



## Demographics

Our readers are... parents who take an active role in all aspects of parenting, before birth to teens. They have purchasing power for the entire family and make buying decisions daily. They are concerned, pro-active and look to the Parents Guide for help to find information quickly and easily.

### Our Readers Are:

Ages 25-54.....	91%
Female .....	88%
Male .....	12%
Some College, College Graduate or Post Graduate .....	86%

### Loyal, Committed Parents

#### Who Value the Treasure Valley Parents Guide

Parents with children ages 0-5 .....	73%
Parents with children ages 6-12 .....	69%
Parents with children ages 13-18 .....	50%
Time spent reading the issue 30 minutes or more.....	59%
Read 3 of the last 4 issues.....	69%
Keep magazines a month or longer .....	61%
Look to the Parents Guide to help identify service providers, schools, entertainment for their families.	

### Parents with Purchasing Power

Reader household income of \$50,000-\$99,000.....	41%
Reader household income of \$100,000 or more.....	48%
Individual reader is the primary household shopper.....	98%

### Parents Who Take Action

Use ads to make purchasing decisions .....	78%
Use our Calendar of Events for family activities .....	96%
Have children enrolled in at least one after-school activity.....	88%

Circulation Census Report Readex Research

from tots to teens  
**Parents**  
guide

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Discover why we're the  
Treasure Valley's #1  
family resource guide  
for over 15 years!

Parents  
guide

We're an online resource too!  
Visit [tvparentsguide.com](http://tvparentsguide.com) for:

-  Current and past issues
-  Local event calendar
-  Birthday party ideas with links to our advertisers
-  Facebook page with **free** monthly shout outs for our advertisers and **weekly giveaways!**



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# Our Business is to Bring YOU Business!

*Don't wait another month! Whether you are an established or new business, the Parents Guide can work for you!*

## ✓ Incredible Distribution

14,000+ directories are distributed each month to over 1,000 locations throughout the Treasure Valley. They're strategically placed where mothers and children frequent such as gymnastics, dance, art and karate studios, children's clothing stores, pediatricians, family medical offices, dentists, orthodontics, OB/GYN's, maternity wards, childcares and preschool centers, as well as ToysRUs/BabiesRUs, and family entertainment venues such as Edwards Theatres, Reel Theatres, Wahooz, Roaring Springs, Ice World, and YMCA to name a few.

## ✓ Never Thrown Away

Our directory is not read for the editorials and then thrown away. It is used as a resource guide and your ad is the content. 95% of our directories are picked up by local families. The remaining 5% are re-distributed to outer-lying areas & placed in relocation packets for new families moving to our area.

## ✓ No Subscriptions

Reaches new customers each month.

## ✓ Full Color

Color enhances readability by 70-75%! Comprehension and brand awareness is enhanced by 80%.

## ✓ Durable

Printed on high quality gloss paper instead of newsprint.

## ✓ Specially Sized

Fits in a woman's purse for easy access and use.



## ✓ Connected

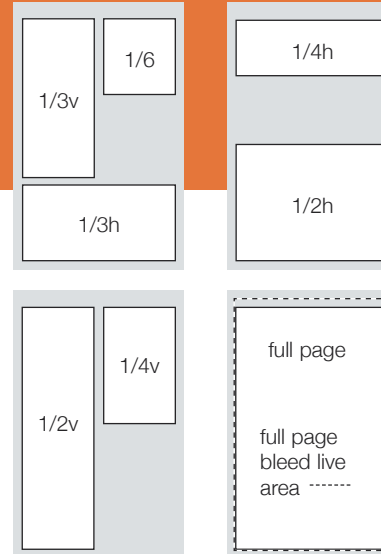
Get 24/7 exposure through our online publication and extra features online.

[facebook.com/treasurevalleyparentsguide](https://facebook.com/treasurevalleyparentsguide)



**Visit our website:**  
[www.tvparentsguide.com](http://www.tvparentsguide.com)

## Ad Info.



## Rates

Size	2 Months	4 Months	6-12 Months
full page	\$600/mo.	\$500/mo.	\$450/mo.
1/2 page	300/mo.	275/mo.	250/mo.
1/3 page	240/mo.	200/mo.	175/mo.
1/4 page	180/mo.	150/mo.	125/mo.
1/6 page	140/mo.	100/mo.	75/mo.

Add 10% charge for position placement. Please ask about cover rates.

## Dimensions

Size	Width	Height
1/6 page	2.25"	2.375"
1/4 horizontal	4.75"	1.75"
1/4 vertical	2.25"	3.625"
1/2 horizontal	4.75"	3.625"
1/2 vertical	2.25"	7.5"
1/3 horizontal	4.75"	2.375"
1/3 vertical	2.25"	4.937"
full page	4.75"	7.5"
full page w/bleed*	5.75"	8.75"

\*Trim size is 5.25 x 8.25. Live area must be within 4.75 x 7.75.

## Ad Design

- \$35 - \$50 one time set-up fee.
- Ad Changes - Rates vary from \$10-\$20 depending on the change.
- Stock Photos - \$10 each.

*Ads created by our art department are copyright the Parents Guide and are subject to a usage fee if published elsewhere.*

**We prefer to create your ad for you but if you'd like to supply us with artwork it must meet the following guidelines, or be subject to a production fee.**

## Deadlines

**12 Monthly Issues - Only 6 Deadlines!**  
 Ads can be different each issue.

Issues:	Artwork Due:
January & February .....	December 12th
March & April .....	February 12th
May & June .....	April 12th
July & August .....	June 12th
September & October .....	August 12th
November & December .....	October 12th

## Supplied Artwork Guidelines

**When sending art, quality is everything. The quality you send is the quality you get on your ad.**

**What Works** For best results please send a CMYK 300 dpi pdf, jpeg or tiff file built to the exact dimensions of the ad you have reserved. Full page bleed ads have a live space of 4.75 x 7.75 and must include at least 1/8" bleed outside of the 5.25 x 8.25 trim.

**What Does Not Work** Photos and logos off a website (they are low res and will print blurry) or files created in Microsoft Publisher, PowerPoint, Word or Corel Draw. Files in these formats can be supplied for text and some images, but will need to be rebuilt in our page layout software (InDesign).

**Help?** All this being said we will take any kind of file that you have. If there is a problem we will contact you with the issue and give you the opportunity to fix it or have us produce the ad.