

MEDIA KIT 2025

L.A. ParentTM
smart. connected. fun.



LAPARENT.COM

THIS IS US

CONNECTING WITH
FAMILIES IN LOS ANGELES
AND VENTURA COUNTIES



Recognized for best content for families.

Our mission is simple: Give families the tools, resources and information they need to do the most important job in the world – parenting.

our audience

- 91% women
- 80% between the ages 25-44

*Based on 2020 audience survey

Kids at Home

- 49% have children under age 5
- 53% have children ages 5-8
- 28% have children ages 9-11
- 13% have children in middle school
- 16% have children in high school

Trust

44 years in publication. Now
serving 3rd generation of readers

our connection

- ✦ Award-winning articles on the people and places of Los Angeles
- ✦ Social Media engagement on all platforms
- ✦ Print Magazine
Reaching more than 150,000 families in L.A. and Ventura counties
- ✦ Digital Reach
Calendar of Events, The Weekend Guide, Ticket Giveaways and Targeted Email Campaigns

REACHING FAMILIES

EVERYWHERE...WESTSIDE, EASTSIDE,
SOUTHBAY, THE VALLEYS, MID-CITY, BEACH
COMMUNITIES



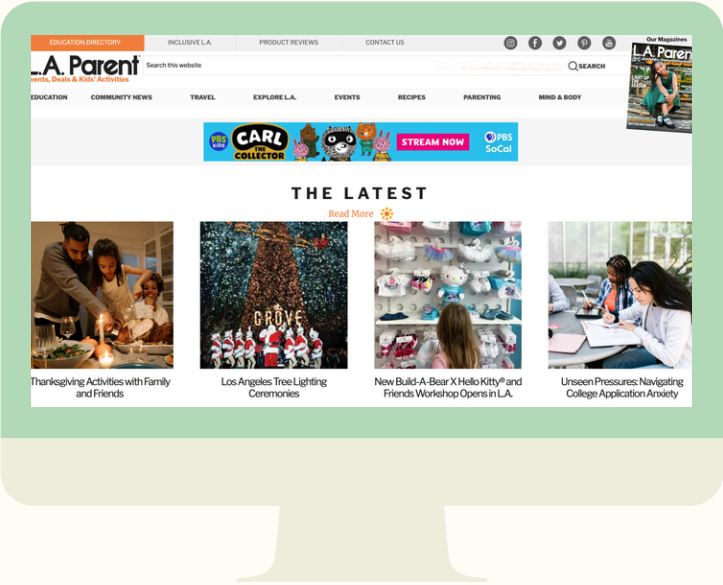
L.A. PARENT
MAGAZINE

150,000 Bi-Monthly
900,000 Total Annual
Distribution



SUMMER CAMP
SHOPPER

190,000
Total Annual Distribution



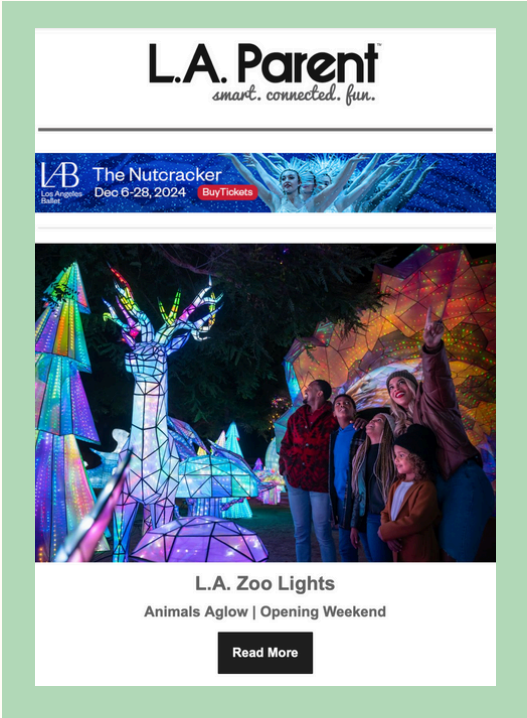
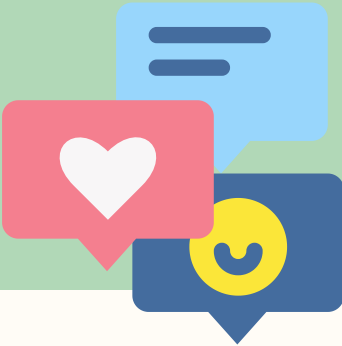
LAPARENT.COM

900,000
Annual Pageviews

DEDICATED E-BLASTS
110,000+ Parents



SOCIAL MEDIA
31,000+ Followers



WEEKLY
NEWSLETTERS

16,000+
Subscribers



EDUCATION
FAIRS
Ask us for details

L.A. Parent Works! Just Ask Our Clients:



JEAN MCCLYMONDS

Marketing & Media Manager

Stratford School

“ We believe L.A. Parent specifically targets our key families with professionally written articles that are unique and diverse and are confident that we effectively reach our core audience each and every month with timely and relevant information to ensure that the messaging is read, absorbed, and ultimately helps us to stand out in a very competitive market. ”



Highland Hall
Waldorf School

verf learning for life

CARA LISCO

Director of Advancement

Highland Hall Waldorf School

“ L.A. Parent supports our school as a partner in a shared mission. They share our school’s priority of bringing meaningful information to parents so that they can make the best educational choices for their children. ”



VISIT
NEWPORT
BEACH
CALIFORNIA

MARIAH PONCE

Brand Manager

Visit Newport Beach

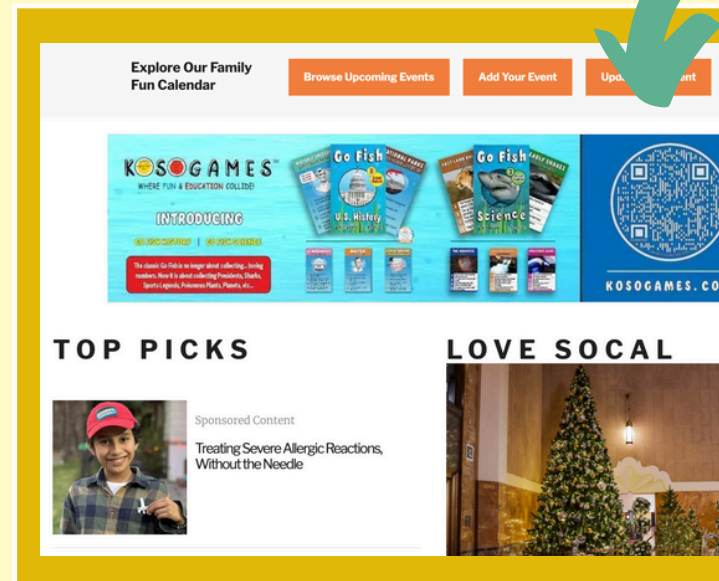
“ This campaign performed wonderfully, and these are some great metrics. We appreciate your team and how communicative you were, we look forward to working in the future and will connect soon. ”

GREAT VISIBILITY ON LAPARENT.COM

Where families find events, parenting tips and resources fast

- **Super leaderboard (970x250):** \$876 per month
- **Standard leaderboard (728x90):** \$750 per month
- **Sponsored content:** This is all about you! Send us an expert article, a Q & A or a profile on your company or service and we'll post on our home page. \$895 per month. See page 7 for more details.
- **Home Page Pop-up:** Want to make sure everyone sees your business? Within seconds of visiting LAParent.com, your ad appears. Lots of space to tell your story. \$1,700 for 1 week, \$2,100 for 2 weeks.

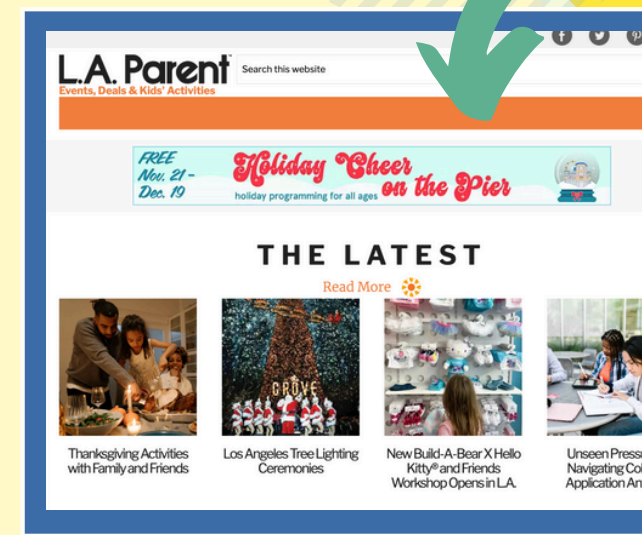
SUPER LEADERBOARD



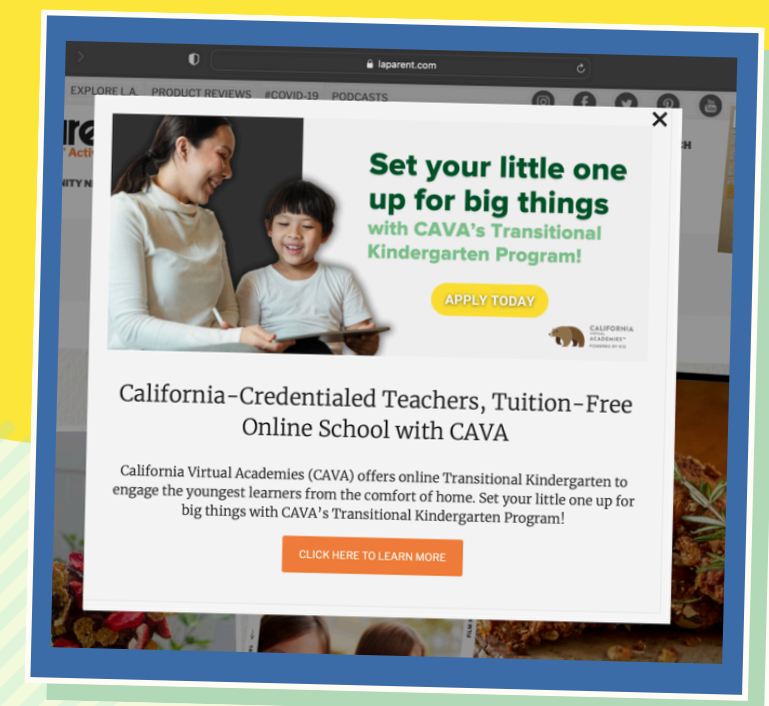
SPONSORED CONTENT



STANDARD LEADERBOARD



HOME PAGE POP-UP



TARGETED E-MAIL CAMPAIGNS

TELL YOUR STORY TO OUR AUDIENCE

Our audience is parents who live in Los Angeles and Ventura counties. They trust us and look to us daily for inspiration, resources, fun things to do and connection to other parents.

Who do you want to reach? We can sort our list by location/zip code, age of kids, age of parents and more! The better you target, the less waste and the better the results --and we supply analytics on all campaigns.

\$999 = 20,000 parents
\$1,199 = 30,000 parents
\$1,399 = 40,000 parents
\$1,599 = 50,000 parents

Families with Neurodiverse Children

This is a big part of our community and they are highly engaged. They connect with us!

- 3,200 parents for \$550
- 20,000 parents for \$999



SPONSORED CONTENT

YOUR STORY – IN YOUR WORDS

Share your story, your mission and your commitment to families with our audience. Tell parents what makes your business unique.

Your article will be featured on our home page, first in our Trending section for one week, then in our Education section, then it will auto-populate throughout our site for the remaining two weeks. At the end of the month, we archive your content, but it is still searchable on our site.

What we need: Your article (750-800 words), plus 2-3 images, links, social media handles and hashtags. Cost: \$895

Print Sponsored Content: Available in full-page (\$3,815) and half-page (\$2,499) sizes. Full page allows about 550 words and 2-3 images, while half page is about 250 words and 1-2 images.

Digital



TOP PICKS



Sponsored Content

Treating Severe Allergic Reactions, Without the Needle



Tournament of Roses details

Ushering in 2025: Your Guide to the Rose Parade



The Holidays, Frankie Beverly and a Moment of Gratitude

LOVE SOCIAL



TREE LIGHTING CEREMONIES

Festive celebrations to kick off the holidays

[Read More](#)

Print



Stratford School - Where the Extraordinary Happens!

At Stratford School, high expectations yield extraordinary results. Our advanced yet intentionally balanced curriculum starts as early as Preschool to inspire and nurture the minds and hearts of every student. From the outset, we identify challenging concepts, then accelerate learning to enable our students to study ahead of grade level, develop a love of learning, and prepare for the future. Our curriculum is created in thoughtful and meaningful ways to ignite curiosity, nurture exploration, and encourage inquiry.

Preschool
Beginning in Preschool, Stratford's curriculum is designed to develop the cognitive, social, emotional, and physical building blocks. Hands-on, multi-sensory activities, including our Imaginative STEAM Play, encourage preschoolers to play and share with others, while developing their self-confidence, as each child discovers the joy and excitement of learning.

Elementary
In Elementary, our accelerated core curriculum exceeds the National Standards & ESS. Results and motivates students to become critical thinkers, innovative problem-solvers,



STRATFORD
SCHOOL



and confident writers. This balanced approach impacts students with not only a well-rounded education, it factors the development of strong friendships, effective study skills, and blossoming self-confidence.

Middle School
Middle School continues the Stratford tradition of excellence. We prepare and mentor students for placement in honors and advanced courses at top-tier private and public high schools. Stratford's intentional approach to educating the whole child results in young adults who are gifted communicators as well as skilled and generous collaborators.

Beyond the classroom, we help students discover and define their passions through a variety of extracurricular pursuits, personal enrichment activities, physical education, and time to free play.

Our caring and passionate teachers cultivate a fun and nurturing classroom environment, where high expectations encourage students to try new things with confidence and enthusiasm.

By harnessing the collective power of students, teachers, and administrators, this carefully designed approach, along with our commitment as educational leaders, helps students to excel. Stratford School prepares students to become the future generation of creative problem-solvers, imaginative innovators, visionaries, and confident, impactful leaders.

For more information, visit us at www.stratfordschools.com.

WHEN YOU INSPIRE A LIFETIME LOVE OF LEARNING THE EXTRAORDINARY HAPPENS

JOIN US FOR AN
OPEN HOUSE
Saturday, October 21
By Appointment

At Stratford, students accomplish extraordinary things. Our advanced yet balanced curriculum propels students to excel both inside and outside the classroom and inspires children to become creative problem-solvers, imaginative innovators, and insightful, confident leaders.



STRATFORD
SCHOOL

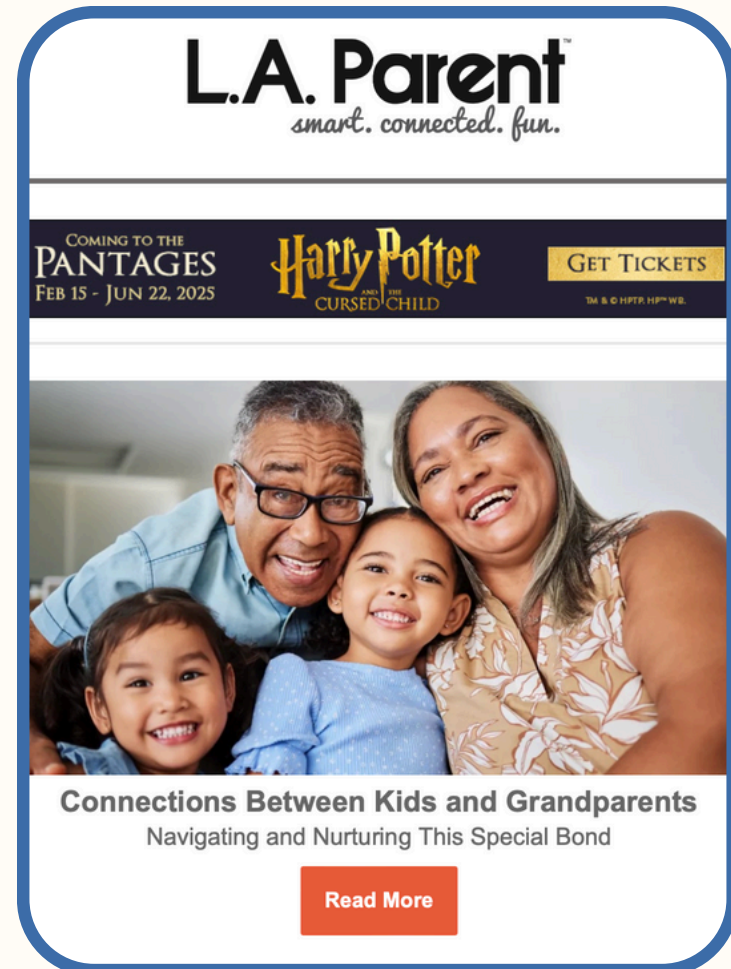
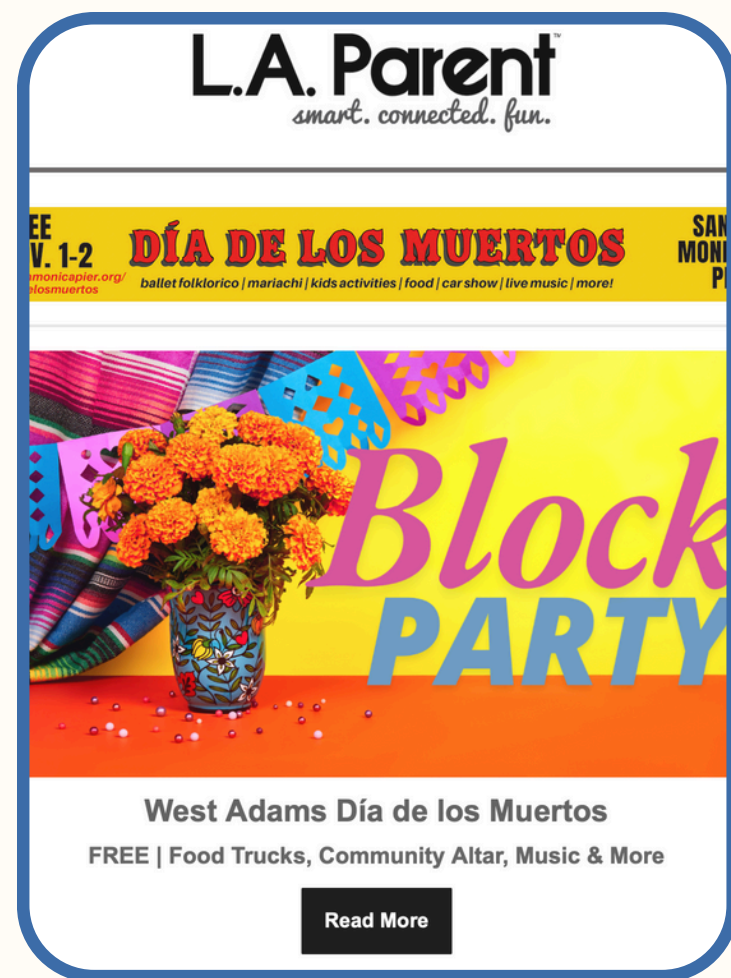
Find a campus near you &
Pre-register online at StratfordSchools.com
NOW ENROLLING Preschool through Middle School!

Altadena
Early Preschool - Grade 2
& Middle School Program
2546 Allen Avenue
(626) 794-1000

Mission Viejo
Preschool - Grade 8
20111 Chiquita Drive
(949) 458-1776

West Los Angeles
Preschool - Kindergarten
& Middle School Program
2000 Sunset Avenue
(424) 293-2783

*Stratford School is a 501(c)(3) non-profit organization. All proceeds from the sale of Stratford School products and services are used to support the educational mission of the school.



WEEKLY & MONTHLY NEWSLETTERS

WEEKEND GUIDE

Every Thursday we select our editors' top picks for fun things to do in and around L.A.

Our comprehensive calendar of events was selected as the best in the country in 2024!

PARENTING NEWS

We begin the week with inspiration and resources — recipes from top L.A. chefs, craft ideas, journaling tips, keeping communication open with your child's teacher and much more.

Your leaderboard ad goes in both Thursday and Monday deployments for only \$399 per week.

INCLUSIVE L.A.

This is our award-winning monthly newsletter that deploys on the first Wednesday of each month to families in our community who have children who learn differently.

Reach 3,200+ parents with an open rate of more than 30%. Leaderboard ads in it are only \$375.





SOCIAL MEDIA

We connect to families throughout the day, every day. Get social with us.

- Instagram (@laparentmag) = 10,500 followers
- Facebook (@LAParent) = 13,000+ Followers
- X (@LAParentMag) = 7,700 Followers

A sponsored post across all channels = \$1,150



TICKET GIVEAWAYS

Generate great visibility and love for your brand.

"I am really happy with how this partnership went and think it would be great to do it again! The fact that the winners attended in Santa Clarita, Woodland Hills and Torrance show the extent of the reach that the promotion had. I'll be in touch next season!"

Emily Lavender White, Marketing Director

Circus Vargas

Weeklong Promotion = \$950

OUR AWARD-WINNING MAGAZINE

2025 THEMES & PRODUCTION SCHEDULE

We added more than 70 new distribution spots in 2024, including many schools!



ISSUE					
January/February		SPACE RESERVATION	ADS DUE	DIGITAL EDITION DEPLOYED	PRINT MAGAZINE DISTRIBUTION
Family Health					
March/April					
Summer Camp, Inclusive Programs	Jan/Feb	10-Dec	13-Dec	3-Jan	10-Jan
May/June					
Summer Travel and more Camps, plus a Special Section on L.A.-area Shopping Centers.	March/April	13-Feb	18-Feb	3-March	7-March
July/August					
The Everything Guide in L.A. (museums, amusement parks, day trips, etc.)	May/June	15-Apr	18-Apr	1-May	2-May
September/October					
Education & Enrichment. Inclusive L.A. section.	July/Aug	13-Jun	18-Jun	1-July	3-July
November/December					
Holiday Programs, Gift Guide and Winter Travel	Sept/Oct	15-Aug	20-Aug	3-Sept	6-Sept
	Nov/Dec	15-Oct	20-Oct	3-Nov	3-Nov

*Note that this schedule may change without notice, so ask us about any updates.

RATES & SPECS

Size		Price
2-Page Spread	Use full page specs	\$7,250
Full page	Bleed: 8.625 x 11.125" Trim: 8.375" x 10.875"	\$3,815
1/2-page H	7.36" x 4.95"	\$2,499
1/2-page V	3.58" x 9.875"	\$2,499
3/8 page	3.58" x 7.49"	\$1,989
1/4 page	3.58" x 4.95"	\$1,349
1/8 page	3.58" x 2.42"	\$799

Premium Positions

Inside Front Cover = 15%
Page 3 = 10%
Page 5 = 5%
Inside Back Cover = 10%
Back Cover = 20%

Files Accepted

High-resolution (300 ppi) PDF and JPG only. For specific questions, please consult with your account executive.





WE GOT YOU!

Our L.A. Parent team is always here to give your business the boast to grow and thrive!

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