RAISING THE FUTURE

PARENTS LATINA UNDERSTANDS THAT ALL LATINO MOMS AND DADS WANT TO RAISE GOOD PEOPLE ROOTED IN THEIR FAMILY’S HERITAGE.

THAT’S WHY WE SERVE UP RELATABLE ADVICE IN AN AUTHENTIC VOICE THAT SUPPORTS, EMPOWERS, AND INSPIRES PARENTS AS THEY HELP KIDS NAVIGATE A WORLD THAT CAN OFTEN FEEL UNFAIR.

PARENTS LATINA CONNECTS YOU TO YOUR COMMUNITY, BOLSTERS YOUR CULTURAL PRIDE, AND ENCOURAGES YOU TO HONOR AND CELEBRATE YOUR TRADITIONS AND HISTORY WITH YOUR CHILDREN.
2022 EDITORIAL CALENDAR

FEB/MARCH
New Baby, New You
Life is full of changes—and this issue helps readers navigate this new life stage with smart tips and expert advice. Plus, Valentine’s Cards and Organize Your Kitchen!
AD CLOSE: 11/15/21
ON-SALE: 1/14/22

APRIL/MAY
Sustainability Issue
We’re going green in our first-ever sustainability issue that’s loaded with content to help readers live greener. Plus, Cinco de Mayo Crafts and Plant-Based Recipes.
AD CLOSE: 1/14/22
ON-SALE: 3/11/22

JUNE/JULY
Show Your Pride
Representation matters—so we’re showing our pride this summer with LGBTQ+ content that celebrates all families. Plus, Latinize Your Picnic and our Guide to Sunscreen.

Parents Latina Best Frozen Treats Awards
Parents Latina Best Resorts
AD CLOSE: 4/15/22
ON-SALE: 6/10/22

AUG/SEPT
The Best School Year Yet

Parents Latina Food Awards
AD CLOSE: 6/15/22
ON-SALE: 8/12/22

OCT/NOV
Food, Fun, and Family
We’ve got the winning recipe for fall: food, fun, and family! Find fresh recipes, creative ideas, and more in this issue. Plus, Living a Positive Life and Friendsgiving Forever!

Parents Latina Beauty Awards
AD CLOSE: 8/15/22
ON-SALE: 10/14/22

DEC/JAN
Celebrate Your Roots
It’s the season to celebrate—and our holiday issue helps readers celebrate their family’s heritage with cultural flair! Plus, Cold and Flu Season and Beauty Picks that Elicit Happiness.
AD CLOSE: 9/15/22
ON-SALE: 11/11/22

PLUS...
• Familia: our new 4-page Spanish-language section
• #nofilter: a celebration of everything that binds our family together
• Ages & Stages: the latest health and development news about babies, toddlers, and big kids
• Beauty & Fashion
• Books & Toys
• Celebrity Latinas in the Spotlight
• Culture
• Education
• Home
• Kids Health & Safety
• Money
• Pets
• Recipes & Entertaining
• Relationships
• Travel
• Women’s Health
...and more!

NOTE: Editorial subject to change
850k
RATE BASE

3.4m
AUDIENCE

REACH +
DEMOGRAPHICS

PARENTS LATINA
MAGAZINE

MEDIAN AGE 30
AGE 25-29 23%
AGE 30-39 43%
MEDIAN HHI $48k
ANY KIDS 88%
PREGNANT 7%

Source: Audience based on Publisher estimate; Parents Latina Reader Survey August 2019

PLEASE CONTACT
YOUR PARENTS LATINA ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER,
DONNA.LINDSKOG@MEREDITH.COM
# 2022 Closing Dates

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*Note: Subject to change*

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**PLEASE CONTACT** your Parents Latina Account Manager or Donna Lindskog, Sales Manager, Donna.Lindskog@Meredith.com
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**TOTAL RATE BASE**

850k

Source: Alliance For Audited Media, June 2021

Rates effective Feb/Mar 2022 issue; all rates are gross

PLEASE CONTACT YOUR PARENTS LATINA ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
AGENCY COMMISSION AND PAYMENT
1. Publisher has sole discretion over payment terms for advertising. Publisher may change the payment terms from time to time. Prior to printing, the publisher's discretion as to whether, in any event the agency or any other representative acting on behalf of the Advertiser ("Agency") and owed to or on behalf of Agency ("Agency") and owed to or on behalf of Agency ("Agency").
2. Agency and Advertiser are entitled at a minimum to receive commissions and discounts as set forth in the advertising contract.
3. Invoices are rendered on or about the issue closing date. Payment of all invoices arising from placement of advertising in the Magazine shall be made within thirty (30) days after the issue closing date. No agency commission is payable, and Publisher will not guarantee circulation to national advertisers by brand of advertised product or service. The AAM's audited 6-month average.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to acknowledged agents.
5. Invoices are rendered on or about the issue closing date. Payments are due in full, without deductions or offsets, 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 and must be received 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 any order at any time by 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 or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after date sixty (60) 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 date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may 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 circulation rate basis guarantee is based on Publisher's guarantee of 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 circulation does not meet the guaranteed rate base, Publisher shall either grant Advertiser a space credit or refund the then-prevailing rates.

PUBLISHER’S LIABILITY
1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any ad issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, pandemics, public health emergencies, failure of transportation, strike, acts of government, 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 position of advertising in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. Publisher shall not be liable to Advertiser for the loss or damage to any manuscripts, proofs or other matter for which it may be held legally responsible. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.

MISCELLANEOUS
1. Agency and Advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine contains therein (collectively, the "Ad Materials") including, but not limited to, Ad Materials for which Publisher has provided creative services, contains no copy, illustrations, photographs, or other material that violate any law, infringe any right of any party, and/or is libelous, defamatory, obscene, disparaging, racist, hateful or scandalous. As part of its responsibility to Publisher, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any and all loss, liability, damages, fines, penalties, and related costs and expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such Ad Materials in any applicable editions, formats or derivations of the Magazine, including, but not limited to: (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher; or (b) the failure of such Ad Materials to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof, or (c) any products, goods, services, programs, events, offers and promotions that are promoted by or referenced in the Ad Materials and (the fulfillment or non-fulfillment thereof).
2. Publisher may, in its sole discretion, discontinue advertising or refuse to accept advertising in any form or manner as Publisher shall, in its discretion, determine. Publisher shall not be liable to Advertiser if Publisher determines that such advertising is not in the best interests of the Magazine or if Publisher determines that such advertising is not consistent with the best interests of the Magazine.
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. No Advertiser or Agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.
5. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information of Publisher and neither Agency nor Advertiser may disclose any such information without obtaining Publisher’s prior written consent.
6. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information 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 and to 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 New York County, New York or in the United States District Court for the Southern District of New York. Advertiser and Agency 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 comply with a minimum of 200 words and at least one paragraph. Advertisements 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 ad insertions and size of ad space must accommodate all insertion orders. Ordered and schedules are accepted for the advertising by brand of product or service only and may not be re-arranged to other products or services or to affiliated companies without the consent of Publisher.
4. Insertion lineages contributes to corporate page levels based on the ratio of the open rate of the insert to the open national M.A.C. 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 rebates 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 future digital editions rates, and across all media sales. In the event that Publisher fails to achieve a spending level for which it has been billed, Advertiser will be short-rated and owe Publisher an additional sum equal to the difference between the billed rates and higher rates.

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