay at home? Plus, Birthday Parties are Back and Family Floor Cleaning Guide.
Parents Baby Gear Awards
Parents Beauty Awards: Essentials
AD CLOSE: 12/15/21
ON-SALE: 3/4/22

APRIL
The Pets Issue + Green Picks
We know pets are part of the family—so we're celebrating the very special place they hold in our hearts. Plus Earth Day, with a focus on sustainability and green products.
Parents Best Green Household Cleaners Awards
AD CLOSE: 1/14/22
ON-SALE: 3/4/22

MAY
The Comedy Issue
Our first ever Comedy Issue is going to make you LOL. Plus, Mom Skin Care Questions, Answered and Everything is Better with Cheese!
Parents Best Family Cars Awards
AD CLOSE: 2/15/22
ON-SALE: 4/8/22

JUNE
Family Pride + Summer Fun
We're celebrating ALL families in our first-ever Pride issue that explores LGBTQ+ pride with books, crafts, activities and more. Plus, Sun Safety.
Parents Family Travel Awards
AD CLOSE: 3/15/22
ON-SALE: 5/6/22

JULY
Home Improvement
We've got DIY fix-ups to make your house your home sweet home. And when you need a getaway, we've got ideas for fun summer road trips. Plus, Summer Manicures!
Parents Best Frozen Treats Awards
Parents Best Kids Skincare Awards
AD CLOSE: 4/15/22
ON-SALE: 6/5/22

AUGUST
Family Food Issue + Summer Reading Special
Gather 'round the table! We've got recipes for every meal of the day—including snacks. Plus, raise a reader—and encourage a lifelong love of books—with our summer reading feature.
Parents Best Food Awards, Snacks
AD CLOSE: 5/16/22
ON-SALE: 7/8/22

SEPTEMBER
Back to School
It's our biggest, most anticipated issue of the year! Our comprehensive back-to-school guide covers everything needed for a great school year.
Parents Food Awards, Dinner Shortcuts
Parents Beauty Awards: The Hot List
AD CLOSE: 6/15/22
ON-SALE: 8/5/22

OCTOBER
Halloween + Fall Fun
From the coolest costumes to creative decorating ideas, this issue is loaded with creative takes on Halloween fun. Plus, the Everything Guide to Kids' Screen Time.
Parents Most Innovative Children's Hospital Awards
AD CLOSE: 7/15/22
ON-SALE: 9/9/22

NOVEMBER
America's Kindest Families
Our fourth annual Kindness Issue celebrates real-life families who show kindness every day of the year—and is loaded with tips to raise kind kids. Plus, Thanksgiving Made Easy.
Parents Toy Awards
Parents Best Children's Books Awards
AD CLOSE: 8/15/22
ON-SALE: 10/7/22

DECEMBER
Holidays Worth Waiting For
From gift ideas to recipes and entertaining ideas, our holiday issue is bursting with inspiration for the most wonderful time of the year! Plus, Beauty Gifts.
Parents Kids' Sleep Awards
Parents Best Food Awards, Breakfast
AD CLOSE: 11/15/21
ON-SALE: 1/7/22

PLUS...
• Activities & Crafts
• Beauty & Self-Care
• Celebrity
• Children's Books
• Home
• Kids & 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.

CREDIBLY COMPETENT EXPERTS
Over half of our highly vetted board of expert advisors is represented by BIPOC. Contributors are also asked to sign the Parents Diversity & Inclusion pledge to ensure that our content reflects the diversity of our readers and that all kinds of families see themselves in our content. Plus, our family health experts, including pediatricians, nutritionists, safety, behavior, and mental health professionals are often 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.

Source: *MRI-Simmons Starch, Adults Age 18–34, 2020. Comp Set: Compared to all other Women’s Service/Lifestyle, Healthy Lifestyle, and Fashion/Beauty titles. **MRI-Simmons Starch, Adults, 2019–2020. Comp Set: Compared to all other Women’s Service/Lifestyle, Epicurean, Healthy Lifestyle, and Fashion/Beauty titles (24 brands total)
The Snacks That Have Your Back

Playdates. Sports practices. Family movie nights. For occasions like these, our panel of junior taste testers sampled hundreds of products to find the ones that best tide kids over (and that parents can feel good about too). Ready, set, nosh!

by KAREN CICERO

PARENTS BEST AWARDS

— 2022 —

The Snacks That Have Your Back

Playdates. Sports practices. Family movie nights. For occasions like these, our panel of junior taste testers sampled hundreds of products to find the ones that best tide kids over (and that parents can feel good about too). Ready, set, nosh!

by KAREN CICERO

JANUARY/ FEBRUARY:
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Parents Most Innovative Children’s Hospital Awards

NOVEMBER:
Parents Best Kids Apps Awards

DECEMBER:
Parents Toy Awards
Parents Best Children’s Books Awards

PARENTS BEST AWARDS

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

Parents

PLEASE CONTACT YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM

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

Parents

91%
I trust product endorsements from the Parents brand

88%
Would buy a product marked with a Parents seal of approval

Parents
# REACH + DEMOGRAPHICS

## PARENTS MAGAZINE

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### MEDIAN AGE
- 39

### AGES 25–34
- 31%

### AGES 35–44
- 29%

### MILLENNIALS
- 56%

### MEDIAN HHI
- $66K

### ANY KIDS
- 74%

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## PARENTS.COM

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### MEDIAN AGE
- 36

### AGES 25–34
- 32%

### AGES 35–44
- 23%

### MILLENNIALS
- 56%

### MEDIAN HHI
- $82K

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Source: MRI-Simmons Doublebase 2021; Parents.com UVs, comScore July 2021; comScore Multi-Platform © MRI-Simmons (05-21/5221). *Compared to all other Women’s Service/Lifestyle, Epicurean, Healthy Lifestyle, and Fashion/Beauty print/digital nets (22 Brands Total); Internal Meredith Social Metrics, September 2021

**PLEASE CONTACT**

YOUR PARENTS ACCOUNT MANAGER
OR DONNA LINDSKOG, SALES MANAGER,
DONNA.LINDSKOG@MEREDITH.COM
### 2022 CLOSING DATES

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<th>Month</th>
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Note: Subject to change

Please contact your parents account manager or Donna Lindskog, sales manager, Donna.Lindskog@Meredith.com.
# 2022 NATIONAL RATES

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Rates effective January 2022 issue; all rates are gross.

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**2.2M TOTAL RATE BASE**

Source: Alliance For Audited Media, June 2021

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*PLEASE CONTACT* YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
3. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, Agency and Advertiser jointly and severally represent and warrant that any materials, products, (including, but not limited to, prizes) or services provided by or on behalf of Agency or Advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any such claims.

4. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. Publisher or Agency may use the Magazine’s name or logo without Publisher’s prior written permission for such each use.

5. The word “advertising” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

6. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the exclusive property of Publisher, and neither Agency nor Advertiser may disclose any such information without obtaining Publisher’s prior written consent.

7. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Advertiser and Agency each hereby consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

ADDITIONAL COPY AND CONTRACT REGULATIONS

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

2. Advertising units of less than 7/8 page size are accepted on issue availability as determined by Publisher.

3. Requested schedule and rates for advertising on ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising of brand of product or service only and not for the benefit of any other products or services or affiliated companies without the consent of Publisher.

4. Insert Image contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P&I 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 rate.