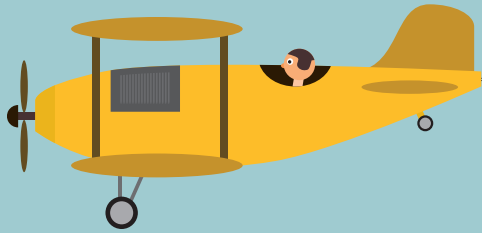


# alaska Parent



2020 Media Kit

A FREE, full-color quarterly  
magazine for Alaskan families

A stylized landscape illustration featuring blue mountains with white peaks, green rolling hills, and several green coniferous trees. The sky is light blue with a few white clouds and birds.

Alaska's No. 1 Family Resource

# ABOUT US

Parent<sup>alaska</sup>

## Targeted, Tested and Trusted

Alaska Parent magazine, the most-trusted family publication in the region, has been the go-to resource for active Alaska parents for 8 years.\* Through our quarterly magazine, our annual Resource Guides and our digital media services, we deliver the highest-quality parenting information and resources available to families at all ages and stages.

Our target audience in print and online is loyal, active and committed, and they are using every media platform to find products and services to give their families the best quality of life possible. Alaska Parent is here to help them navigate every stage of the parenting journey — from pregnancy through teens.

Alaska Parent is published by Alaska Life Publishing, LLC, an awarding-winning, full-service media company located in Anchorage. We are the state's premier publisher of high-quality design and print materials, including **Alaska Bride & Groom** and **ALASKA HOME** magazines. We are widely recognized for "raising the bar" of production standards in Alaska, ensuring your message is delivered in a product of excellence.

*\*Previously known as Alaska Baby & Child magazine*



# WHY ADVERTISE

Parent<sup>alaska</sup>

## Top reasons to advertise

- 1. A ready-to-buy audience.** Alaska Parent will introduce your business to an incredibly lucrative target market: Alaska's parents as well as expectant moms.
- 2. Extensive visibility.** The magazine's 3-month circulation life allows your advertising to be visible longer. Plus, Alaska Parent provides family-related information and resource tools that will inspire readers to keep their copy for future reference – and see your ad multiple times.
- 3. Website exposure.** Digital copies of our magazines are on our website for readers to freely access anytime, anywhere with the ability to link directly to our advertisers' websites. Also, advertisers who purchase Resource Guide ads receive free 1-year listings in our online Resource Guide, with a link to their website.
- 4. Reasonable rates.** Our rates are competitive so that even the smallest business can afford to promote their products and services in print and online. Combo packages and special section rates are also available.
- 5. High-quality, full-color magazine.** Alaska Parent's attractive 8 3/8" x 10 7/8", glossy-page format will attract parents' attention from cover to cover – and make you look good too.
- 6. Design services.** We offer professional graphic design services available to our advertisers at discounted rates or free with the purchase of a 4-issue contract.

## Distribution

Published four times a year, Alaska Parent's annual readership exceeds 60,000 (based on a 1.5 pass-along rate on 10,000 copies per issue).

Our multi-tiered distribution method puts magazines where parents and young families are sure to be:

\* Direct mailed to local parents with children ages 0-18 and expecting parents.

\* Available free at hundreds of locations including grocery stores, libraries, coffee and retail shops, physician offices, family activity centers, restaurants, our advertisers' locations and community events throughout Southcentral Alaska and Fairbanks/Interior.

\* Given out to attendees of all Alaska Home Shows and Women's Shows, The Alaska State Fair, and Kids Day.

# EDITORIAL & MEDIA PLANNING GUIDE

Spring 2020

(Feb. - April)

## The Camps & Enrichment Guide

Find the best programs for your child

PLUS these features:

- Food allergies or food sensitivities? Know the difference
- Money matters: Budgeting for your child's future
- How to identify learning disabilities
- Family-friendly weekend getaways



Ad Deadline: January 24  
Distribution: February 27

Summer 2020

(May - July)

## The Summer Fun Guide

Healthy & exciting activities, programs & products for the whole family

PLUS these features:

- Alaska kids making a difference
- Best starter pets for young families
- Kids & dance: From baby ballerinas to teen hip hoppers
- Blow 'em away! Birthday party ideas



Ad Deadline: April 17  
Distribution: May 19

Fall 2020

(Aug. - Oct.)

## The Education Issue

Smart strategies & new techniques for learning

PLUS these features:

- Supper solved: Help for dinner dilemmas
- Foster care or adoption: Know the answers
- Child health alert: Scary symptoms you can't ignore
- Fun & family-friendly fall adventures



Ad Deadline: August 7  
Distribution: September 3

Winter 2020/21

(Nov. - Jan.)

## The Holiday Issue

Holiday planning, activities & events, cheery crafts, delicious eats & a great Gift Guide

PLUS these features:

- Winter family fitness: Great ways to stay active
- Turn off technology & turn up fun
- Mentorships: Making a difference in a child's life
- Birth & Baby Guide: Great products, advice & tips for new parents



Ad Deadline: October 23  
Distribution: November 19

*\*Topics are subject to change*

## Online Resource Guides

*(Special Advertising Sections)*

After-School Activities Guide

Birth & Babies Guide

Summer Camps & Programs Guide

Health & Wellness Guide

Education Guide

Party Guide

# WHY MAGAZINES WORK

91%

of adults read magazines

More than

60%

of print readers take action on magazine ads

36%

of adults say magazines trigger online search

## ENGAGEMENT

Magazine readers spend an impressive **53 minutes** with each issue and **73%** read or tap on ads appearing in digital editions.

## TRUST

Magazines rank **47% higher** in trust than ads on TV, radio or online.

## INFLUENCE

Print magazines are **#1** (compared to internet, radio, TV and newspaper) for reaching the most influential consumers across multiple product categories.

## SOCIAL

Magazines and social media go hand-in-hand. **69%** of readers have posted magazine articles on facebook.

## ONLINE

Magazines are motivating. **43%** of readers make online purchases vs. **21%** of non-readers.

Source: *The Association of Magazine Media factbook, 2017/2018*



Magazines work!

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 [facebook.com/AlaskaParent](https://facebook.com/AlaskaParent)

 [pinterest.com/AlaskaParent](https://pinterest.com/AlaskaParent)

 [instagram.com/AlaskaParentmag](https://instagram.com/AlaskaParentmag)

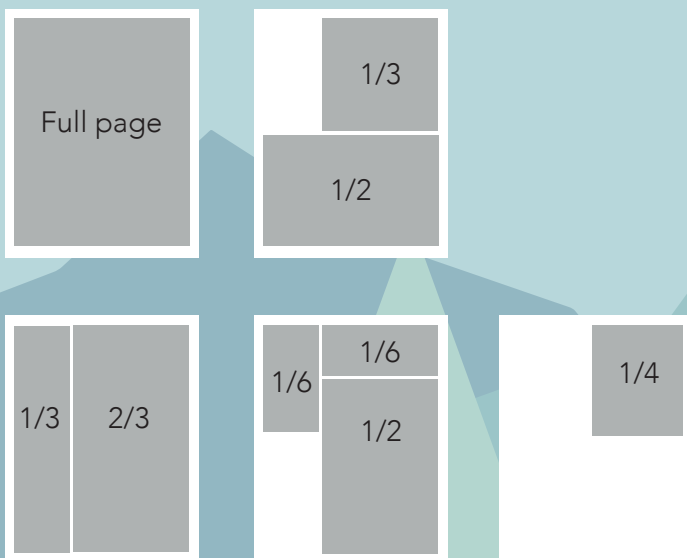
# MAGAZINE AD RATES

Size	Per Issue Rate/ 4 issue commitment	Per Issue Rate/ 3 issue commitment	Per Issue Rate/ 2 issue commitment	Per Issue Rate/ 1 issue commitment
1/6 Page (V or H)	<b>CALL FOR RATES</b>			
1/4 Page				
1/3 Page (V or H)				
1/2 Page (V or H)				
2/3 Page				
Full Page				

## Premium Positions

Position	Per Issue Rate/ 4 issue commitment	Per Issue Rate/ 3 issue commitment	Per Issue Rate/ 2 issue commitment	Per Issue Rate/ 1 issue commitment
Back Cover	<b>CALL FOR RATES</b>			
Inside Front Cover				
Inside Back Cover				
Page 1				

- *Non-profit business discount -15%*
- *Guaranteed Preferred Position add 15% to gross space rate*
- *15% commission to qualified advertising agencies*



## Important Dates

<b>Spring</b> Ad Deadline: Jan. 24	<b>On Sale:</b> Feb. 27
<b>Summer</b> Ad Deadline: April 17	<b>On Sale:</b> May 19
<b>Fall</b> Ad Deadline: Aug. 10	<b>On Sale:</b> Sept. 3
<b>Winter</b> Ad Deadline: Oct. 23	<b>On Sale:</b> Nov. 19

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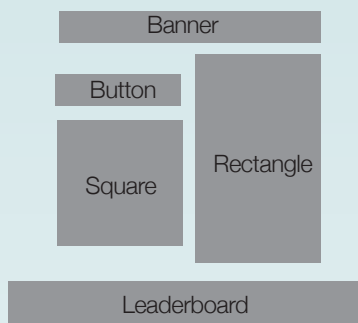
# WEB RATES



Reaching affluent and educated parents on a content-rich site, AlaskaParent.com keeps Alaska parents updated with our informative articles, valuable parenting advice, timely news affecting families, local resource guides, the state's most comprehensive calendar of family-friendly events, contests, giveaways and more.

## Web Ad Rates

Size	Specs.	Monthly Rate
Leaderboard	728 x 90	CALL FOR RATES
Banner	468 x 60	
Rectangle	240 x 400	
Square	240 x 240	
Button	240 x 60	



*\*Ad rates are per month with a 3-month commitment*

## Online Resource Guides

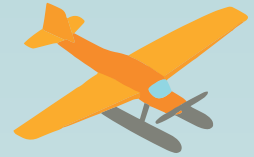


### Basic Listing (annual billing): CALL FOR RATES

- Company name, address, phone number, website, up to 65-word description
- Indexed alphabetically and fully searchable via city or business category
- Easy to use, update as often as you like
- Runs for 12 months at AlaskaParent.com, including a link to your site



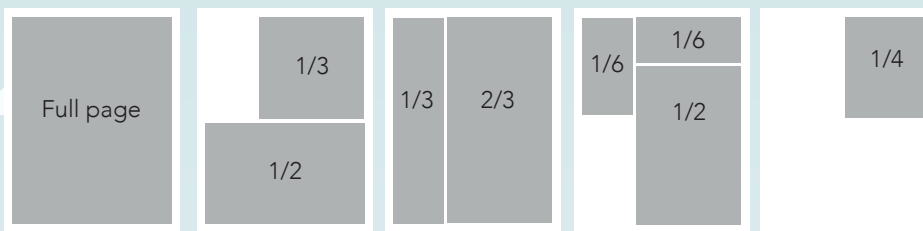
# AD SPECIFICATIONS



## Print Ad Dimensions

Ad Size	Width	Height
1/6 Page Vertical	2.375"	4.875"
1/6 Page Horizontal	4.9375"	2.3125"
1/4 Page	3.6"	4.875"
1/3 Page Vertical	2.375"	10"
1/3 Page Horizontal	4.9375"	4.875"
1/2 Page Vertical	4.9375"	7.5"
1/2 Page Horizontal	7.5"	4.875"
2/3 Page	4.9375"	10"
Full Page*	8.375" + .125" bleed	10.875" + .125" bleed

\*Live area 7.5" x 10"



## Accepted Print Ready Files

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

## Format for Web Materials

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 150kb file size.

## Accepted Media

CD, E-mail, Thumb drive, Dropbox.

## Color Proofs

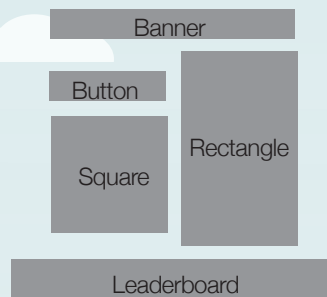
If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

## Production Charges

We offer creative ad design as a service to our clients. The production fee of \$130 includes two client proofing cycles. Production charges will also apply to re-size an existing ad or fix one that was submitted with flaws.

## Web Ad Dimensions

Ad Size	Pixel Dimension
Leaderboard	728 x 90
Banner	468 x 60
Rectangle	240 x 400
Square	240 x 240
Button	240 x 60



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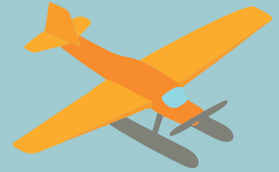


# CONTACT US

## Alaska Parent

PO Box 221344, Anchorage, AK 99522

T: 907.868.9050



## To advertise

Please email us at [info@alaskaparent.com](mailto:info@alaskaparent.com)  
or call 907.868.9050



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