

# Rates & Specifications

The quality of your ad is important to us. We want your ad to be effective and represent you and your business in the best way possible. These specifications will help you deliver the content of your ad in a form that will produce the best final result.

## DEADLINES

To ensure printing deadlines are met, space reservation should be made no later than the 10th of the preceding month. Failure to meet deadline will result in ad being printed as-is.

## PROOFS

Digital Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. See your Account Executive for alternate forms of proofs available. Birmingham Parent assumes no liability for errors in new copy or copy changes submitted after closing date. Birmingham Parent is not responsible for errors in file production such as trapping and overprinting.

## CAMERA-READY ADS

Birmingham Parent magazine is produced using Adobe InDesign CS4, the standard for professional four-color print production.

- The safest way for us to receive your file is as a 300 dpi CMYK PDF — all fonts and images embedded.
- All black should be 100% black and not a mixture of CMYK — this is especially important for text.
- High-res jpgs are also acceptable.

Other formats such as Microsoft Publisher, PowerPoint and Microsoft Word are not acceptable and require rebuilding of the ad. Our designers will match the fonts and ad design as closely as possible to the original ad. All images must be supplied as separate files (.jpg, .tiff, .psd).

All art work created by Birmingham Parent is for use exclusively in Birmingham Parent. Art work/lads are available for purchase in other markets. Ask your ad rep or call our office if you want to purchase the ad created for you for use elsewhere.

## ad rates

### DISPLAY AD RATES (net per month)

	12X	6X	3X
Full Page	\$1,210	\$1,375	\$1,430
1/2 Page	\$880	\$990	\$1,073
1/4 Page	\$523	\$605	\$660
1/8 Page	\$345	\$389	\$415
1/16 Page	\$245	\$289	\$315

1X rate is 1.15 of 3X Rate

### PREFERRED POSITIONS (net per month)

	12X	6X	3X	1X
Back Cover	\$1,925	\$2,200	\$2,475	\$2,750
Inside Front	\$1,595	\$1,815	\$1,980	\$2,200
Inside Back	\$1,430	\$1,650	\$1,815	\$2,063

## ad sizes

### FULL PAGE WITH BLEED

Please allow for a .5 in. bleed beyond the trim size

Trim Size 8 X 10.50  
Live Area 7.25 X 9.50

### FULL PAGE NO BLEED

7.25 X 9.50

1/2 H	7.25 X 4.62
1/2 V	3.57 X 9.50
1/4 H	7.25 X 2.25
1/4 V	1.75 X 9.50
1/4 SQ	3.57 X 4.62
1/8 H	3.57 X 2.25
1/8 V	1.75 X 4.62
1/16	1.75 X 2.25

Full Page - No Bleed  
7.25 x 9.50

### Full Page with Bleed

Live area: 7.25 x 9.5  
Trim size: 8 x 10.5  
Allow for a .5 in bleed

Bleed  
Trim  
Live Area



# Birmingham Parent

## reader profile

Birmingham Parent readers are well-educated, affluent, consumer-oriented parents and grandparents who put the needs of their children and family first.

- 91.8%** Female
  - 97.8%** Find our magazine helpful to their family
  - 74.0%** Read advertisements most or all of the time
  - 71.7%** Keep our magazine 2 weeks or longer
  - 2.47** Number of people who read each copy
  - 30,000+** Number of votes in our 2009 Cover Kids Search
- less than 1% Return rate Source: PPA Survey



parenting . family time . babies . kids . teens . grandparents . seniors . school . life relationships . love . coping . creativity . arts . sports . education . health . special needs

# Birmingham Parent

## media guide 2010

## questions

If you have any questions about ad production or design please contact Hilary Moreno at [hilarymoreno@gmail.com](mailto:hilarymoreno@gmail.com).

205-987-7700 fax 205-987-7600 [www.birminghamparent.com](http://www.birminghamparent.com)  
700-C Southgate Dr., Pelham, AL 35124

# Take a look at Birmingham Parent...



## Your Advertising Options

We know you want to make the most of your advertising budget, and your ads have to work. We offer a number of advertising options, including **display ads** (placed throughout the issue, intermingled with editorial), **The Marketplace** (offering larger ads but at a budget price), **Family Resources** (color classifieds) and **online opportunities** (attached).

Let our sales staff help you find the ad type that best fits your needs and budget to reach your target market – Birmingham-area families with children of all ages.

### FAMILY RESOURCES SECTION

The Family Resources section of Birmingham Parent magazine is designed to provide affordable primary advertising for small budgets or supplemental exposure for display advertisers. Our Family Resources section has two options:

**Basic and Premium Ads:** A Basic or Premium Ad includes a 4-color ad placed under a category heading. Category headings may include: Parties and Classes, Music and Dance, Gifts and Retail, Business Opportunities, Real Estate, Health and Beauty, Hearth and Home and more.

FAMILY RESOURCES ADS	12X	6X	3X
1" high ad (1.75 x .95)	\$65	\$75	\$85
2" high ad (1.75 x 2)	\$125	\$150	\$175

All advertising is prepaid through credit card or check card. All Family Resources ads are paid the 15th of the month before they run. One standard ad per 6-month run. No changes to artwork, layout, etc., unless address, phone, etc. It is the responsibility of the advertiser to contact us with necessary changes.

### SPECIAL INSERTS

Special inserts provide the opportunity to deliver material to Birmingham Parent readers through a stitched-in insert in the center of the magazine. A sample of the printed insert must be provided in advance to ensure it meets required specifications.

<b>INSERTS</b>	Minimum \$1,800 (\$60 each additional 1,000. Subject to size and weight of sample.)
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### E-NEWSLETTER

Reach the readers who request our bimonthly e-newsletter. Packed full of information about upcoming events and resources and ready to read at their leisure.

<b>E-NEWSLETTER ADS</b>	<b>Button</b> (size by pixel 130 x 110)	\$50/net per month (3 month minimum required, subject to availability)
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### PREMIUM MAGAZINE FORMAT

Advertising in our magazine (as opposed to other formats like TV, newspapers or radio) is not only more affordable, but it means parents will see your ad in print every time they turn the pages of our magazine, and that's a lot of page turning! Area parents anticipate the day our magazine hits the stand, and they hold onto their copies all month long. They turn to us for the area's largest calendar of family-friendly events; they turn to us for parenting advice, articles and resources; and they turn to us to help with choosing the best school, tutor, pediatrician, party entertainment, kids clothing source, summer camp, dentist, photographer and more.

### AWARD-WINNING EDITORIAL & DESIGN

Birmingham Parent has won more than 21 national journalism awards for editorial content, design and website design in the past three years alone. Eye-catching cover photos invite readers to pick us up month after month, and our editorial content keeps readers coming back with something for every family in every issue.

### THE LARGEST DISTRIBUTION

Birmingham Parent is printed monthly with a qualified circulation of approximately 31,000 and online in its entirety. Estimated secondary readership totals over 71,000 in central Alabama in Jefferson, Shelby, St. Clair, Chilton and Blount counties. We're available at libraries, bookstores, public & private schools, daycares, hospitals, participating Publix supermarkets, YMCAs, restaurants, area chamber of commerces and much more.

2010 editorial calendar		
<b>■ JANUARY</b> Birmingham Teen College and Career Planning Guide	<b>■ FEBRUARY</b> Camp Directory Going to Camp Black History Month National Dental Month EVENT - CAMP EXPO	<b>■ MARCH</b> Special Needs Directory Spring Break Destination Guide (March-May)
<b>■ APRIL</b> Birmingham Baby Book Kids & Pets Prom Destination Guide (March-May) Cover Kids Search Begins	<b>■ MAY</b> Moms, Dads and Grads Graduation Mom's Health Destination Guide (March-May)	<b>■ JUNE</b> Family Favorites Award Winners 2010 Source Book
<b>■ JULY</b> Big Back to School Issue Education & Enrichment Guide (July & August) Birthday Parties Birthday Directory	<b>■ AUGUST</b> More Back to School Education & Enrichment Guide (July & August) Pull Out Education Guide BACK TO SCHOOL BLAST & EDUCATION EXPO	<b>■ SEPTEMBER</b> Your Child's Health Birmingham Senior Special Section
<b>■ OCTOBER</b> Halloween & Fall Festivals Birmingham Teen	<b>■ NOVEMBER</b> National Adoption Month Holiday Gift Guide Holiday Travel	<b>■ DECEMBER</b> Get in on the Giving NAPPA Gift Guide Focus on the Holidays Holiday Gift Guide

### recurring monthly features

- Working Mom
- Community Heroes
- Ask the Specialist
- Parenting with Dr. Friedman
- Birmingham Teen
- Birmingham Baby Book
- Birmingham Senior
- The Park Rater
- Daily Bread
- Your Child's Health
- Family Travel
- Parenting Solo
- Parenting in a "Grand" Way
- Dining Without Whining
- The Mom Mobile

