

# WHY ADVERTISE

alaska  
Parent

## 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, Kids Day, private school fairs, and at the Alaska's Baby & Toddler Expo.

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