



The Salinas Family

2020 Media Kit

SIparent
HELPING PARENTS MAKE BETTER DECISIONS

Helping Parents Make Better Decisions



Advertiser Testimonials

"As an agency, we deal with numerous media outlets on a daily basis and Janine Mulé is by far one of the most professional and easiest to work with. The reality is that we get so busy we sometimes forget media placements year over year, however, Janine breaks down our buys and makes sure we not only get the correct placement but also the best value. She is the main reason we use, and will continue to promote using, S.I. Parent to our clients."

– Anthony Rapacchio, PRcision LLC

"We know that local families rely on Staten Island Parent, which is why it's so important for us to advertise in it. We have a great relationship with the staff, who make it easy for us to get the word out about our programs. We love working with Staten Island Parent!"

**–Allison Cohen,
Director of Marketing at the JCC of Staten Island**

"We are proud to be a part of the S.I. Parent Magazine Family. S.I. Parent provides an extraordinary communication avenue to reach the parents and families of today. Our almost 20 year partnership has helped us introduce bowling and our entertainment facility to thousands of Staten Island families. Not sure how long we have been advertising with you guys, but we have been here for almost 20 years, and I believe we have been with you since moving here to Country Lanes in 1995."

– Frank, Owner, Rab's Country Lanes

"I love being part of the S.I. Parent family. It is a fantastic way to display to parents everything available on this island and personally and professionally, the magazine showcases all the wonderful features of our pediatric dental practice."

– Dr. Lisa Lazzara, Kids Dental

"S.I. Parent magazine is a valuable source of information for parents and an invaluable tool for those who advertise with them. Zion Lutheran Preschool has many programs that we have been able to continue year after year because this magazine has helped us spread the word of what Zion has to offer."

– Kim Luxoro, Camp Director

"Deciding to advertise in S.I. Parent Magazine was easy. We greatly admire the brand's reputation and can always count on receiving an issue with high-quality content. Keep doing what you're doing!"

– Notre Dame Academy

“ We have been with S.I. Parent magazine for over 20 years now, and can honestly say they have consistently provided professionalism, creativity, as well as top notch customer service. Staten Island Parent magazine is one of the main reasons why my business grew so rapidly and continues to do so. In the past, we tried many advertising venues but soon realized that S.I. Parent is the only advertising venue for Master Curry Karate Jujutsu Ryu. ”

- Master Curry

"Working with Staten Island Parent Magazine has been amazing for our business! Love the advertising, love the magazine and love the staff!"

**– Doris Cannizzaro and Dawn Burnett,
High Hopes of SI Inc.**

"I've been with S.I. Parent Magazine for 8 years. I wouldn't have my business without them. Awesome experience with the ladies. Hope to have another 8 years."

– Maryam Zaherih, Tutor

"For the past 8 years, as we continue to grow our children and teen programs at Wagner College, we have relied on S.I. Parent as our primary "go-to" publication which consistently and professionally delivers our message to parents across the S.I. community. Thank you S.I. Parent and especially our Account Executive for providing important and up to date information to Staten Island parents and children."

**– Sharon P. Guinta, CPP,
Director of External Programs at Wagner College**

Reader Testimonials

"Thanks for the article about controlled deer hunting in Staten Island. I think it's the right thing to do. I love seeing deer every day on my evening walk, but the growing number of deer are unhealthy both for the Island and the deer themselves."

– KYLE FACKRELL

"Thank you for making it so easy to find things to do with my children."

– JANICE SMITH

"I wanted to say Jeannine Cintron's article was me to a T. Loved it and I would rather watch TV with my 22 year old Bachelor in Paradise or a Mets game with my son. My mother use to say the work will always be there tomorrow which it definitely will be in my house, but I also enjoy my time over doing house work. Congrats on a wonderful article."

– TRACY BEYL

"I have been a loyal reader since 1997. I have 2 daughter's with a 10 year age gap. I will continue reading Staten Island Parent for a long time!"

– DANA HUGHES

"I am a fan of yours for 12 years now. Raising all my 3 kids with you. Places we visit and explore. Thank you for all you do."

– RENATA AHMED

"I love the S.I. Parent magazine. I read it with pleasure every month and find a lot of interesting useful information in it."

– EKATERINA KASMAUSKAS

"Thank you for all you guys do. Every month, every magazine is put very well together and it really does help us parents out. Very appreciative."

– MARIA NIETO

"Staten Island Parent magazine is the first thing that I grab at my NYPL (NY Public Library) every time I go there, it's always a pleasure to read your topics!"

– ARJANA SYLA



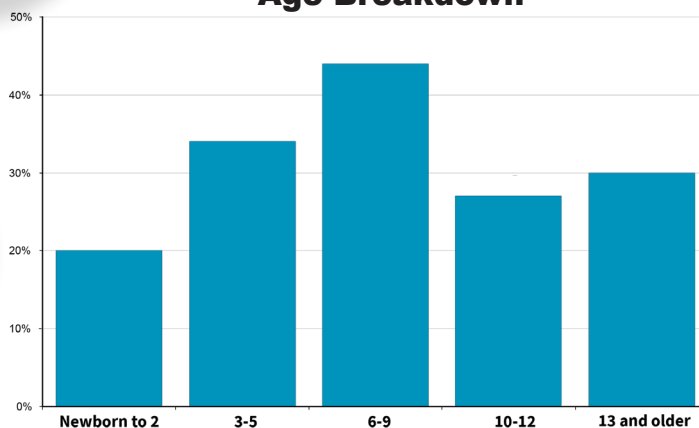
Reader Profile

Readers' Average Income
\$104,000

56%
keep S.I. Parent magazine at home for at least a full month

73%
of readers visit siparent.com at least once a month

Age Breakdown



2
Children per family

Readers' Average Age
41

PRIMARY SOURCES OF PARENTING INFORMATION

Websites	61%
Magazines	49%
Facebook	37%
Facebook Groups	34%
Instagram	19%

ACTIONS INSPIRED BY MAGAZINE CONTENT

Bring children to events	88%
Cut out, mark, or keep information for the future	42%
Contact businesses	33%
Share stories with friends	33%
Follow-up on articles online (email or check website)	42%

Helping Parents Make Better Decisions



Digital Numbers

Website, Social Media & Email

190K unique
visitors
yearly

450K website
pageviews
yearly




11K email
subscribers

20K social media
followers



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213 W. 35th St., Suite 12W
New York, NY 10001
718.494.1932
siparent.com

 facebook.com/siparent
 instagram.com/statenisland_parent
 twitter.com/siparent

Magazine Distribution

Largest distribution of parenting magazines in Staten Island

We pride ourselves on correct, efficient, and timely delivery of our magazines.

Our quality distribution efforts include:

- » Distribution at “authorized locations” only
- » Continuous evaluation and expansion of distribution locations
- » Measurement and tracking to ensure efficiency, supply, and coverage

70,000+ readership

500+ locations distributed throughout Staten Island

- Public Schools
- Private Schools
- Preschools
- Daycare Centers
- Supermarkets
- Pharmacies
- Banks
- Cultural Institutions
- Public Libraries
- Support Groups
- Community Organizations
- Hospitals
- Retail Stores
- Doctors' Offices

30K
copies/
month

The Eisenberg Family

Editorial Calendar

Monthly topics include: family lifestyles, trends, science and technology, education, social media, bullying, adoption, special needs, parenting, health, seasonal information, local spotlights, events, and other topics specific to the needs of Staten Island Parents. Staten Island Parent features monthly columns written by experts in their fields who discuss education, sports, and local concerns.



JANUARY

Preschool and Daycare
Education



FEBRUARY

Winter Break & Activities
Camp
Dental Health



MARCH

Camp and Summer Programs
Spring Break



APRIL

Special Needs
Spring Activities
Camp
Birthday & Party



MAY

Family Health Professionals
Specialty Camp



JUNE

Summer Fun



JULY

Education
Afterschool Programs
Back to School
Summer Fun



AUGUST

Education
Afterschool Programs
Back to School
Summer Fun



SEPTEMBER

Education
Afterschool Programs
Back to School
Fall Fun



OCTOBER

Special Needs
High Schools
Fall Fun
Birthday & Party



NOVEMBER

Family Health Professionals
Tutoring
Holiday Fun



DECEMBER

Holiday Fun
Winter Break
Volunteering & Donating

30K
Circulation

Magazine Rates

Display 20% extra for speical positioning

4 COLOR	1x	3X	6X	12X
FULL PAGE	\$1,395	\$1,195	\$1,095	\$995
HALF PAGE <small>VERTICAL OR HORIZONTAL</small>	\$1,095	\$895	\$845	\$795
QUARTER PAGE <small>VERTICAL OR HORIZONTAL</small>	\$695	\$555	\$525	\$495
EIGHTH PAGE	\$395	\$355	\$325	\$295
PROFESSIONAL DIRECTORY	SINGLE DOUBLE	\$145 \$250	\$115 \$175	\$95 \$145
CALENDAR PULL OUT	\$395	\$355	\$325	\$295

Premium Pages

4 COLOR	1x	3X	6X	12X
INSIDE FRONT	\$2,495	\$2,095	\$1,895	\$1,595
OPPOSITE INSIDE FRONT	\$2,495	\$2,095	\$1,895	\$1,595
INSIDE BACK	\$2,295	\$1,895	\$1,695	\$1,395
OPPOSITE INSIDE BACK	\$2,295	\$1,895	\$1,695	\$1,395
BACK COVER		\$2,395	\$2,095	\$1,795
PAGES 5-21		\$1,695	\$1,595	\$1,495
SPADIA	\$3,000			


Magazine Specs

Digital file of ads from advertisers or their ad agencies can be e-mailed as:

- High resolution PDF, JPEG, or TIFF file
- Must be 300 dpi and 120 line screen
- Must be CMYK
- NO CROP MARKS
- Any ad over 15MB you can send via dropbox.yousendit.com/Davler-Traffic.
- **The deadline for ad submissions is the 10th of the month prior to publication.**

Ads created in InDesign (Mac platform) should include: fonts (no stylized or TrueType fonts), artwork and photos (saved as TIFF or EPS files – CMYK – at least 300 dpi).

INK DENSITIES FOR 4 COLOR IMAGES SHOULD NEVER EXCEED 220%

<p>FULL PAGE 7.5w X 9.0h NO CROPMARKS NO BLEED</p>	<p>HALF PAGE VERTICAL 3.6w X 9.0h</p>	<p>HALF PAGE HORIZONTAL 7.5w X 4.35h</p>	
<p>QUARTER PAGE VERTICAL 3.6w X 4.35h</p>	<p>QUARTER PAGE HORIZONTAL 7.5w X 2.035h</p>	<p>EIGHTH PAGE 3.6w X 2.035h</p>	<p>PROFESSIONAL DIRECTORY LISTING Single: 25-35 words Double: 45-55 words Include business name, address, phone, website, email, social media links & one image – 300dpi.</p> <p>CALENDAR EVENT PULL OUT 40-50 words Include event name, business name, address, phone, website, email, social media links & one image – 300dpi.</p> <p>LISTING 60 words Include business name, address, phone, email, website & social media links</p>

Publication Schedule 2020

MAGAZINE DATED	AD CLOSING	DISTRIBUTION STARTS
JANUARY '20	12/10/2019	12/26/2019
FEBRUARY '20	1/10/2020	1/28/2020
MARCH '20	2/10/2020	2/29/2020
APRIL '20	3/10/2020	3/31/2020
MAY '20	4/10/2020	4/30/2020
JUNE '20	5/10/2020	5/26/2020
JULY '20	6/10/2020	6/30/2020
AUGUST '20	7/10/2020	7/28/2020
SEPTEMBER '20	8/10/2020	8/31/2020
OCTOBER '20	9/10/2020	9/29/2020
NOVEMBER '20	10/10/2020	10/27/2020
DECEMBER '20	11/10/2020	11/29/2020

11K+
Subscribers

Email Marketing

Themed

» **Themes include:** Camps, Party, Holiday Break, Houses of Worship, Mother's Day, Summer Fun, Preschools & Daycares, Afterschool Programs, Fall Fun, Holiday Fun, Holiday Break, High School Open Houses

January

1/3 Camps
1/8 Preschool
& Daycare
1/10 Party

February

2/7 Camps
2/14 Holiday Break

March

3/6 Camps
3/13 Party

April

4/2 Houses
of Worship
4/3 Camps
4/7 Holiday Break
4/30 Mother's Day

May

5/1 Camps
5/8 Party
5/22 Summer Fun

June

6/5 Camps
6/12 Summer Fun

July

7/1 Camps
7/3 Summer Fun
7/10 Party

August

8/7 Summer Fun
8/21 Afterschool

September

9/17 Afterschool
9/18 Party
9/30 High School
Open Houses

October

10/2 Fall Fun
10/9 Afterschool

November

11/6 Party
11/13 Holiday Fun

December

12/4 Holiday Fun
12/21 Holiday Break



Themed and
Weekly emails are
limited to 6 spots,
inquire with your account
manager to reserve
your spot today!

» 1x \$295

» 3x \$275

» 4x \$250



Dedicated

- » Custom email spotlighting only your business
 - » 1x \$700
 - » 3x \$650*
 - » 6x \$600*
- (*or more within a 12 month period)

Weekly

- » Goes out every Wednesday
- » One week \$250
- » Four weeks \$450



Digital Rates



Emails

Themed: 1x \$295 | 3x \$275 | 4x \$250

Dedicated: 1x \$700 | 3x \$650* | 6x \$600* (*or more within a 12 month period)

Weekly: One week \$250 | Four Weeks \$450

Digital Display Ad

\$750 for
50,000 Minimum Impressions

Social Media Posts

Facebook & Instagram
\$150

Featured Calendar Event

\$155 Monthly

Event Package

- Print Calendar Pull Out
 - Weekly Newsletter Email
 - Web Featured Calendar Event
 - Facebook & Instagram Post
- \$800

Digital Specs

Email

THEMED	DEDICATED	WEEKLY
<ul style="list-style-type: none">» Business Name» Address» Website» Email» Phone Number» Social Media URL's» Image/Logo – 700px w x no more than 400px h» Description – 100 words or less	<ul style="list-style-type: none">» Subject Line: 9 words or less» Mobile Preview Text: 35 words» Pre-Image Text: 50 words or more» Artwork Size – 700px w x no more than 1000px h» Website –Only one URL in artwork –<i>We cannot link to multiple URL's within the artwork. Please include other URL's within the Pre-Image Text.</i>	<ul style="list-style-type: none">» Title Line: 60 characters» Business Name» Address» Website» Email» Social Media URL» Phone Number» Image/Logo – 700px w x no more than 400px h» Description – 400 words or less

siparent.com

DIRECTORIES	DIGITAL AD	EVENT PACKAGE	FEATURED EVENT
<ul style="list-style-type: none">» Business Name» Address» Website» Email» Phone Number» Social Media URL's» Main Image/Logo – 880px w x 400px h» Gallery Images – (5 max) 500px w x 360px h» Video 1-2 min – avi, mpeg, mov, mp4, wmv or send youtube url» Business Description: 200 words or more	<ul style="list-style-type: none">» 300px w X 300px h» RGB	<ul style="list-style-type: none">» Event Name» Address» Website» Email» Phone Number» Social Media URL's» Image/Logo – 700px w x 400px h» RGB» Description: 50 words	<ul style="list-style-type: none">» Event Name» Address» Website» Email» Phone Number» Social Media URL's» Image/Logo – 700px w x 400px h» RGB» Description: 50 words

Social Media

FACEBOOK & INSTAGRAM

- » Image/Logo –
700px w x no more than 400px h
- » Description
- » URL

Helping Parents Make Better Decisions

Preschool & Daycare Program

Our Preschool & Daycare Digital Directory is one of the **most viewed** pages on our website. Parents utilizing search engines will quickly find our **high-ranking** directory listed at the top of their results. Our Print Directory is one of our **longest-running**, most effective print resources. Our themed emails are delivered to 11,000+ subscribers of our **award-winning weekly e-newsletter**. The directory and email are both promoted via email and social media.



Print Directory

\$399

January Issue



Email

1x \$295

Themed Email Dates: (8 per email)
Wednesday, January 8

Digital

\$1,200 yearly



LANDING PAGE

- » Business Name
- » Short Description



New for 2020 - PROFILE PAGE

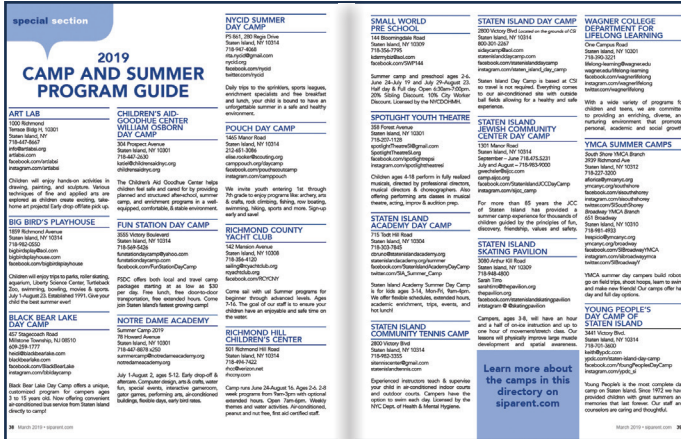
- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps



Helping Parents Make Better Decisions

Camp & Summer Program

When you are part of our Camp & Summer Program your business will be promoted through our **Award-Winning Weekly E-Newsletter**, **Facebook** and **Instagram**.



Digital
\$1,200 yearly



LANDING PAGE
» Business Name
» Short Description

New for 2020 -
PROFILE PAGE

» Business Name
» Address
» Website
» Email
» Phone Number
» Social Media URL's
» Image/Logo
» Video
» Long Description
» **NEW:** Inquiry Form
» **NEW:** Google Maps



Print Directory

\$399

March Issue



Email

1x \$295 • 3x \$275 • 4x \$250

Themed Email Dates: (8 per email)

January 3 | February 7 | March 6

April 3 | May 1 | June 5 | July 1

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HELPING PARENTS MAKE BETTER DECISIONS

213 W. 35th St., Suite 12W
New York, NY 10001
718.494.1932
siparent.com

facebook.com/siparent
instagram.com/staten_island_parent
twitter.com/siparent

Helping Parents Make Better Decisions

Education Program

When you are part of our Education Program your business will be promoted through our Award-Winning Weekly E-Newsletter, Facebook and Instagram.



Print Directory

\$550

July, August & September Issues



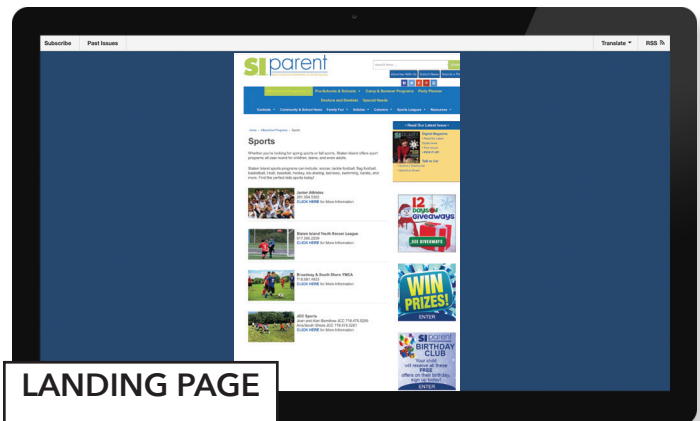
Email

1x \$295

Themed Email Dates: (8 per email)

Digital

\$1,200 yearly



LANDING PAGE

- » Business Name
- » Short Description

PROFILE PAGE

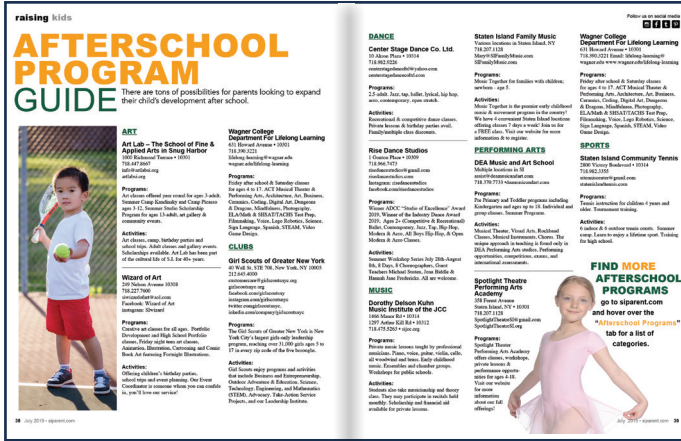
- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps



Helping Parents Make Better Decisions

Afterschool Program

When you are part of our Education Program your business will be promoted through our Award-Winning Weekly E-Newsletter, Facebook and Instagram.



Print Directory

\$550

July, August & September Issues

Digital

\$720 yearly



LANDING PAGE

- » Business Name
- » Short Description

PROFILE PAGE

- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps



Email

1x \$295 • 3x \$275

Themed Email Dates: (8 per email)

August 21 | September 17 | October 9

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Helping Parents Make Better Decisions

Special Needs Program

When you are part of our Special Needs Program your business will be promoted through our **Award-Winning Weekly E-Newsletter**, **Facebook** and **Instagram**.



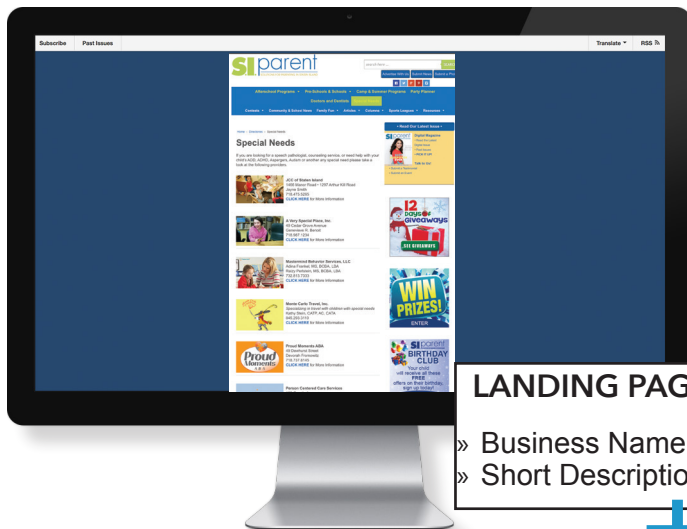
Print Directory

Full Page: 1x \$1000 | 2x \$1800

One Third Page: 1x \$589 | 2x \$1020

Box Listing: 1x \$299 | 2x \$450

April & October Issues



LANDING PAGE

- » Business Name
- » Short Description

PROFILE PAGE

- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps



Digital

\$720 yearly

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twitter.com/siparent

Helping Parents Make Better Decisions

Health & Wellness Program

When you are part of our Health and Wellness Program your business will be promoted through our **Award-Winning Weekly E-Newsletter**, **Facebook** and **Instagram**.

Print Directory
Full Page: 1x \$1279 • 2x \$2300
One Third Page: 1x \$689 • 2x \$1240
Box Listing: 1x \$399 • 2x \$719
 May & November Issues

LANDING PAGE
 » Business Name
 » Short Description

PROFILE PAGE

- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps

Digital

\$720 yearly

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 instagram.com/staten_island_parent
 twitter.com/siparent

Helping Parents Make Better Decisions

Birthday Party Program

When you are part of our Birthday Program your business will be promoted through our Award-Winning Weekly E-Newsletter, Facebook and Instagram.

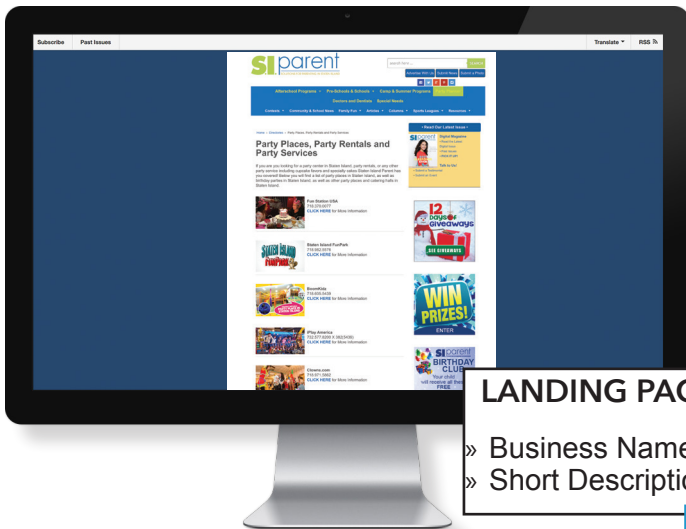
Email

1x \$295 • 3x \$275 • 4x \$250

Themed Email Dates: (8 per email)

January 10 | March 13 | May 8

July 10 | September 18 | November 6



LANDING PAGE

- » Business Name
- » Short Description



Digital

\$720 yearly

PROFILE PAGE

- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » **NEW:** Inquiry Form
- » **NEW:** Google Maps

