



The Salinas Family

# 2021 Print Media Kit

**SI**parent  
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**



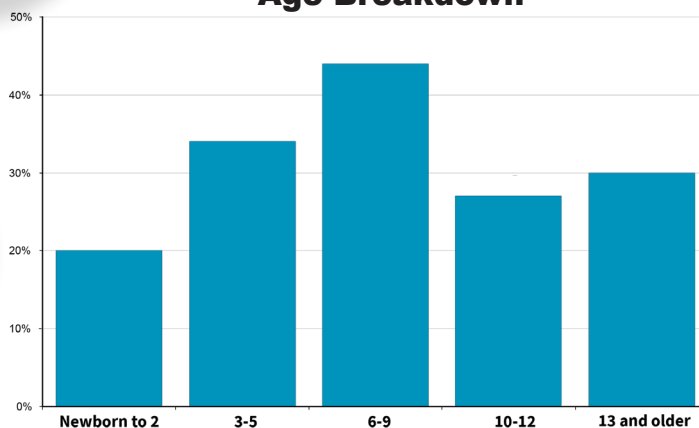
## Reader Profile

**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%



# 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

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**70,000+ readership**

**500+ locations** distributed throughout Staten Island

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





# Ad Options

## Display

### 4 COLOR

Full Page

Half Page (Vertical or Horizontal)

Quarter Page (Vertical or Horizontal)

Vertical or Horizontal

Eighth Page

Professional Directory

Calendar Pull OUT

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## Premium Pages

### 4 COLOR

Inside front

Opposite Inside front

Inside Back

Opposite Inside BACK

Pages 5-21

Spadia


# Ad 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](https://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 <b>NO CROPMARKS NO BLEED</b></p>	<p>HALF PAGE VERTICAL 3.6w X 9.0h</p>	<p>HALF PAGE HORIZONTAL 7.5w X 4.35h</p>	<p>fold</p>  <p>SPADIA FRONT 7.0w X 3.625h</p> <p>SPADIA BACK 3.0w X 3.625h</p> <p>fold</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 &amp; one image – 300dpi.</p> <p>CALENDAR EVENT PULL OUT 40-50 words Include event name, business name, address, phone, website, email, social media links &amp; one image – 300dpi.</p> <p>LISTING 60 words Include business name, address, phone, email, website &amp; social media links</p>



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# Preschool & Daycare Program

## CUSTOMIZED DIGITAL SOLUTIONS

Open Houses-We can provide your school with a variety of digital solutions to extend your reach and market to new potential customers.

Video services, Facebook video advertising, targeted display, streaming TV/radio, local SEO as well as targeted email marketing are now available to you.



## Print Directory

## Digital



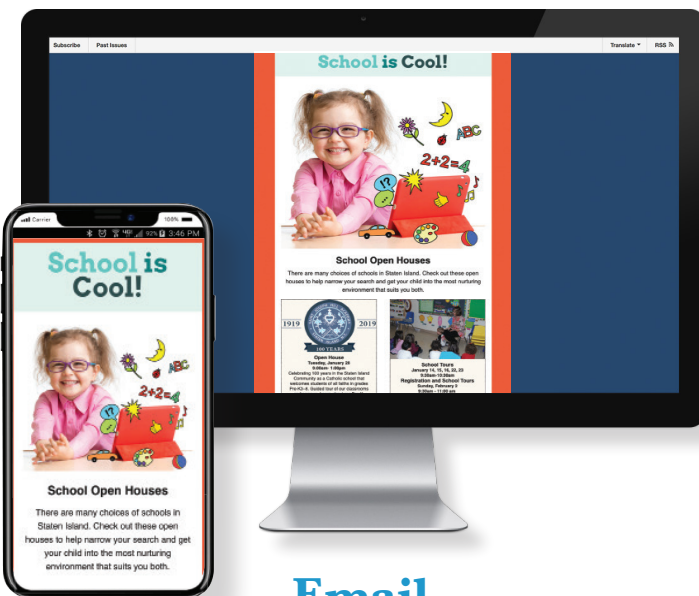
### LANDING PAGE

- » Business Name
- » Photo



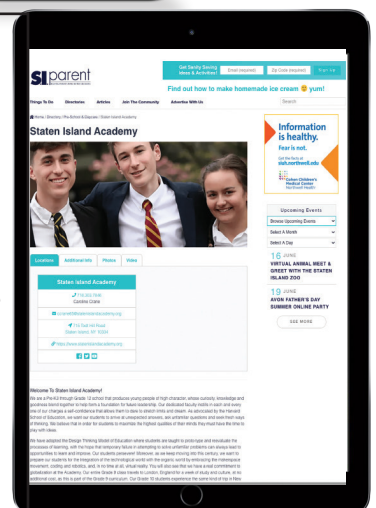
### PROFILE PAGE

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



## Email

Themed Email Dates: (8 per email)  
Wednesday, January 9



# 2021 Camp & Summer Program



## Print Directory, Profile Page and SIParent.com Camp Directory

### Directory Camp Program

- Print directory (3 mos) and profile page + digital directory (annual)

#### Magazine ads

- Full page
- Half page
- Quarter page

- Print directory run: February, March, April and May issues

- Digital directory and profile page run on SIParent.com for the full year.

## Email Programs

### • Camp Connection—

65,000 subscribers (shared email—max 6 ads)

### • SI Scoop newsletter ads—

6 per month (max 4 ads)

### • Dedicated email—

13,000 subscribers + 25,000 targeted (not shared)

Camp Connection Newsletter is emailed to 13,000 SI Parent subscribers  
**AND** 50,000 SI Mom's with kids 3-12 with a HH income 100K+ Includes  
link to your website. Max of 6 camps per email.

### Email Dates:

February issue: Jan 27

March issue: Feb 24

April issue: Mar 31

May issue: April 28

Mid-May issue: May 12

June issue: June 2

*Dedicated email include 13,000 SI Parent subscribers  
and 25,000 (camp owners pick the criteria and a radius  
around their camp). Camp owners can choose to buy  
more than the 25,000 additional at a cost of \$30M.*



# 2021 Camp & Summer Program



## Camp Packages

### BASIC PACKAGE

- Profile Page, Print + Directory Listing
- SI Scoop newsletter ads (3)
- Camp Connection email (2)
- Quarter page ad—2 mos.

### COMPETITIVE PACKAGE

- Profile Page, Print + Directory Listing
- SI Scoop newsletter ads (6)
- Camp Connection email series (6)
- SI Parent Facebook/Instagram ad—3 mos.
- Half page ad- 3 mos.

### DOMINANT PACKAGE

- Profile Page, Print + Directory Listing
  - SI Scoop e-newsletter ad (12)
  - Camp Connection email series (6)
  - Dedicated email 38,000 subscribers
- SI Parent Facebook/Instagram ad 3 mos.
  - Facebook extended paid ad—3 mos.
- Targeted Display (50,000 impressions) 3 mos.
  - Content Marketing Article—12 mos.
  - Full page ad—3mos.

# 2021 Camp & Summer Program



## Digital Programs

### SOCIAL MEDIA

- *Premium Facebook ad* (SI Parent followers + lookalike) with 3,000 impressions
- *Facebook/Instagram extended ad* (targeted) with 7,500 impressions

Facebook Premium Ads reach SI Parent Facebook audience and a look a like audience. Facebook Extended Ad is a paid ad that reaches whatever criteria the customer wants to reach.

### CONTENT MARKETING

- *Camp editorial sponsorship*
- *Targeted digital display ad-* (50,000 impressions)

Informative and relevant article we write for you. Published article on SIParent.com. Article links to your website and provides an authoritative backlink to help your SEO. Advertised on Facebook and Instagram and promoted in SI Scoop Newsletter (Ad in SI Scoop- 3). Article is supplied so you can use it to promote on your social feed and site.

**New!**

### DIGITAL DISPLAY

- *Targeted digital display ad* with 50,000 impressions per month
- *Digital ads* served to the devices in the homes on your mailing list- with 40,000 impressions. (device id)

Targeted Digital display campaigns are a minimum of 40,000 impressions per month @ \$10M and run for 30 days. Additional impressions available at \$10M. A 3 month buy is highly required.

### VIDEO

- *Montage video with voice over and music*
- *2 hour live shoot with videographer*
- *Your video digitally served to your target audience* with 40,000 impressions



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# 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

July, August & September Issues

## Digital



### LANDING PAGE

- » Business Name
- » Short Description



### PROFILE PAGE

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

## Email

Themed Email Dates: (8 per email)

**siparent**  
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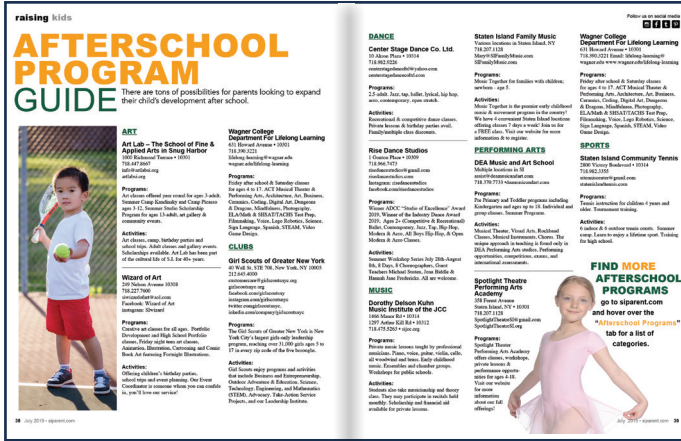
1501 Broadway 12th Floor  
New York, NY 10036  
718.494.1932  
siparent.com

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

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# 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

July, August & September Issues

## Digital



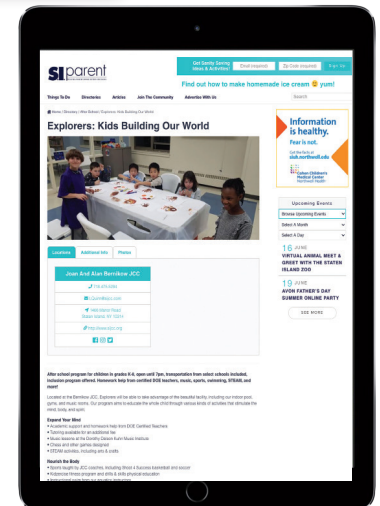
### LANDING PAGE

- » Business Name
- » Short Description



### PROFILE PAGE

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



## Email

Themed Email Dates: (8 per email)

August 21 | September 17 | October 9

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1501 Broadway 12th Floor  
New York, NY 10036  
718.494.1932  
siparent.com

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

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# 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**, **Instagram** and **SIParent.com**



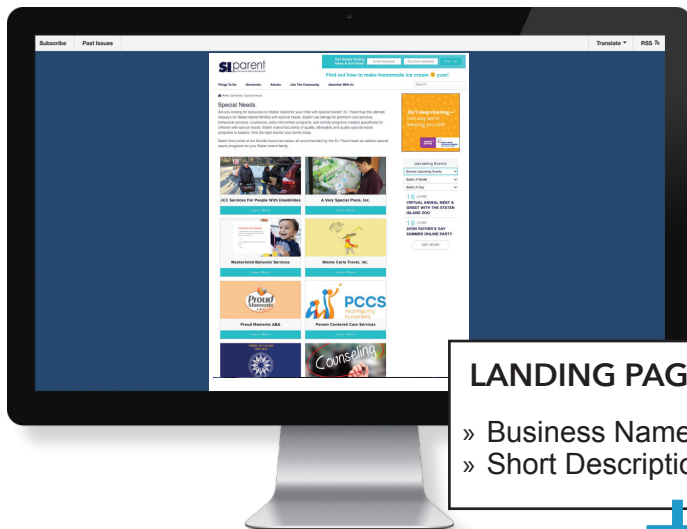
## Print Directory

Full Page

One Third Page

Box Listing

April & October Issues

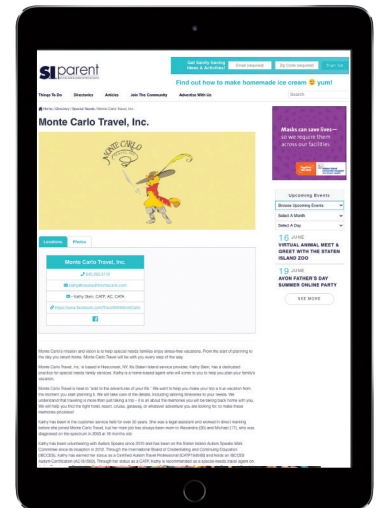


### LANDING PAGE

- » Business Name
- » Short Description

### PROFILE PAGE

- » Business Name
- » Address
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- » Image/Logo
- » Video
- » Long Description
- » Inquiry Form
- » Google Maps
- » **Downloadable Digital Guide**



Digital



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twitter.com/siparent



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# 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, Instagram and SIParent.com



## Print Directory

Full Page

One Third Page

Box Listing

May & November Issues

## PROFILE PAGE

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

**New!** » Downloadable Digital Guide

## LANDING PAGE

- » Business Name
- » Short Description

Digital

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