

PARENTS
Canada

BABY & CHILD CARE ENCYCLOPEDIA

A must-have reference book written by health experts
focusing on children from prenatal to age 8.

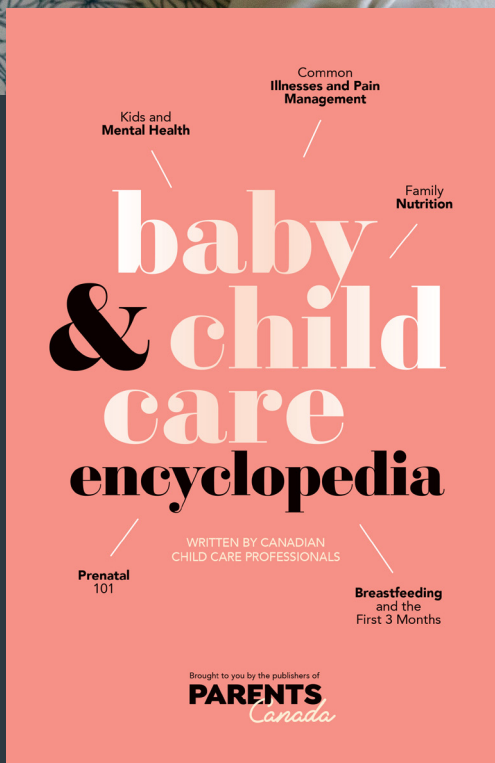


2020 CLOSING DATES

SPACE CLOSES
August 21

MATERIALS DUE
August 28

RELEASE DATE
September 25



Showcase your brand throughout the book with ad pages or sponsor an entire chapter relevant to your brand.

Chapter topics range from prenatal 101, nutrition, developmental milestones, dental health and childcare to common ailments.

Written by experts and medical professionals, this is the most doctor-recommended publication for new parents in Canada.

DISTRIBUTION

- Babies R Us Registry Packages
 - Doctor's Offices
 - Hospitals
 - Health Clinics
- Kids & Company Daycares
 - BrightPath Daycares
 - The Baby Show

FREQUENCY

Annual publication

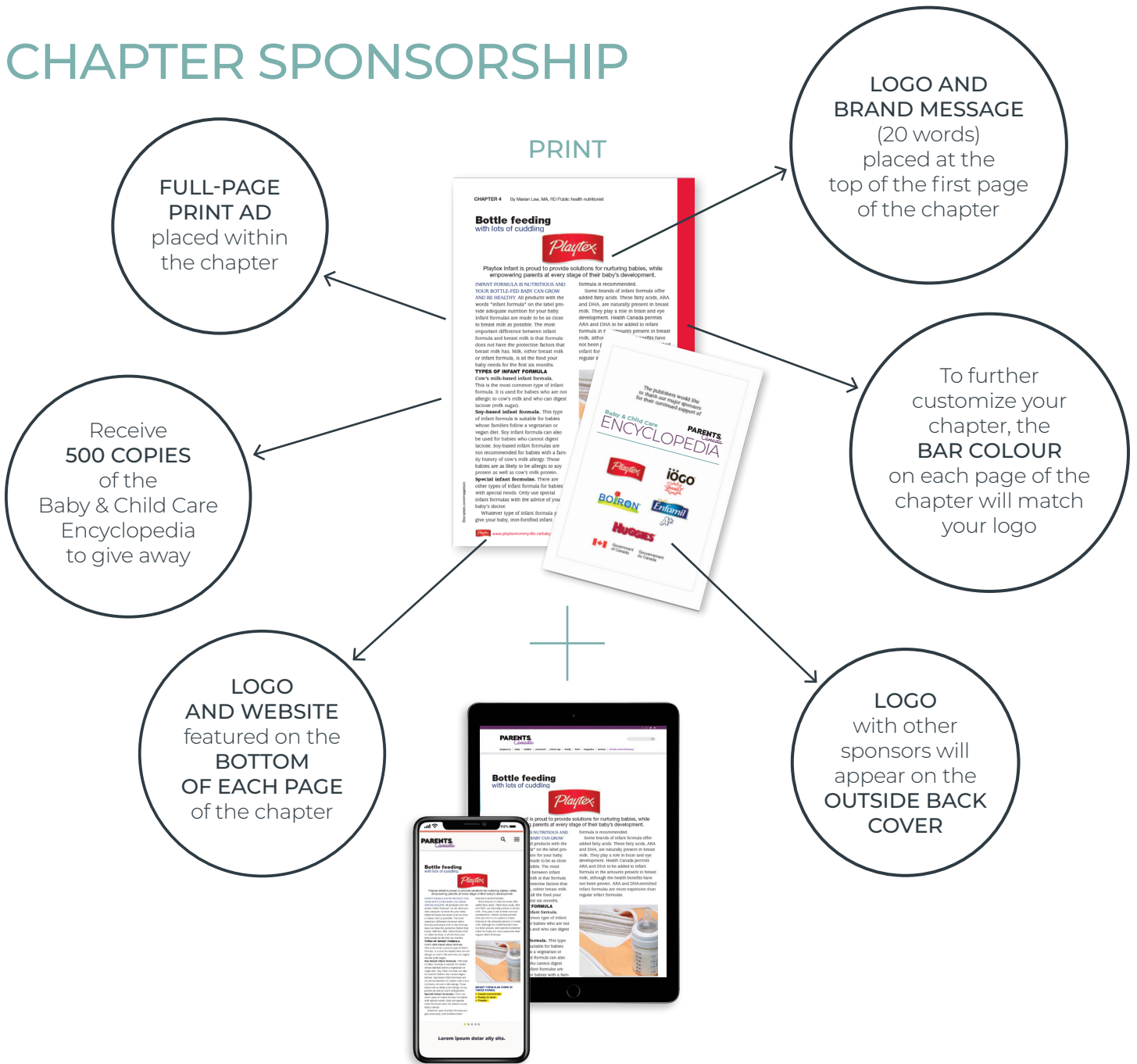
TARGET DEMOGRAPHIC

- Prenatal
- Parents with kids 0-8

CIRCULATION

100,000

CHAPTER SPONSORSHIP



DIGITAL CHAPTER SPONSORSHIP FOR 1 YEAR

The sponsored print chapter will be created in digital format on ParentsCanada.com and include the following brand exposure and promotion:

WEBSITE:	NEWSLETTER:	EMAIL BLAST:	SOCIAL:	DELIVERABLES:
<ul style="list-style-type: none"> • Year-round custom ROS display ads • Homepage feature 4 X per year 	<ul style="list-style-type: none"> • Branded features in 4 newsletters sent to 71,000 digital subscribers 	<ul style="list-style-type: none"> • 1 branded email blast sent to 71,000 subscribers including a special offer from the brand 	<ul style="list-style-type: none"> • Posted and amplified through our channels 4 X per year 	<ul style="list-style-type: none"> • 5,000 views throughout the chapter and • 550,000 brand impressions

CHAPTER OPTIONS

- Prenatal 101
- Breastfeeding Basics
- Breastfeeding Benefits
And Techniques
- Bottle Feeding
- The First Month
- Diapering And Bathing
- Nutrition
- Food Safety
- Sleep Guide
- Safe Environment
- Milestones
- Learning Through Play
- Teeth
- Difficult Behaviour
- I Don't Feel Well
- Common Ailments
- Infectious Diseases
- First Aid
- Associations

ADVERTISING OPPORTUNITIES

CHAPTER SPONSORSHIP:

Full Digital + Print Program **\$22,400**

PRINT ONLY: Full Page: \$11,995 | DPS: \$20,900

MATERIAL REQUIREMENTS

CHAPTER SPONSORSHIP SPECIFICATIONS:

COMPANY LOGO: Supplied as an illustrator .eps file, or high resolution .tif file (300 dpi).

CORPORATE COLOUR(S): CMYK colour preference(s) please.

PRINT SPECIFICATIONS:

FULL PAGE: Trim: 5.25" x 8"

DOUBLE PAGE SPREAD: Trim: 10.5" x 8"

BLEED: Please add .125" all around for bleed

SAFETY: 'Live' content area: 0.25" within trim

REQUIRED MATERIAL: PDF-1Xa

INSERTS/OUTSERTS: Available upon request

DELIVERY OF MATERIALS: Please upload all PDF-1Xa's to:
<https://spaces.hightail.com/uplink/ParentsCanada>



Let's Connect!

We'd love to help



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parentsCanada.com