

mission.



Parents Latina guides Millennial moms in raising healthy, happy multicultural kids who are rooted in their family's heritage even as they shape America's future. Through our expert advice and the shared experience of other parents, we help moms understand everything from the health concerns that affect Latino children most to the benefits of bringing up bilingual babies.



spring. Spring Refresh

AD CLOSE: 1/20/17

DISTRIBUTION: 3/17/17

ninos } kids

- **Kids Ages & Stages:** The latest health and development news about babies, toddlers, big kids, and more
- **Kids Health:** A day in the life of an autistic child; Achoo! How to help sooth allergy symptoms
- **Kids Learning:** The best bilingual children's books
- **Kids Fun:** Fiesta fun—Mexico-inspired projects for Cinco de Mayo

mamás } moms

- **Mom Beauty:** The best hair, makeup, and skin advice my mom ever gave me
- **Mom Health:** Take the weight off by eating like a kid
- **Mom Happiness:** The extended family—carving solo time in a busy home

casa } home

- **Home Food:** Carnitas! Rich, slow-cooked pork done right
- **Home Money:** Protect your family's future—insurance policies you need
- **Home Solutions:** Nesting Instinct—Clean, rearrange, and safe-proof before baby arrives

summer. Family Time

AD CLOSE: 4/14/17

DISTRIBUTION: 6/9/17

ninos } kids

- **Kids Ages & Stages:** The latest health and development news about babies, toddlers, big kids and more, including sunscreen, swimming safety
- **Kids Health:** Sugar shocker—tips to minimize the sweet stuff
- **Kids Behavior:** Life as a big sib—tactics to help your kid adjust
- **Kids Fun:** Costa Rica: the inside scoop on the family-friendly playground

mamás } moms

- **Mom Beauty:** Cool hair for hot days
- **Mom Health:** Get an energy makeover—exercise, food, and sleep tips
- **Mom Happiness:** Latino dads as main caregivers? Meet men in charge

casa } home

- **Home Food:** Up your Latin grill game
- **Home Safety:** Smart food—safety rules for a germ-free kitchen
- **Home Fun:** Bring happiness home—how to savor life's small pleasures

in every issue

continued >>

• **¿Que-Que?:** Readers' thoughts and tips on different topics, plus what to see, hear, read, shop for, and play with this season

• **PL Mamá:** Meet a mom living the *Parents Latina* lifestyle

• **Star Mamí:** Latina celeb gives readers insight into her life as a mom

Note: Subject to change

For more information, please contact your *Parents Latina* sales representative or Verónica Viviana Wilson, Associate Publisher, 212.499.1839, veronica.wilson@meredith.com

fall. Back-to-School

AD CLOSE: 6/30/17 DISTRIBUTION: 8/25/17

ninos } kids

- **Kids Ages & Stages:** The latest health and development news about babies, toddlers, big kids and more; plus how to tackle cold and flu season
- **Kids Health:** What to do in an emergency
- **Kids Behavior:** 10 schools across the country helping Latino kids excel
- **Kids Fun:** Bilingual is better—making the case for Spanish

mamás } moms

- **Mom Beauty:** Celeb facialists answer your most pressing skin questions
- **Mom Fitness:** Your perfect workout—a step-by-step guide
- **Mom Happiness:** Unmarried and bucking tradition

casa } home

- **Home Food:** Sunday night chili
- **Home Family:** Choose the right legal guardian for your kid
- **Home Money:** Get a jump on college—it's easy to prepare

in every issue

- **¿Que-Que?:** Readers' thoughts and tips on different topics, plus what to see, hear, read, shop for, and play with this season
- **PL Mamá:** Meet a mom living the *Parents Latina* lifestyle
- **Star Mamí:** Latina celeb gives readers insight into her life as a mom

Note: Subject to change

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winter. Holiday

AD CLOSE: 9/15/17 DISTRIBUTION: 11/10/17

ninos } kids

- **Kids Ages & Stages:** The latest health and development news about babies, toddlers, big kids, and more
- **Kids Health:** Medication mistakes parents make
- **Kids Behavior:** Raise a kid with gratitude
- **Kids Fun:** The best books for Latino kids

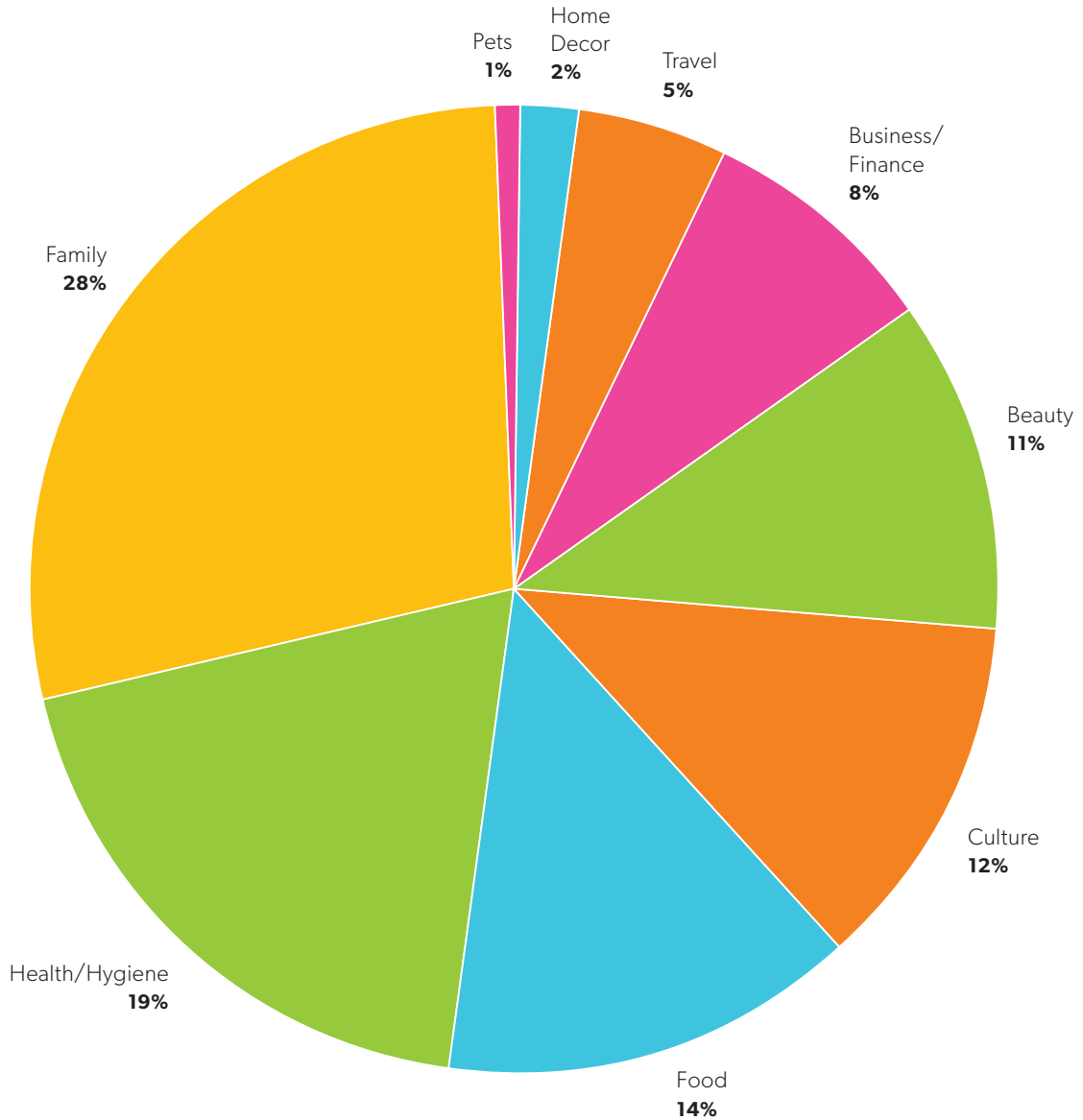
mamás } moms

- **Mom Beauty:** Pump up the glam—add the finishing touches for holiday fun
- **Mom Health:** Latinas and post-partum depression—removing the stigma
- **Mom Happiness:** Comadre connection—celebrating mom friendships

casa } home

- **Home Food:** Empanadas for all—reimagining the party fave
- **Home Family:** Mixed and matched—Three multiracial families on how they combine cultures and minimize clashes during the holidays
- **Home Safety:** How healthy is your home? Find out

Editorial Mix



Source: Parents Latina 2016 Editorial

A SNAPSHOT

Total women	2,734,000
Median age	36.1
Median HHI	\$52,548
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	71%
Speaks only English at home	30%

AGE	AUD (000)	% COMP
18-34	1,252	46%
25-34	837	31%
25-49	1,945	71%
25-54	2,077	76%

EDUCATION, EMPLOYMENT & INCOME

Attended/graduated college+	1,401	51%
Employed	1,661	61%
HHI \$50,000+	1,429	52%

FAMILY SIZE

Any kids	2,237	82%
2+ children in household	1,513	55%
Average age of kids	8.4	

Source: MRI Doublebase 2016, Base: Women; Publisher-Defined Prototype

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A SNAPSHOT

Total adults	3,500,000
Median age	35.5
Median HHI	\$52,968
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	69%
Speaks only English at home	31%

AGE	AUD (000)	% COMP
18–34	1,687	48%
25–34	1,234	35%
25–49	2,546	73%
25–54	2,725	78%

EDUCATION, EMPLOYMENT & INCOME

Attended/graduated college+	1,809	52%
Employed	2,239	64%
HHI \$50,000+	1,839	53%

FAMILY SIZE

Any kids	2,760	79%
2+ children in household	1,873	54%
Average age of kids	8.3	

Source: MRI Doublebase 2016; Publisher-Defined Prototype

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Parents Latina

Annual Frequency: 4 times/year

Field Served: Hispanic moms.

Published by Meredith Corporation

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
104,245		104,245	606,500	710,745	700,000	10,745

TOTAL CIRCULATION BY ISSUE

Issue	Print						
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid Circulation
Spring		104,250	104,250		104,250	611,000	715,250
Summer		104,240	104,240		104,240	602,000	706,240
Average		104,245	104,245		104,245	606,500	710,745

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Verified Subscriptions		
Individual Use	104,245	14.7
Total Verified Subscriptions	104,245	14.7
Total Paid & Verified Subscriptions	104,245	14.7
Single Copy Sales		
Total Paid & Verified Circulation	104,245	14.7
Analyzed Nonpaid		
Nonpaid Bulk	606,500	85.3
Total Analyzed Nonpaid	606,500	85.3
Total Circulation	710,745	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	700,000	713,547			

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)
Average Single Copy Subscription	N/A
	N/A

(1) For statement period

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print
Individual Use	
Individually Requested	104,245
Total Individual Use	104,245

RATE BASE

Rate base shown in Executive Summary is for combined paid and verified & analyzed nonpaid circulation.

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04-0845-2

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Nonpaid Bulk: Copies available for pickup at designated locations.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,380

Method of Circulation for Analyzed Nonpaid: Nonpaid Bulk copies are distributed through public place and individually delivered subscriptions.

Miscellaneous: This publication reports no paid subscription circulation. Therefore, reporting of an average subscription price is not required.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Meredith Corporation

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AAM Member since: 2016



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2017 Closing Dates & Rates.



2017 Closing Dates

ISSUE	AD CLOSE	DISTRIBUTION
Spring 2017	1/20/17	3/17/17
Summer 2017	4/14/17	6/9/17
Fall 2017	6/30/17	8/25/17
Winter 2018	9/15/17	11/10/17

Circulation

Total Rate Base	700,000
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2017 National Rates

SIZE	4C	B/W
1 Page	\$103,400	\$77,600
2/3 Page	\$72,300	\$54,300
1/2 Page	\$62,600	\$46,500
1/3 Page	\$41,400	\$31,100
2nd Cover (non-cancelable)	\$118,900	
3rd Cover (non-cancelable)	\$113,700	
4th Cover (non-cancelable)	\$124,100	

Rates effective January 1, 2017; all rates are gross

2017 Production Charges.



DISTRIBUTION

National Copysplit Charge	\$3,050
Regional Copysplit Charge	\$2,030
A/B Charge	\$3,050
Perfect A/B Charge	\$4,060
5th Color/Scent Varnish Charge	\$5,080

Rates effective January 1, 2017; all rates are net

2017 Advertising Terms & Conditions.

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of *Parents Latina* magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national

advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or

advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.