Parents understands that raising good people is the most important job. We serve up trusted advice that empowers moms and dads to create a better tomorrow, one family breakfast, shared laugh, and loving hug at a time.

Parents

Mission

Raising the Future

Parents understands that raising good people is the most important job. We serve up trusted advice that empowers moms and dads to create a better tomorrow, one family breakfast, shared laugh, and loving hug at a time.
JANUARY
The #Goals Issue
Become an even better version of you in 2020 with our helpful advice on everything from easy meal planning to planning your next getaway.
Parents Best for Baby Awards
AD CLOSE: 10/15/19
ON-SALE: 12/8/19

FEBRUARY
Valentine's Day Extravaganza
We're all about love with an issue that's jam-packed with food and crafts to show how much you care (and some inspo for self love, too). Plus, an unforgettable Game Day snack board.
AD CLOSE: 11/15/19
ON-SALE: 1/10/20

MARCH
The MomBoss/#SeeHer Issue
Celebrate empowered moms in the workplace who are following their dreams—while taking control of their schedules, their earning power, and their time. Plus, Drug Store Beauty!
AD CLOSE: 12/16/19
ON-SALE: 2/7/20

APRIL
The Mother Earth Issue
Go green for Earth Month! This special issue is devoted to taking care of our planet, featuring sustainable products, plant-based foods, and inspiring real-life eco-warriors who are making a difference.
Parents Green Picks
AD CLOSE: 1/15/20
ON-SALE: 3/6/20

MAY
Celebrate Mom
It's your day! We've got advice to help you parent more mindfully, have more fun, and thrive as a family. Plus, "Influencer Beauty Routines."
Parents Best Family Cars + Best Cars for Teens
AD CLOSE: 2/14/20
ON-SALE: 4/10/20

JUNE
Summer Kick-Off Issue
Make it a summer to celebrate! We've got the grilling recipes, backyard games, on-trend makeup tips, and more for the best family summer ever.
Parents Family Travel Awards
AD CLOSE: 3/13/20
ON-SALE: 5/8/20

JULY
The Play Issue!
We get serious about play, with fun ideas for backyard get-togethers—and our experts weigh in on the importance of play for your kid's development. Plus, "Sunscreen for Every Mom."
Parents Baby Skincare Awards
AD CLOSE: 6/14/20
ON-SALE: 8/7/20

AUGUST
The Raise a Reader Issue
We help you raise kids who will thrive, with tips to nurture a love of reading and learning.
AD CLOSE: 6/15/20
ON-SALE: 8/7/20

SEPTEMBER
The Back-to-School Issue
Get your kids (and yourself) ready for back-to-school with our best-in-class guide to setting routines, getting the right gear, and helping your child truly love learning. Plus, "School Lunch Extravaganza."
Parents Beauty Awards
Parents Best Family Cars + Best Cars for Teens
AD CLOSE: 5/14/20
ON-SALE: 7/10/20

OCTOBER
Halloween for the Win!
From cute costumes and decorations to scary-good snacks, we've got fun treats for the kids—and smart tricks for mom.
Innovative Children's Hospital Awards
AD CLOSE: 7/14/20
ON-SALE: 9/11/20

NOVEMBER
The Kindness Issue
We're "choosing kind" in our second annual Kindness issue, which is dedicated to celebrating the things kids (and their parents) can do to make the world a better place.
Parents Best Apps for Kids
Parents Best Children's Book Awards
AD CLOSE: 8/14/20
ON-SALE: 10/9/20

DECEMBER
Festive Holiday Fun
It's the most wonderful time of the year, plus homemade gifts, decorating hacks, holiday treats, and so much more to make it the best holiday ever.
Parents Best Toys
Parents Best Children's Book Awards
AD CLOSE: 9/14/20
ON-SALE: 11/6/20

IN EVERY ISSUE
• Activities & Crafts
• Beauty & Self-Care
• Celebrity
• Children's Books
• Home
• Kids & Women's Health
• Money & Finance
• Parenting Advice
• Pets
• Recipes & Entertaining Ideas
• Safety
• Technology
• Travel
…and more!

NOTE: Editorial subject to change
NEARLY 100 YEARS OF BRAND EQUITY
Since 1926, Parents has provided consumers with sound advice. Our longevity in the marketplace is a testament to the quality of our product and our high standards.

CREDIBLE EXPERTS
Our highly vetted board of advisors includes more than 35 members whose expertise spans every aspect of family health, including pediatrics, nutrition, safety, behavior, and mental health. Many are moms and dads of young children too, which means their tips are realistic and doable.

RIGOROUS REPORTING
We understand that we have a huge responsibility to get it right. Moms and dads rely on us for up-to-date information they can trust. Thanks to rigorous reporting, a dedicated fact-checking team, and some of the best writers in the industry, we always deliver on that promise. No fake news here.


PLEASE CONTACT YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM

"I TRUST THE ARTICLES COMPARED TO 19 OTHER WOMEN’S MAGAZINES."

"THE ADS IN THIS PUBLICATION ARE TRUSTWORTHY."

Parents
HOW WE MADE THIS LIST
We narrowed the initial field of products down to those free of petroleum, sodium hydroxide, hydrochloric acid, ammonia, and phthalates—the five chemical ingredients that Parents advisor Philip Landrigan, M.D., cited as most concerning to the environment. About 65 cleaners met this standard, but only 17 passed our real-life cleaning tests.

GREEN PICKS 2020
Eco-Cleaners That Don’t Mess Around
These 17 winners eliminate grass stains, sticky fingerprints, and spilled milk without worrisome ingredients. Just ask our 50 parent testers.

by KARA THOMPSON / photographs by JEFFREY WESTBROOK

1. BABY BOTTLE SOAP
For the pile of bottles and kiddie bowls in the sink: Use Babyganics Foaming Dish + Bottle Soap ($7 for 16 oz.; target.com) to reduce the amount of water you need to remove tough stains (hello, milk residue). Testers liked the pump-bottle style and the cute design.

2. LIQUID LAUNDRY DETERGENT
Coconut oil and essential oils team up in Indigo Wild Zum Clean Aromatherapy Laundry Soap ($14.50 for 32 oz.; indigowild.com) to degrunge whatever your kid dripped on his favorite shirt. Testers were into the tea tree–citrus version. In the words of one parent, “I can see this scent reminding me of our home for a long time.”

ALL-PURPOSE CLEANERS
(A THREE-WAY TIE!)
3. Even with gentle ingredients like baking soda, Dapple All Purpose Spray ($7 for 30 oz.; buybuybaby.com) is up to cleaning the boiled-over stove sludge from when you were responding to a “Mom...” call coming from the playroom.

Baking soda removes odors naturally.

PROP STYLING BY MIAKO KATOH.

PARENTS 93 APRIL 2020
LIFE — Cleaning

Parents

PLEASE CONTACT YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM

Source: GfK MRI Starch, February 2020, top two box.

SEPTEMBER:
Packaged Food Awards; Snacks Edition
Beauty Awards

OCTOBER:
Innovative Children’s Hospital Awards

NOVEMBER:
Best Apps for Kids

DECEMBER:
Toy Awards
Children’s Book Awards

Winners can leverage our branded seals for ad campaigns, packaging, social media and more.

88% Would buy a product marked with a Parents seal of approval

91% I trust product endorsements from the Parents brand
### REACH + DEMOGRAPHICS

**16.4M**
COMBINED PRINT & DIGITAL REACH

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<thead>
<tr>
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<th>Parents Magazine</th>
<th>Parents.com</th>
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<td><strong>AUDIENCE</strong></td>
<td><strong>9.3M</strong></td>
<td><strong>7.4M</strong></td>
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<td><strong>RATE BASE</strong></td>
<td><strong>2.2M</strong></td>
<td><strong>8M</strong></td>
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| **MEDIAN AGE** | **39** |
| **MILLENNIALS** | **56%** |
| **MEDIAN HHI** | **$64K** |
| **ANY KIDS** | **75%** |
| **PREGNANT** | **5%** |
| **INTEND TO GET PREGNANT (next 12 months)** | **11%** |

| **MEDIAN AGE** | **35** |
| **MILLENNIALS** | **57%** |
| **MEDIAN HHI** | **$76K** |
| **ANY KIDS** | **60%** |
| **PREGNANT** | **3%** |
| **INTEND TO GET PREGNANT (next 12 months)** | **12%** |

Source: MRI Doublebase 2019; comScore Multiplatform/06K MRI Media Fusion 12-18/S18.

**PLEASE CONTACT**
YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG, SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
# 2020 National Rates

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<thead>
<tr>
<th>Four Color</th>
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<tr>
<td><strong>Full Page</strong></td>
<td><strong>$254,400</strong></td>
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<td><strong>2/3 Page</strong></td>
<td><strong>$196,800</strong></td>
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<td><strong>$152,700</strong></td>
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<td><strong>1/3 Page</strong></td>
<td><strong>$106,000</strong></td>
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<td><strong>2nd Cover</strong></td>
<td><strong>$292,600</strong></td>
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<td><strong>3rd Cover</strong></td>
<td><strong>$279,900</strong></td>
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| **Full Page**       | **$198,700**         |
| **2/3 Page**        | **$153,700**         |
| **1/2 Page**        | **$119,300**         |
| **1/3 Page**        | **$83,400**          |

**Rates effective January 2020 issue; all rates are gross**

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**Parents**

**Please contact** your Parents account manager or Donna Lindskog, Sales Manager, donna.lindskog@meredith.com

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**2.2M Total Rate Base**

Source: MRI Doublebase 2019, Base: Adults
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NOTE: Subject to change

PLEASE CONTACT
YOUR PARENTS ACCOUNT MANAGER OR DONNA LINDSKOG,
SALES MANAGER, DONNA.LINDSKOG@MEREDITH.COM
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 for special advertising units printed in the Magazine, such as booklets and gatefolds, 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, 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, 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 thereof.

3. The conditions of advertisements 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 circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service: in the event the audited six (6)-month average 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 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulation reports are calculated by the AAM and 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.

3. 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.

4. 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 includes, 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, 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 thereof.

2. 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, resemble 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 issues availability as determined by Publisher.

3. Requested schedule of issues of advertisement 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 line imagery that contributes to a product presentation on the basis of the rate on 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 achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.