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.
FEB/MARCH
Lead with Love
All you need is love—so we’re leading with love in this special Valentine’s Day themed issue. Plus, Afro-Latina owned beauty brands and tips on spreading kindness.

AD CLOSE: 11/16/20
ON-SALE: 1/15/21

APRIL/MAY
Mind, Body, and Soul
Just in time for Mother’s Day, we’ve got an issue dedicated to self-care for moms. Plus, the ultimate Latina skincare plan and a Cinco de Mayo celebration.

Parents Latina Single Mom Survey Results
AD CLOSE: 1/15/21
ON-SALE: 3/12/21

JUNE/JULY
Seize the Day
You only live once—so make the most of every precious summer day! And fire up the grill because we’ve got a menu for a very Latin barbecue.

AD CLOSE: 4/15/21
ON-SALE: 6/11/21

AUG/SEPT
The Best School Year Yet
From first day of school traditions to great lunch ideas, we’ll get you set for an A+ school year. Keep them healthy with our guide to kids gut health, and celeb-inspired beauty for mom.

AD CLOSE: 6/15/21
ON-SALE: 8/13/21

OCT/NOV
The Gratitude Issue
Raise a grateful kid and be more thankful as a family—our experts show you how! Celebrate Friendsgiving and focus on the very special traditions of Day of the Dead.

Parents Latina Beauty Awards
AD CLOSE: 8/16/21
ON-SALE: 10/15/21

DEC/JAN
Celebrate Your Roots
Embrace your heritage this holiday season with this very special issue that celebrates where you came from! Plus surviving cold and flu season and beat your debt.

Parents Latina Family Travel Awards
AD CLOSE: 9/15/21
ON-SALE: 11/12/21

PLUS...
• Ser Padres—our Spanish-language section
• Celebrity Latinas in the spotlight
• Beauty
• Relationships
• Money
• Cooking & Entertaining
• Kids Health and Safety
• Women’s Health
• Books and Toys
• Education
• Travel
• Culture
...and more!

NOTE: Editorial subject to change
## REACH + DEMOGRAPHICS

**PARENTS LATINA MAGAZINE**

<table>
<thead>
<tr>
<th><strong>RATE BASE</strong></th>
<th>850k</th>
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<tbody>
<tr>
<td><strong>AUDIENCE</strong></td>
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**Source:** Audience based on Publisher estimate; Parents Latina Reader Survey August 2019

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<thead>
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<th><strong>MEDIAN AGE</strong></th>
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<tr>
<td><strong>AGE 25-29</strong></td>
<td>23%</td>
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<td><strong>AGE 30-39</strong></td>
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<tr>
<td><strong>ANY KIDS</strong></td>
<td>88%</td>
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<tr>
<td><strong>PREGNANT</strong></td>
<td>7%</td>
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</table>

**PLEASE CONTACT**
YOUR PARENTS LATINA ACCOUNT MANAGER
OR DONNA LINDSKOG, SALES MANAGER,
DONNA.LINDSKOG@MEREDITH.COM
## 2021 Closing Dates

<table>
<thead>
<tr>
<th>Period</th>
<th>Closing Date</th>
<th>On-Sale Date</th>
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<tbody>
<tr>
<td>February/March</td>
<td>11/16/20</td>
<td>1/15/21</td>
</tr>
<tr>
<td>April/May</td>
<td>1/15/21</td>
<td>3/12/21</td>
</tr>
<tr>
<td>June/July</td>
<td>4/15/21</td>
<td>6/11/21</td>
</tr>
<tr>
<td>August/September</td>
<td>6/15/21</td>
<td>8/13/21</td>
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<tr>
<td>October/November</td>
<td>8/16/21</td>
<td>10/15/21</td>
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<tr>
<td>December/January 2022</td>
<td>9/15/21</td>
<td>11/12/21</td>
</tr>
</tbody>
</table>

**Note:** Subject to change

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**PLEASE CONTACT** Your Parents Latina Account Manager or Donna Lindskog, Sales Manager, donna.lindskog@meredith.com
2021 NATIONAL RATES

**FOUR COLOR**

<table>
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<tr>
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<tr>
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<td>$102,200</td>
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<td>1/2 PAGE</td>
<td>$88,400</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$58,400</td>
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<tr>
<td>2ND COVER</td>
<td>$168,100</td>
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<td>3RD COVER</td>
<td>$160,800</td>
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<td>4TH COVER</td>
<td>$175,300</td>
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**BLACK & WHITE**

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<tr>
<td>FULL PAGE</td>
<td>$109,600</td>
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<tr>
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<td>$76,600</td>
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<td>1/2 PAGE</td>
<td>$65,700</td>
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<td>1/3 PAGE</td>
<td>$43,900</td>
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Rates effective Feb/Mar 2021 issue; all rates are gross

**TOTAL RATE BASE**

850k

Source: Alliance For Audited Media, June 2020

PLEASE CONTACT YOUR PARENTS LATINA ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
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 shall 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 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 circulations reported 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.

PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

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.

MISCELLANEOUS
1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine, including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of publicity or privacy, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims,” or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states thereof.

2. 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 Claims.

3. 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 use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial material.

5. All 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. 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. Each advertiser and its agency 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.

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 advertisement and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising 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. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national/PAC 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, at a minimum 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.