



*Our*  
**MISSION:**

# TO HELP RAISE GREAT HUMANS

**Parenting is tough.  
Ask any caregiver.**

We all need help raising  
kind, confident kids.

**ParentsCanada  
serves up  
vetted, unbiased,  
well-researched  
content.**

Written by Canada's top  
journalists so parents  
can trust what they read.  
Our authentic voice  
resonates with readers  
across both digital  
and print platforms.

**PARENTS**  
*Canada*

HERE TO HELP WITH EXPERT ADVICE  
Media Kit 2025

# ParentsCanada

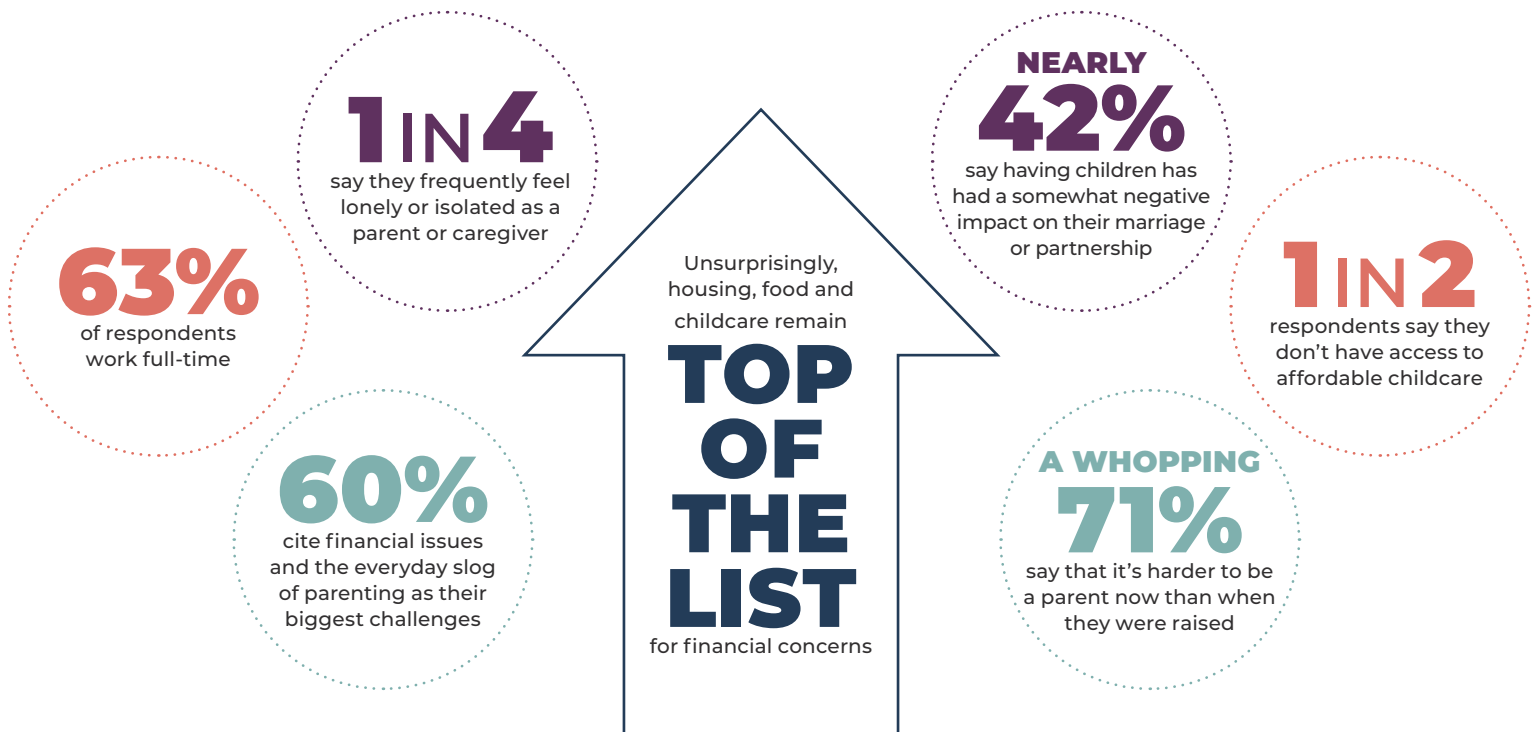
## THE STATE OF PARENTHOOD SURVEY 2024



**ParentsCanada** surveyed over 1,000 Canadian parents to uncover their challenges in 2024.

The results reveal a generation of parents struggling to balance work, family, and personal well-being while navigating rising costs and societal pressures. Our report highlights the real issues affecting families today, from food insecurity to mental health concerns. **ParentsCanada** is committed to addressing these challenges through our content, offering practical advice, expert guidance, and solutions to help parents navigate these complex times.

Please reach out to **Jane Bradley** at [janeb@parentscanada.com](mailto:janeb@parentscanada.com) for the full report.



# ParentsCanada

## ABOUT US

For over 18 years, **ParentsCanada** has been a trusted partner for brands seeking to connect with engaged parents. We offer a comprehensive suite of creative, inspiring, and diverse advertising solutions tailored to every budget. Our exclusive email subscriber list of 75,000 active parents boasts an impressive open rate of over 30%, ensuring your message reaches a highly receptive audience. With a powerful reach across both print and digital platforms, **ParentsCanada** is your ultimate destination to inspire and engage Canadian families.

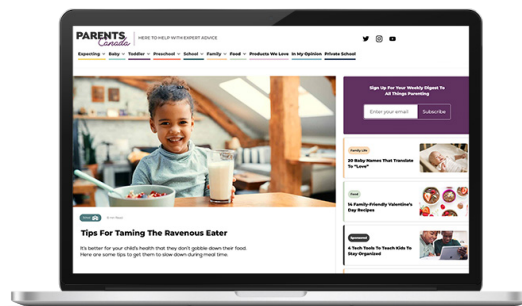
### NURTURING EVERY STAGE OF PARENTHOOD

**ParentsCanada.com** is a one-stop shop for parents and caregivers navigating the ever-changing world of raising a child. We offer a rich tapestry of content that caters to all family members, from moms and dads to grandparents, nannies, and babysitters.

### REMEMBER ▶ Quality Still Matters | GOOGLE'S E·E·A·T

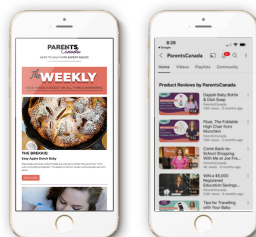
In today's digital age, quality content remains paramount. Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) guidelines underscore the importance of human-generated content. At **ParentsCanada**, we prioritize quality over quantity. Every article, every recipe, every parenting tip is crafted by experienced journalists and subject matter experts. We believe that genuine, human-centered content is the key to building trust with our audience. By avoiding the pitfalls of AI-generated content, we ensure that every piece of content is accurate, informative, and truly helpful.

**E** Experience   **E** Expertise   **A** Authoritative   **T** Trust



CUSTOM CONTENT  
ACROSS ALL  
PLATFORMS:

PRINT  
DIGITAL  
VIDEO  
TV  
SOCIAL  
EMAIL



# ParentsCanada

## RATES & PACKAGES

ASK  
US FOR  
DETAILED  
RATE CARDS  
ON ALL OUR  
PROGRAMS

### PRODUCE. PUBLISH. DELIVER.

**No two campaigns are alike.** Your goals are unique, and so are our solutions.

We are the perfect fit whether you're aiming for a big splash or a subtle product review.

We're committed to delivering results that exceed expectations.

Let's create a campaign that resonates with your target audience and drives real results.

### BELOW IS A MENU OF PROGRAMS

#### CUSTOM CONTENT

Great content is key to any campaign. Our team crafts compelling narratives that resonate with your audience. From blog posts to short or long form videos, our editors deliver high-quality content that drives engagement. We'll tailor a content strategy to your goals, optimizing it for search engines and social media.

#### PRINT

Our **ANNUAL GUIDE FOR NEW PARENTS** gets in the hands of 60,000 new and expectant parents in Canada.

**NEW: GrandParentsCanada** magazine launching Spring 2025, reaching a broader demographic of caregivers; grandparents!

**Circulation:** 60,000

All of our print programs include a digital component.

#### CONTENT PROVIDER

Need engaging content for your website or newsletter? Our team writes for you in your voice. We handle everything from idea generation to SEO optimization.

Let us create content that resonates with your audience and drives results.

#### PRODUCT FEATURES

Get your products or services in front of our engaged audience through our exclusive "**Need It, Want It, Gotta Have It: Cute Eh?**" feature. Your brand will be featured and promoted through our website, newsletter, and social media channels. It's the perfect opportunity to showcase new products and services and drive sales.

#### TV

There's still nothing like the glamour of TV. Lights, action, camera, and your brand is on **The Good Stuff with Mary Berg** on CTV. We host three segments each year with our host and product editor, Gail Gabrielle.

We showcase the latest and greatest products for parents.

**The Good Stuff with Mary Berg** reaches 1.2 million viewers each week.

#### VIDEO

Video is the most engaging way to capture your audience. Our production crew shoots everything from product reviews and explainer videos to walk-the-store shopping videos and quick tips about your brand. Long-form interview-style videos are also a great complement to any story as they add impact and immediacy.

#### EMAIL MARKETING

Email marketing is a powerful tool to connect with your audience, drive sales, and boost brand awareness. Reach 75,000 engaged parents through our targeted email campaigns via our newsletter called **The WEEKLY** (over 31.2% open rate) or a custom email blast through our **THIS WEEKEND** newsletter, an exclusive weekend edition.

#### TRIED & TRUSTED SEAL OF APPROVAL

There's nothing like a brand being reviewed by parents for parents. We test your brand or service to earn the **ParentsCanada** Tried & Trusted Seal. We then spread the news through all of our media channels. Looking to grow your retail reviews? We do that too. Our community of parents will deliver reviews on your specified retailer sites.

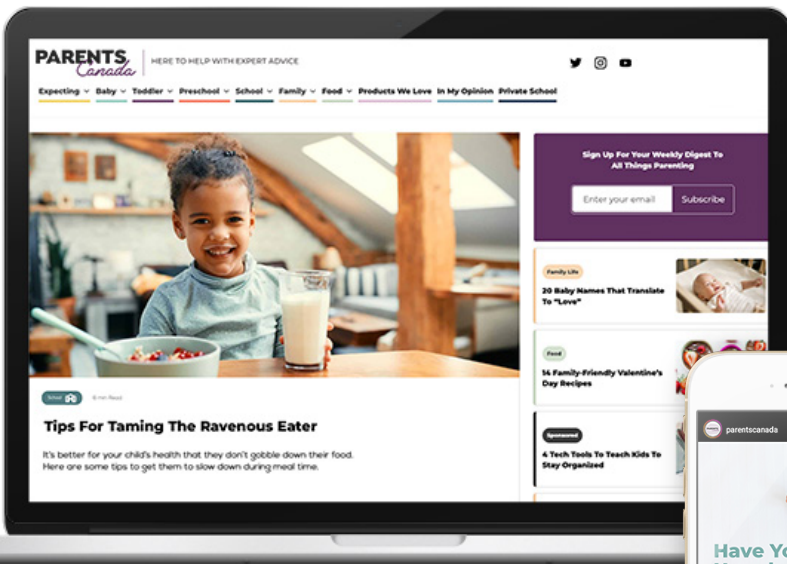
#### CONTESTS

Who doesn't love a contest? Our contests are a fun way to get your product or service profiled and make a parent very happy! We provide extensive exposure with loads of support to our contests. You can use the opportunity to grab some valuable data in your entry form as well.

# ParentsCanada Portfolio

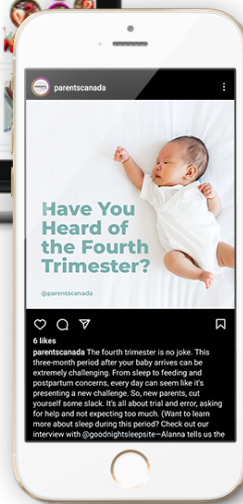
## DIGITAL PLATFORMS

Parents turn to a variety of sources for parenting advice, including trusted websites, social media platforms, TV, print and late night Google searches. **ParentsCanada** meets parents wherever they are, from the excitement of planning a family to the late-night worries of a new parent.



### ◀ PARENTSCANADA.COM

An extensive digital content hub and destination for Canadian parents providing content from expecting to teen and everything in between.



### ◀ SOCIAL

We have 52,000 followers across our social channels and provide custom sponsored posts to extend exposure of any brand campaign.



### ◀ NEWSLETTERS

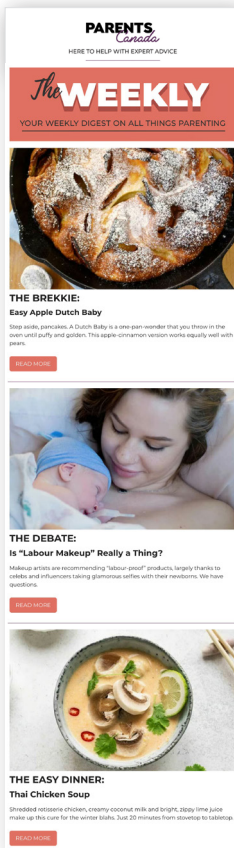
#### THE WEEKLY

Our weekly newsletter is sent to 75,000 engaged subscribers and filled with recipes, expert parenting advice, tips and hacks, contests and more.

#### THIS WEEKEND

A dedicated newsletter customized to your brand. Produced by the editors of **ParentsCanada** and designed by our art director, your brand gets 100% share of voice with our 75,000 engaged subscribers.

AVERAGE  
OPEN RATE IS  
31.2%



# ParentsCanada Portfolio

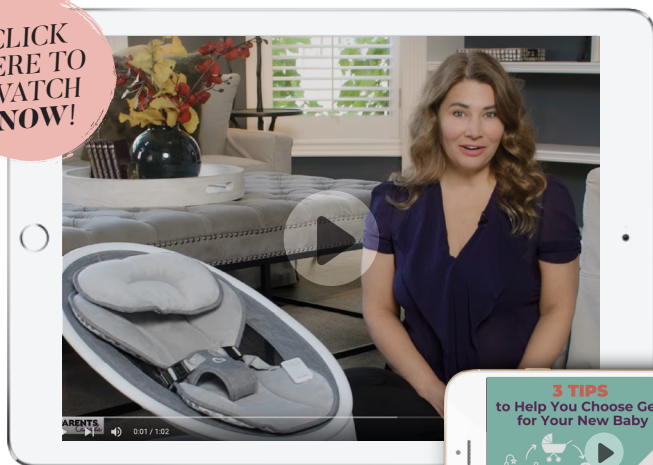
VIDEO + TV



## VIDEO PRODUCT REVIEWS

We take product reviews to the next level through video. Product Editor, Gail Gabrielle delivers the key highlights of your product through live interaction then we deliver it across all our platforms.

CLICK HERE TO WATCH NOW!



## QUICK TIPS

Bring your brand to life through a 60-second video tip. Produced by **ParentsCanada** and delivered on **ParentsCanada.com** as editorial content with extended exposure across all our platforms.

PARENTS LOVE QUICK TIPS & SOLUTIONS!



CLICK HERE TO WATCH NOW!

## TV PRODUCT SEGMENTS

**ParentsCanada** and CTV have partnered to share the latest products for parents on **The Good Stuff with Mary Berg**. Our Product Editor, Gail Gabrielle is on **The Good Stuff with Mary Berg** with three segments per year. **The Good Stuff with Mary Berg** reaches 1.2 million viewers every week.

# ParentsCanada Portfolio

## PRINT PLATFORMS



### ANNUAL GUIDE FOR NEW PARENTS

This annual lifestyle digest targets new and expecting parents with a circulation of 60,000. Content focuses on prenatal to toddler. Distributed through prenatal classes, hospitals and doctors offices.

**TIMING:** October 2025

### GRANDPARENTSCANADA: A NEW VOICE FOR A GROWING GENERATION

With over 8 million grandparents in Canada, each with an average of 4 grandchildren, it's time to recognize their unique needs and passions. Launching in May 2025, **GrandParentsCanada** is the first magazine dedicated to empowering and inspiring this vibrant demographic. We'll explore topics like health, finance, travel, technology, and family relationships, all through the lens of the modern grandparent.

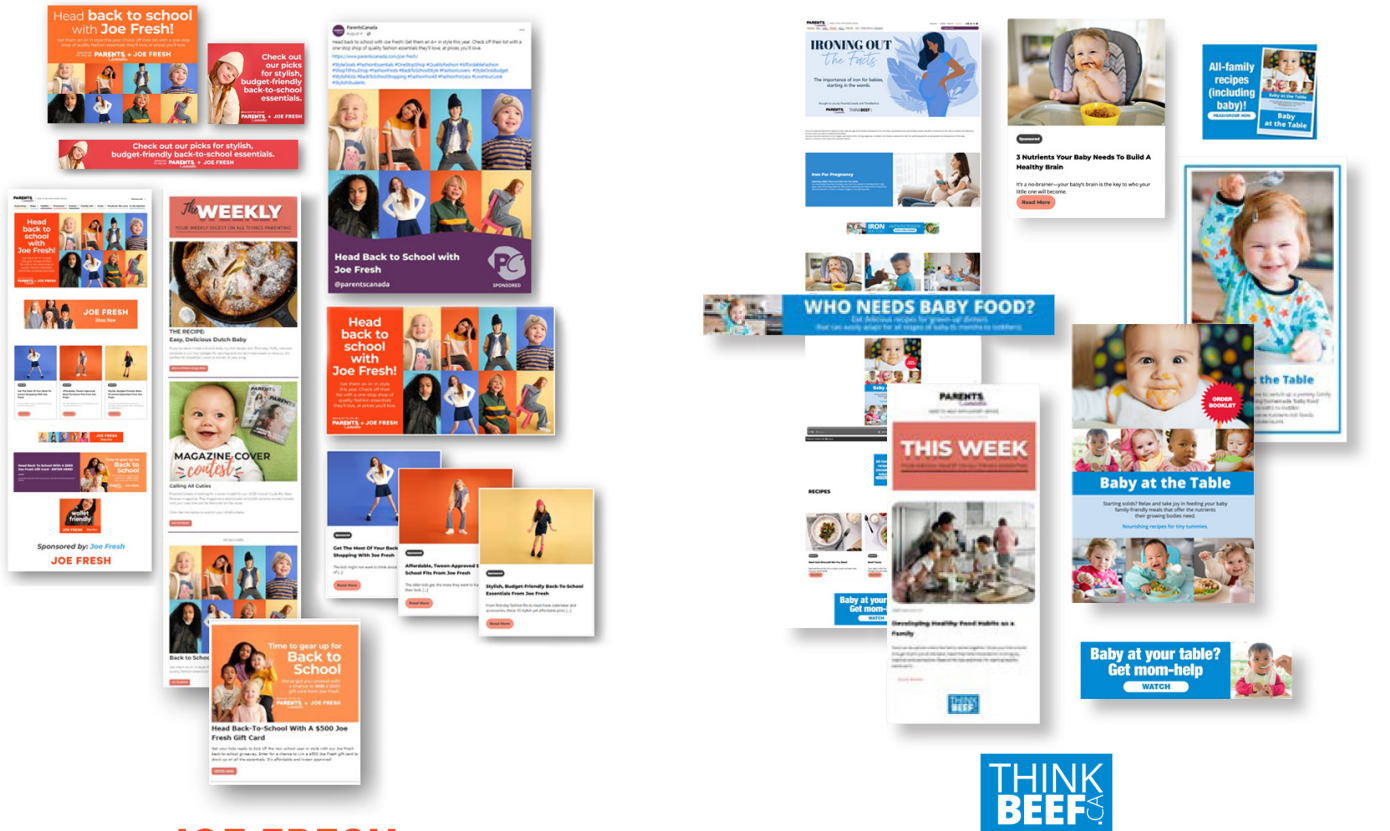
**TIMING:** May 2025



# Brand Partnerships

## WHO WE WORK WITH

Our brand partners, like Munchkin, Egg Farmers of Canada, Canada Beef, and Joe Fresh, are integral to our mission. Their campaigns not only inform and inspire our readers but also contribute to the growth and success of our platforms. By collaborating with these trusted brands, we ensure that our content remains relevant, engaging, and valuable to our audience.



**JOE FRESH**





# ParentsCanada

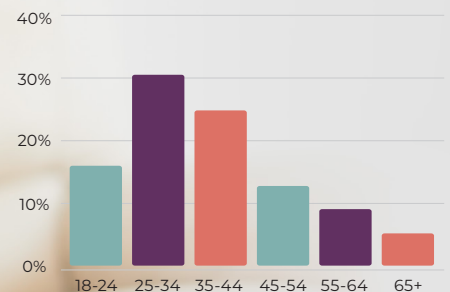
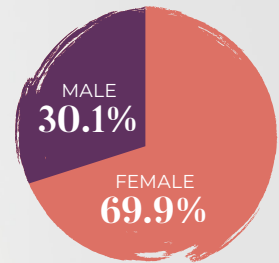
## FAST FACTS

### NATIONAL REACH

Our primary readers are busy, educated, and responsible parents. They are the family decision-makers.



### WEBSITE DEMOGRAPHICS



# Let's Connect!

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AND MARKETING  
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ParentsCanada.com

**PARENTS**  
*Canada*

HERE TO HELP WITH EXPERT ADVICE