

PARENTS Canada

Media Kit 2026

HERE TO HELP WITH EXPERT ADVICE



ParentsCanada

MISSION

To help parents, grandparents
and caregivers raise
KIND HUMANS.

We do this through
expert-led, credible
parenting content,
powered by Canadian
journalism.

HUMAN FIRST, JOURNALIST-LED CONTENT



ParentsCanada

ABOUT US

ABOUT PARENTSCANADA

ParentsCanada helps parents, grandparents and caregivers raise kind, confident humans with vetted, unbiased, well-researched content.

As Canada's only media brand solely focused on parents and grandparents, we reach families nationwide across digital, print, social, email and television with trusted advice they can act on today.

Published by Jane Media Inc., ParentsCanada has served Canadian families for more than 20 years through ParentsCanada.com, The Weekly and This Weekend newsletters, the Annual Guide for New Parents, Grandparents Canada and broadcast partnerships.

Our mission is to deliver credible information where families already are—on their phones, in their inboxes and in the moments that matter most.

HUMAN-FIRST, JOURNALIST-LED CONTENT

Every ParentsCanada story is created by professional journalists, editors and subject matter experts—not generated by AI.

Reporting, fact checking, expert reviews and content sourcing are baked into our process so parents know they are getting information they can trust in an era of noisy, automated content.

In a world where AI can produce content at scale, ParentsCanada uses AI only behind the scenes—to support research, formatting and SEO—while humans stay in charge of ideas, interviews, voice and final decisions.



This human first approach aligns with Google's EEAT framework (Experience, Expertise, Authoritativeness, Trustworthiness), which is increasingly central to how high quality content is surfaced in both search and AI Overviews.

BUILT FOR SEO AND AI OVERVIEWS

ParentsCanada's editorial strategy is built around the real questions parents and grandparents are asking, using structured headlines, schema best practices and clear takeaways to perform strongly in organic search.

Our content is optimized for snippet ready answers, FAQs and conversational, plain language explanations, making it easy for AI powered results to surface and cite our work while preserving nuance and context.

In 2026, search and AI Overviews increasingly reward content that demonstrates lived experiences, subject matter expertise and brand authority—areas where ParentsCanada is intentionally strong.

That means brands benefit from longtail discoverability and durable visibility when they partner with us on custom content, guides, video and product features

ParentsCanada

MEET THE TEAM

MEET THE PARENTSCANADA TEAM

ParentsCanada is powered by a tight-knit team of journalists, editors, creators and partners who care deeply about helping families feel informed, seen and supported every day.



JANE BRADLEY

CEO & Owner

Janeb@parentscanada.com

“Leads the vision, partnerships and growth of ParentsCanada.”



KATIE DUPUIS

Executive Editor

Katie@parentscanada.com

“Shapes the stories and tone parents trust every day.”



LORI DICKSON

Director of Sales & Marketing

Lorid@parentscanada.com

“Builds smart, multiplatform campaigns that deliver results.”



AMY VALM

Senior Editor

“Makes food, lifestyle and service content feel doable and fun.”



GAIL GABRIELLE

Product Editor & OnAir Expert

“Curates tried, tested products for parents on screen and online.”



SHARDAE LANG

Campaign Manager

“Delivers results-driven campaigns connecting brands with their target audience.”



MALLORY MYERS

Social Media Manager

“Connects with families daily across ParentsCanada’s social channels.”



DAWN CUMBY-DALLIN

Senior Designer

“Brings ParentsCanada to life with bright, modern visuals families instantly recognize.”

ParentsCanada

OUR PLATFORMS

PRINT

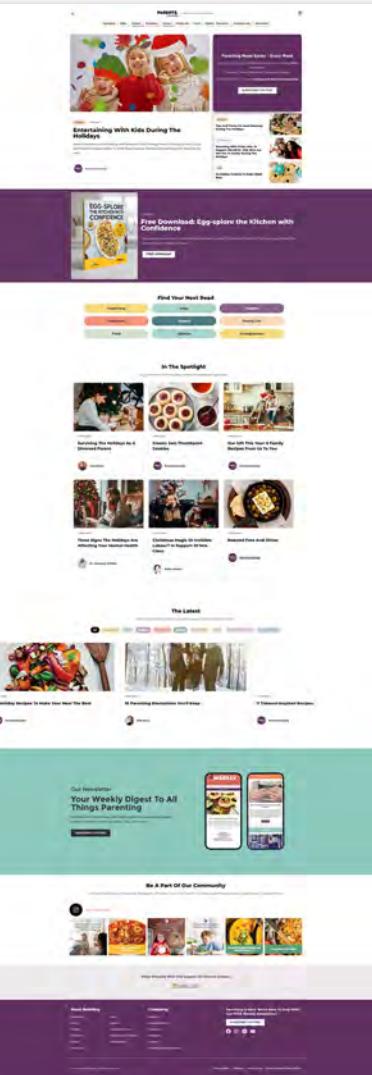


Annual Guide for
New Parents
60,000 copies



Grandparents
Canada
60,000 copies

DIGITAL



The Weekly



7 Things to
know this week



The Weekend



The Weekly
Cover Story

EMAIL

**75,000
subscribers**



SOCIAL

**52,000
followers**



FACEBOOK



INSTAGRAM



PINTEREST



YOUTUBE



LinkedIn



ParentsCanada

EDITORIAL CALENDAR 2026

JANUARY

- Family literacy
- Comfort food recipes
- 2026 trend reports: Baby names, birthday party themes

FEBRUARY

- Black History Month books and education
- Valentine's Day recipes and activities
- Launch of relationship column "The Heart of the Matter"
- Pink Shirt Day
- Outdoor winter fun and safety

MARCH

- World Down Syndrome Day
- St. Patrick's Day recipes and activities
- March break entertainment
- Global Day of Unplugging
- International Read to Me Day

APRIL

- Earth Day education and activities
- Easter recipes and activities
- Oral health education
- World Autism Day

MAY

- National Child and Youth Mental Health Day
- + launch of ParentsCanada mental health hub
- Mother's Day recipes and craft ideas
- Infertility awareness

JUNE

- Indigenous history and education
- Father's Day recipes and craft ideas
- Canadian Multiculturalism Day
- Preparing for overnight camp
- Pride and inclusivity



JULY

- Canada Day recipes and activities
- Grilling and picnic recipes
- Potty training dos and don'ts
- Summer safety
- Road trip tips and tricks

AUGUST

- National Breastfeeding Week
- Postpartum recovery and baby's first weeks
- Back to school prep
- Best of summer produce recipe roundup
- International Youth Day

SEPTEMBER

- National Grandparents' Day
- Annual Guide for New Parents
- National Day for Truth and Reconciliation/Orange Shirt Day
- Back to class tips, tricks and tech
- Awesome lunchbox ideas
- Easy weeknight dinners



OCTOBER

- SIDS Awareness Month/Pregnancy and Infant Loss Day
- GrandparentsCanada Magazine
- Sleep basics
- Halloween recipes and activities
- Best of fall produce recipe roundup

NOVEMBER

- Remembrance Day education and activities
- Childhood pain management
- Soup and stew recipes
- Daylight savings tips and tricks

DECEMBER

- Giving Tuesday (Ways to give back as a family)
- Holiday recipes and activities (Christmas, Hannukah, Kwanzaa)
- Under \$50 and under \$100 gift guides
- Setting intentions for 2026

ParentsCanada

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.

That's why ParentsCanada uses a Loop Marketing approach — a continuous four-stage cycle where every campaign fuels the next. We express a clear brand story, tailor it to our parent and caregiver segments, amplify it across our print, digital, social, newsletter, and experiential channels, then evolve it using real-time performance data. The result is a campaign that keeps learning, improving, and driving measurable results long after launch.



SPONSORED CONTENT

We create custom content rooted in real experience, expert insight, and editorial authority. Our editors and subject matter experts develop trusted narratives that resonate with parents, from website posts to short and long form video.

Every program is strategically tailored to your goals and optimized for search and social, ensuring credibility, visibility, and meaningful engagement in an AI driven content landscape.

PARENTS Canada HERE TO HELP WITH EXPERT ADVICE

Expecting Baby Toddler Preschool School Family Life Food Opinion Resources Grandparents Newsletter

3 min read

Lunchbox Power Up: High-Protein Lunch Ideas for Back to School

Share Article

Canada Beef

Sponsored

September 3, 2025

Back to school means back to lunch-packing. Make it easier with high-protein ideas from Think Beef.

The start of a new school year always seems to sneak up quickly—and with it comes the daily scramble to fill lunchboxes with options that are tasty, healthy, quick to prep and packed with protein. That last one is key. Protein boosts energy and supports focus, helping kids power through the day—so the real question is how to pack in that protein without piling on extra effort.

That's where Think Beef comes in. Their new booklet, *Let's Pack It With Protein*, is full of smart tips and yummy recipes that use beef as a source of high-quality protein. Whether your kids love bento-style lunches or prefer a hot meal in an insulated container, this guide will help you assemble lunches that are easy to make, satisfying to eat and designed to keep kids going strong right up until the dismissal bell.

Keep reading for the goods.

Let's pack it WITH PROTEIN!
Simple lunch recipes that start with beef
THINKBEEF

Why Protein Matters

Protein is an important building block for...well, everyone. But for kids, it's crucial for growth and development. In the big picture, it's necessary for building and repairing muscles, bones and tissues, and it plays a vital role in producing enzymes and maintaining hormones for overall well-being.

How to Pack Protein-Powered Lunches

Making sure lunchboxes have enough protein doesn't have to take a lot of time or energy. These practical, parent-tested strategies from Think Beef are exactly what you need:

- Making Bolognese sauce, steak stir-fry or beef stew for dinner? Double up on protein-based meals so you can easily pack leftovers into lunches the next day.
- Try cooking a big batch of seasoned ground beef, steak strips or roast beef on the weekend for use in wraps, quesadillas or sandwiches throughout the week.
- Add mini meatballs to salads or soups (you can pack them separately to be added at school if you're worried about how they will travel).

Once you've got your protein inclusion sorted, round out lunches with colourful fruits and veggies, a sweet treat and a handwritten note or joke. Looking to save time? Pack lunches the night before. Just be sure to heat up any warm items the morning of.

TIP: Want to make sure hot lunches stay hot? Fill your insulated container with boiling water, replace the lid and allow it to sit for 10 minutes to warm the liner. Dry well, then heat your hot item and pack immediately.

Fuel your kids with protein to help them POWER through their day.

Ways to help school-aged PICKY EATERS try new foods.

Simple lunch recipes packed with protein!

Try This Protein-Forward Meal Plan at Home

Looking for some protein-fueled lunchbox inspiration? Get all of these recipes in *Let's Pack It With Protein*, a free downloadable booklet from Think Beef.

Beef and Beans Sliders

Beef Skillet Noodles

Thai Beef Wraps

Mini Lasagna Bites

Beef Sushi Rolls

Ready to get started? *Let's Pack It With Protein* also includes handy lunch-packing checklists, make-ahead tips and a printable weekly lunch planner. Click here for your copy.

Sponsored by: ThinkBeef

THINKBEEF

Brought to you by Canada Beef

PRINT

Our print publications remain the most trusted source for Canadian families.

The Annual Guide for New Parents and ***Grandparents Canada*** magazines each reach 60,000 readers through targeted, curated distribution to ensure your brand connects with the right audience.

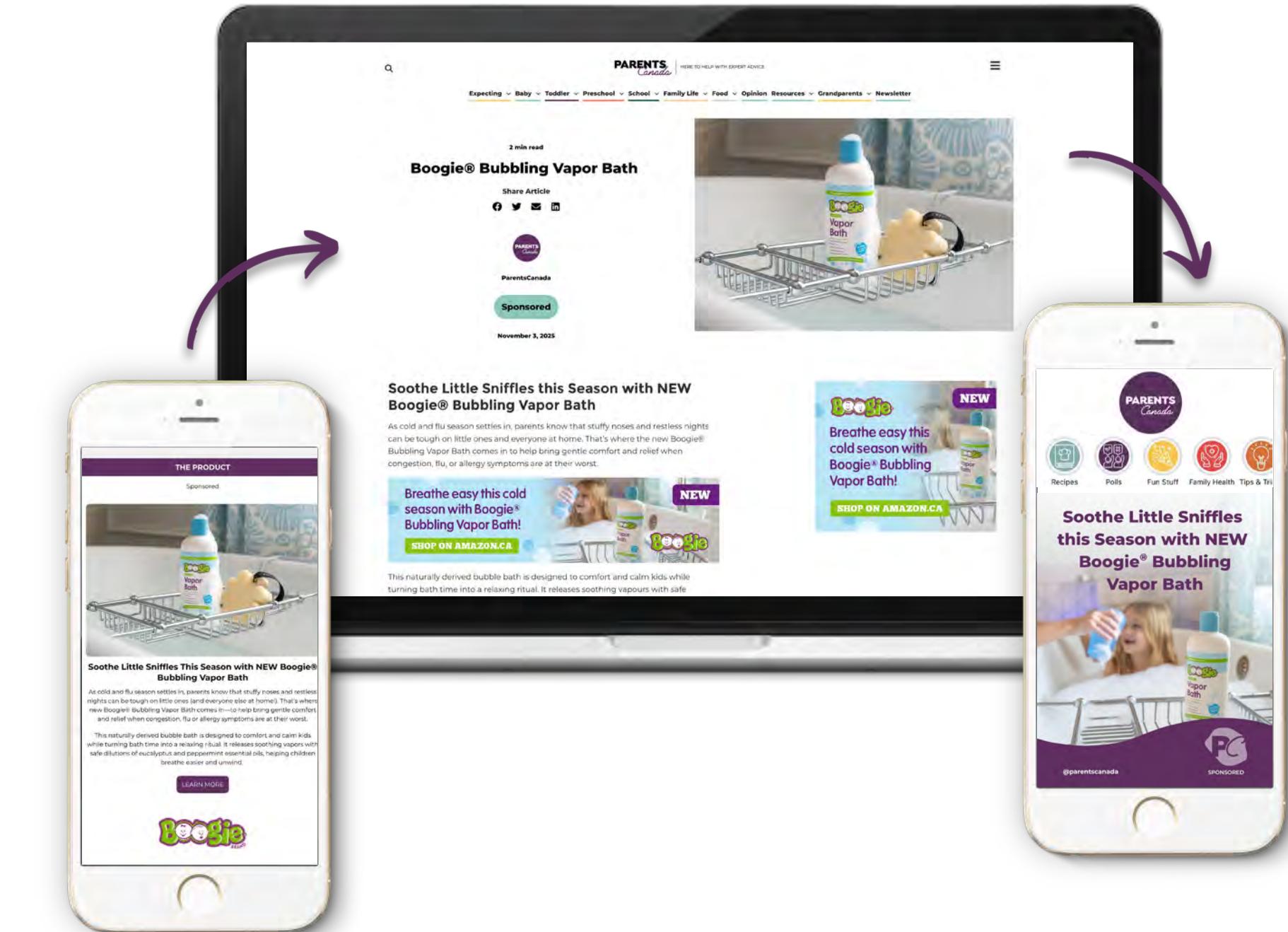
Print offers unmatched credibility in today's digital and AI-driven world, allowing your message to stand out in a context parents trust. These publications position your brand alongside authoritative content that families rely on for guidance and recommendations.



PRODUCT FEATURES

Have a new product or service to showcase to parents and/or grandparents across Canada? Say hello to our **Need It, Want It, Gotta Have It** section on ParentsCanada.com.

Your brand is showcased across our website, newsletter, and social media platforms. This program is designed to spotlight innovation, build credibility, and introduce new products and services in a context parents rely on when making purchase decisions.



EMAIL MARKETING

Because of the power of first-party data, ParentsCanada has introduced two new weekly newsletters to our lineup to give parents even more content in their inbox.

- ***The Weekly***, offers a curated look at what matters most to Canadian families.
- ***The Weekend***, is our special curated newsletter for brands. Think of it like a mini magazine.
- ***7 Things To Know This Week***, provides bite-sized content on every age and stage from Expecting to Grandparents.
- ***The Full Story***, delivers a single, deeply reported feature on one big topic shaping family life today.

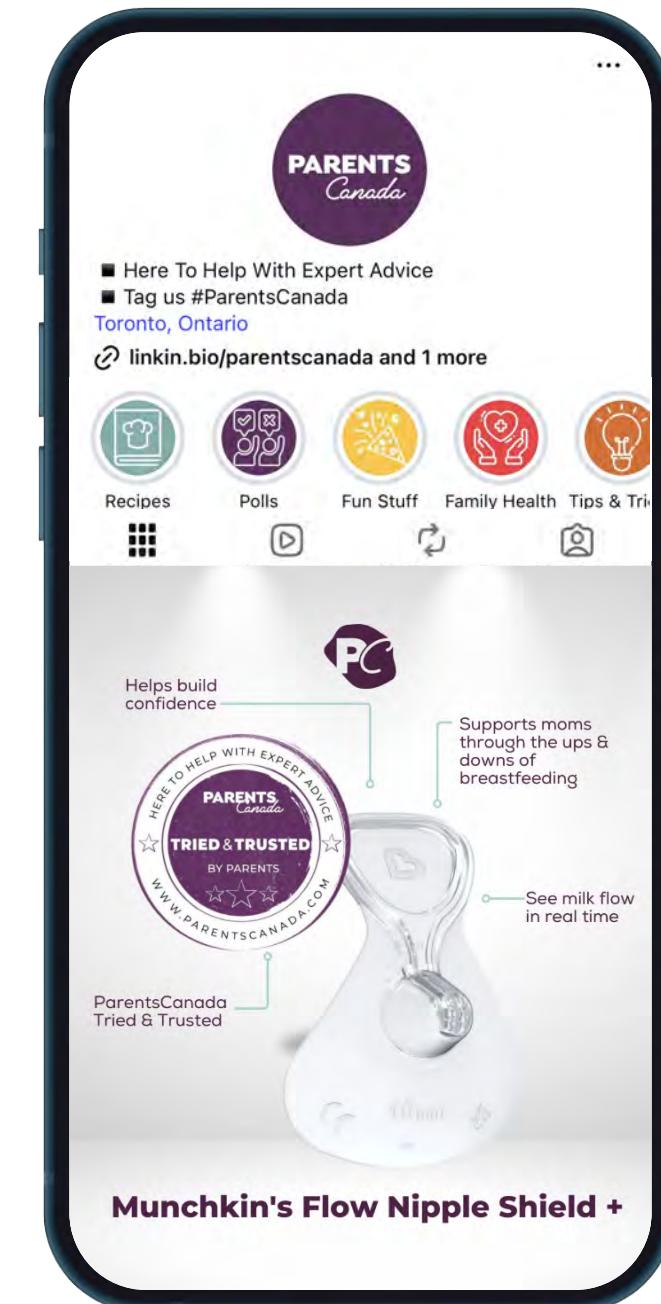
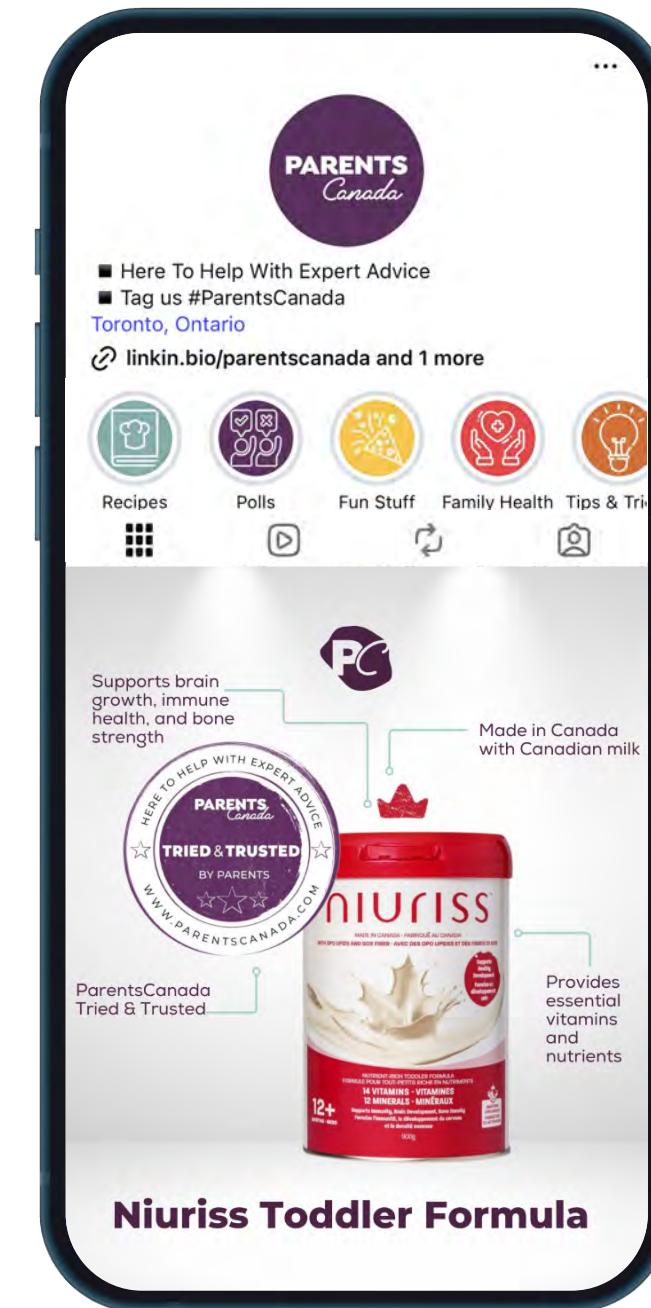
Our newsletters leverage our subscriber base with rich, consent-based data to deliver highly targeted campaigns that connect with the right audience, drive performance, and future-proof marketing in a privacy-first world.



PARENT TESTING PROGRAM

Word of mouth between parents is one of the most powerful forces in family decision-making. When moms and dads hear about a product from another parent they relate to, it feels real, not rehearsed, and it often matters more than any ad or influencer campaign.

ParentsCanada taps into that power by having real parents use your products or services in their everyday lives and share what genuinely works for them. Brands that meet our high standards earn the **ParentsCanada Tried & Trusted Seal**, a signal that your offering has stood up to real family use and is seen as a credible choice.



VIDEO PRODUCTION

Video helps parents get to know your brand quickly, by seeing how it fits into real family life. Around three-quarters of people prefer learning about products through short video, and over 80% say a brand video has convinced them to buy.

At ParentsCanada, we produce short-form social clips, product highlights, interview-style stories, in-store and lifestyle features, plus clear explainer and tutorial videos. Each piece is crafted to feel human and helpful, building parent confidence in your brand while staying aligned with Google's E-E-A-T principles and current digital best practices.

The collage consists of three video stills from Parents Canada:

- Top Left:** A product review for NIURISS INFANT FORMULA. It features a purple speech bubble with the text "PARENTS Canada PRODUCT REVIEW" and a white speech bubble with "Gail Gabrielle Product Editor PARENTS Canada". Below the text is a purple play button icon. To the left of the play button is a red and white can of NIURISS infant formula. The background shows a woman in a purple shirt standing in a kitchen, with several cans of the formula on a kitchen counter.
- Top Right:** A lifestyle feature titled "Joe Fresh ON LOCATION". It shows a woman in a pink dress standing in a Joe Fresh clothing store. The background is a teal color with the text "Joe Fresh ON LOCATION" in white and orange. The "PARENTS Canada" logo is in the bottom right corner.
- Bottom:** An interview titled "MEET THE SISTERS BEHIND HANS DAIRY". It features a circular photo of two women, Sarab Hans and Mandeep Hans, smiling and hugging. The background is teal with the text "MEET THE SISTERS BEHIND HANS DAIRY" in white and yellow. Below the photo, the names "Sarab Hans, President of Hans Dairy" and "Mandeep Hans, Director of Sales & Marketing" are listed. The "PARENTS Canada" logo is in the bottom right corner.

CUSTOM DIGITAL MINI MAGS

Parents love saving helpful resources they can revisit, which is why custom guides work so well.

ParentsCanada creates custom mini magazines, guides, and e-books that parents want to keep. Each piece carries the same editorial care as our flagship media, so your brand shows up as knowledgeable and credible, then is shared across our site, newsletters, and social channels to reach parents who already look to us for guidance.

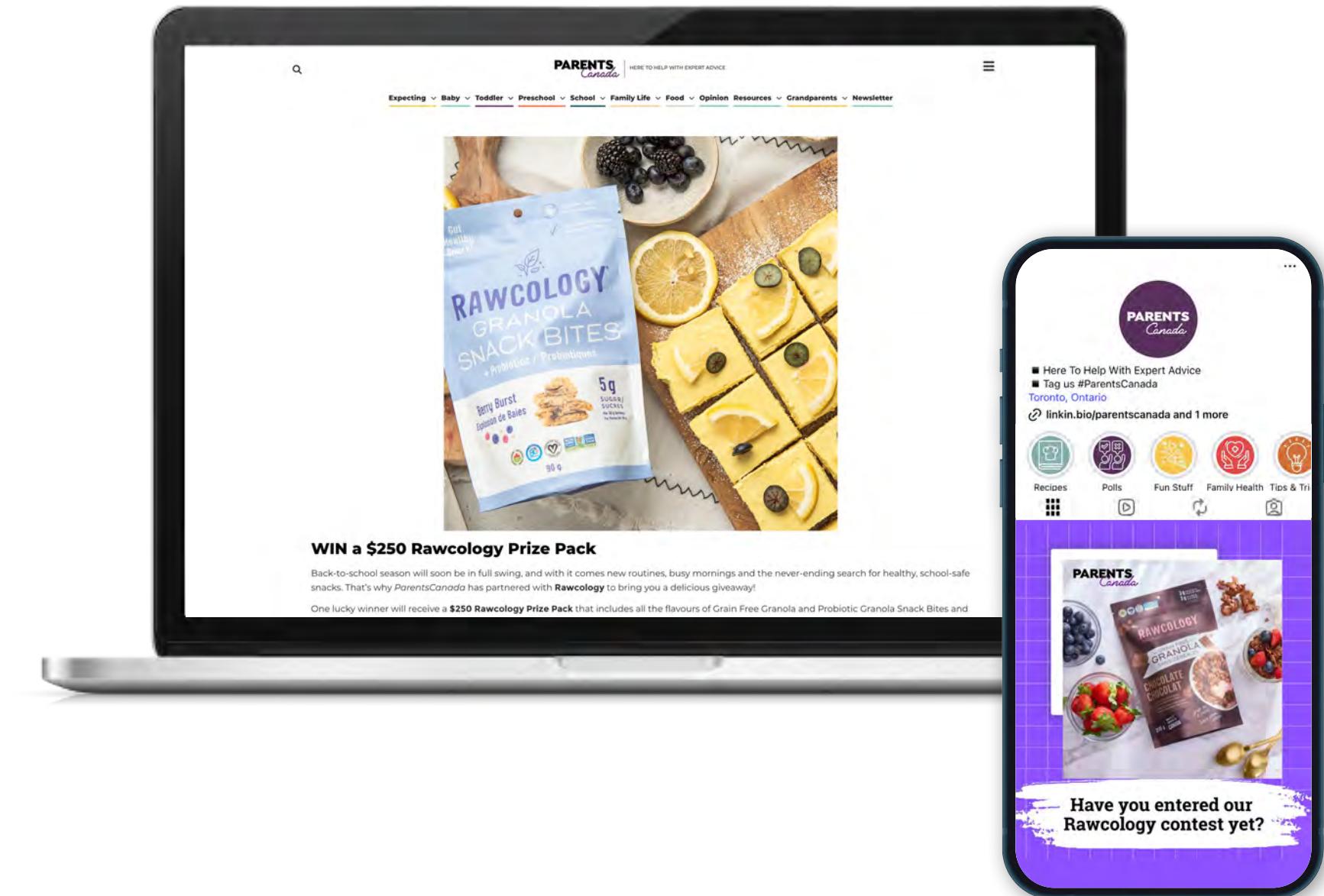


CONTEST MARKETING

Contests are a powerful way to amplify brand exposure and elevate the performance of your campaigns. ParentsCanada designs engaging contests that spotlight your products or services while creating excitement and loyalty among parents.

Each contest is supported with extensive promotion across our website, newsletters, and social channels, maximizing reach and engagement.

Brands can also capture valuable first-party data through entry forms, providing insights to inform future marketing strategies.



BRAND PARTNERSHIPS

Strong partnerships are central to our mission.

Collaborating with trusted organizations allows us to create campaigns that inform, inspire, and engage our audience while supporting the growth and success of our platforms.

These collaborations ensure our content remains relevant, credible, and valuable, delivering meaningful experiences that resonate with parents and families.



NIURISS



WaterWipes®

embark™



Aveeno®
baby

Rascals.™
PREMIUM DIAPERS

Abbott
Nutrition

STELLA

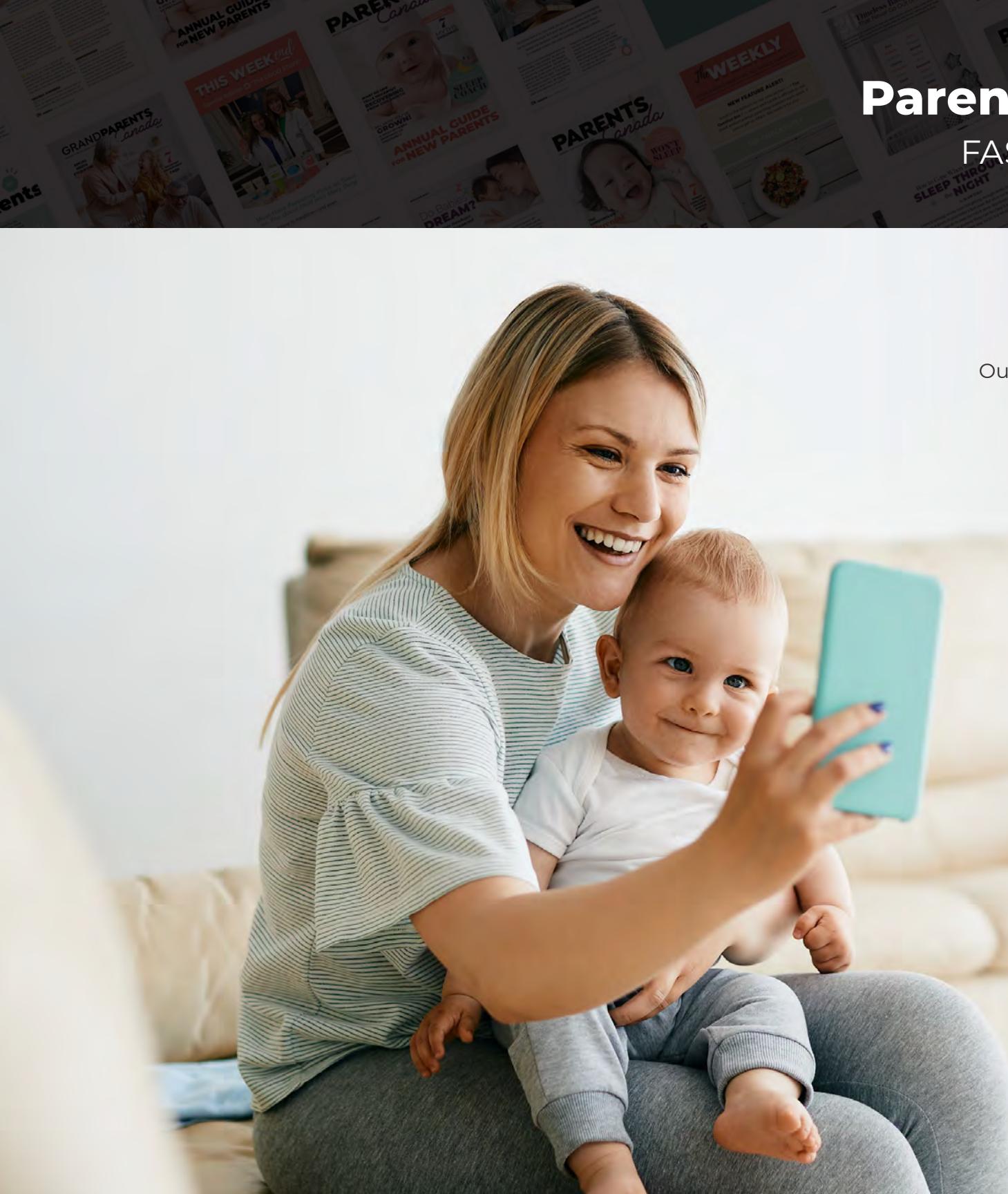


staples®
work. learn. grow.



ParentsCanada

FAST FACTS



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

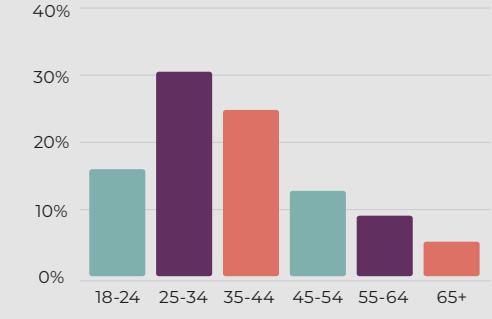
NEWSLETTER	X	FACEBOOK	INSTAGRAM	YOUTUBE	YEARS IN BUSINESS
75K 34.6% AVERAGE OPEN RATE	28K	16.5K	6.5K	3K	20

NATIONAL REACH

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

WEBSITE DEMOGRAPHICS

MALE 30.1%
FEMALE 69.9%



Let's Connect!

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PARENTS
Canada

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