



San Antonio & The Hill Country

# Parents

**The San Antonio and Hill Country area's fastest and most effective way to reach parents and families.**

**Locally Owned and Trusted Since 2004.**

**DIGITAL SOLUTIONS** *(AND PRINT)*

**HillCountryParents.com**

# ABOUT US

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Useful, up-to-date parenting-related information for **San Antonio** and the **Hill Country Area** families.

## WHY OUR CUSTOMERS LOVE US!



*"Everything Tina promised me has happened. More Social Media exposure, plus a good looking ad in their beautiful magazine."*

**State Farm**



*"On point multi faceted media reach. Digital, social media and print. Effective way to get your message out!"*

**Baptist Health Systems**



*"What a great way to push our Summer Camp. They did get more campers for us."*

**The Alamo**



*"We love how HCP has helped us increase our presence online which in turn increased our brand awareness and drove more customers into our store."*

**New Braunfels Candle Company**



**DIGITAL**



**WEBSITE**



**SOCIAL  
MEDIA**



**PRINT**

# DEMOGRAPHICS

Better targeting than any other magazine in San Antonio and the Hill Country. Here is a snapshot of our readers:

## HOW DO PARENTS ENGAGE WITH US?

- \* Visit our website
- \* Receive our digital magazine
- \* Follow us on Facebook
- \* Receive our newsletter
- \* Read our magazine - we have better than 90% pick up rate.

#1

MAGAZINE IN THE AREA REACHING FAMILIES WITH HIGH HOUSEHOLD INCOME - over \$150,000 per household

90%

OF PARENTS READERS ARE WOMEN

68%

OF PARENTS READERS ARE BETWEEN THE AGES OF 25-48

73%

have children between ages of 5-12

## OUR READERS ARE CONSUMERS LOOKING FOR:

99%

CHILDREN'S APPAREL

96%

WOMEN'S APPAREL

93%

DINING & ENTERTAINMENT

84%

PEDIATRICIANS

78%

EDUCATION & CLASSES

63%

SUMMER CAMPS

60%

PEDIATRIC DENTISTS

56%

HOME FURNISHINGS

55%

MUSIC, DANCE & ART

*"I enjoy being able to visit the Facebook page and participate in the contests that Parents Magazines offers, they are always fun and we always win great prizes."*

- Linda Dia Cornan

# REACH

Reaching the family market with digital, social networking and print.



## DIGITAL DELIVERY

- Digital Magazine to 30k parents each month
  - In select areas
  - Average Household Income over 150k



## HillCountryParents.com

- Useful and informative calendar
- Frequent contests and giveaways
- Exclusive and current content



## SOCIAL MEDIA

- 4000+ dedicated Facebook fans
- 36,000+ parents see our posts each month
- Frequent contests and giveaways
- Exclusive and current content



## BONUS! - PRINT

- New issue every 3 months
- Readership of 45,000 per month, 135,000 per issue
- Available throughout the area



# EDITORIAL & MEDIA PLANNING GUIDE



Issue / Copy Due	Editorial Focus	Special Sections/ Guides/Top Lists
<b>Summer</b>	Benefits of Extra Curricular Activities Set up Your Child for a Successful School Year	Top Activities Health Care Guide Shopping Guide Education Guide Summer Camps
<b>Fall</b>	What Makes a Good School Coolest Gifts this Holiday Season	Top Activities Health Care Guide Shopping Guide
<b>Winter</b>	Keeping Your Family Healthy this Winter Top Indoor Activities	Top Activities Health Care Guide Shopping Guide
<b>Spring</b>	How to Choose a Summer Camp Your Best Family Vacation	Top Activities Health Care Guide Shopping Guide Education Guide Summer Camps

# MULTI - MEDIA ADVERTISING RATES

## Digital Package with 1/6 page AD

<u>3 mos.</u> \$597 per issue or \$199/mo	<u>6 mos.</u> \$ 567 per issue or \$189/mo	<u>12 mos.</u> \$477 per issue or \$159/mo*
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## Digital Package with 1/4 page AD

<u>3 mos.</u> \$ 852 per issue or \$299/mo	<u>6 mos.</u> \$717 per issue or \$284/mo	<u>12 mos.</u> \$717 per issue or \$239/mo*
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## Digital Package with 1/2 page AD

<u>3 mos.</u> \$1497 per issue or \$499/mo	<u>6 mos.</u> \$ 1422 per issue or \$474/mo	<u>12 mos.</u> \$1198 per issue or \$399/mo*
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## Digital Package with FULL page AD

<u>3 mos.</u> \$2397 per issue or \$799/mo	<u>6 mos.</u> \$ 2277 per issue or \$759/mo	<u>12 mos.</u> \$1917 per issue or \$639/mo*
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*\*includes Newsletter Sponsorship & Tile Ad*

*Parents Magazine is produced Quarterly (every 3 months).*

*Minimum Run is One Issue - 3 months.*

<b>PREMIUM POSITIONS</b>	<b>BACK COVER</b>
<b>PAGES 2,3 &amp; 4</b>	
<b>+15%</b>	<b>+25%</b>

**ALL PACKAGES INCLUDE THE FOLLOWING:**



**DIGITAL**



**WEBSITE**



**SOCIAL MEDIA**



**PRINT**

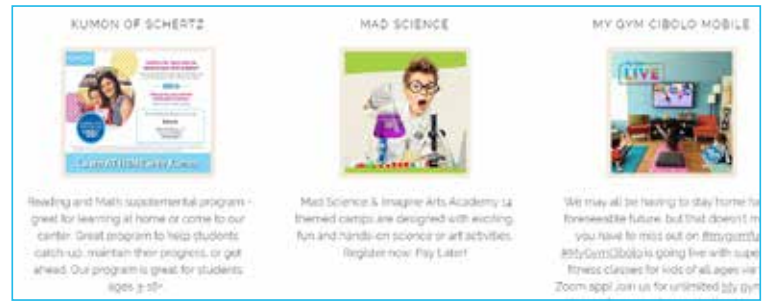


# DIGITAL ADVERTISING RATES

## Website Tile Ad

Ad with info and brief description

	<u>1x</u>	<u>3 mos.</u>	<u>6 mos.</u>	<u>12 mos.</u>
Home Page	\$229/mo	\$209/mo	\$189/mo	\$159/mo
Directory	\$169/mo	\$149/mo	\$129/mo	\$99/mo



## Dedicated E-Campaign

	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
	\$800	\$725/ea	\$650/ea	\$600/ea

\*Eblast design \$100 each



## Newsletter Tile Ad

Ad in our monthly newsletter, with over 30,000 targeted customers.

	<u>1x</u>	<u>3 mos.</u>	<u>6 mos.</u>	<u>12 mos.</u>
Ad	\$229/mo	\$209/mo	\$189/mo	\$159/mo
Sponsor logo	\$169/mo	\$149/mo	\$129/mo	\$99/mo



Basic Social Media (3 Posts)	\$49/mo
Enhanced Social Media (4 Posts, 1 Boost)	\$79/mo
Basic Web Listing	\$29/mo
Enhanced Web Listing	\$41/mo
Sponsored Article (Digital)	\$99/mo
Sponsored Article (Digital and Print)	\$299/mo
Advertorial (Digital)	\$299/mo
Advertorial (Digital and Print)	\$499/mo



# PRINT Á LA CARTE OPTIONS

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## PRINT OPTIONS

### Display Ad

Starting at \$159/mo

You will receive a premium, 4-color display ad in our publication.

### Special Section Listing

\$69/mo

Your business will be listed with a 25 word listing in the appropriate special section directory of our publication. Health Care, Kids Activities, Shopping, Schools and Camps.

### Sponsored Special Section

\$99/mo

Your business logo will be featured as the sponsor of this special section directory of our publication in both print and digital. Health Care, Kids Activities, Shopping, Schools and Camps

### Sponsored Article

\$299 /mo

Your educational sponsored article (on approved copy) will be featured in both print and digital, including your logo and a brief description.

### Advertorial

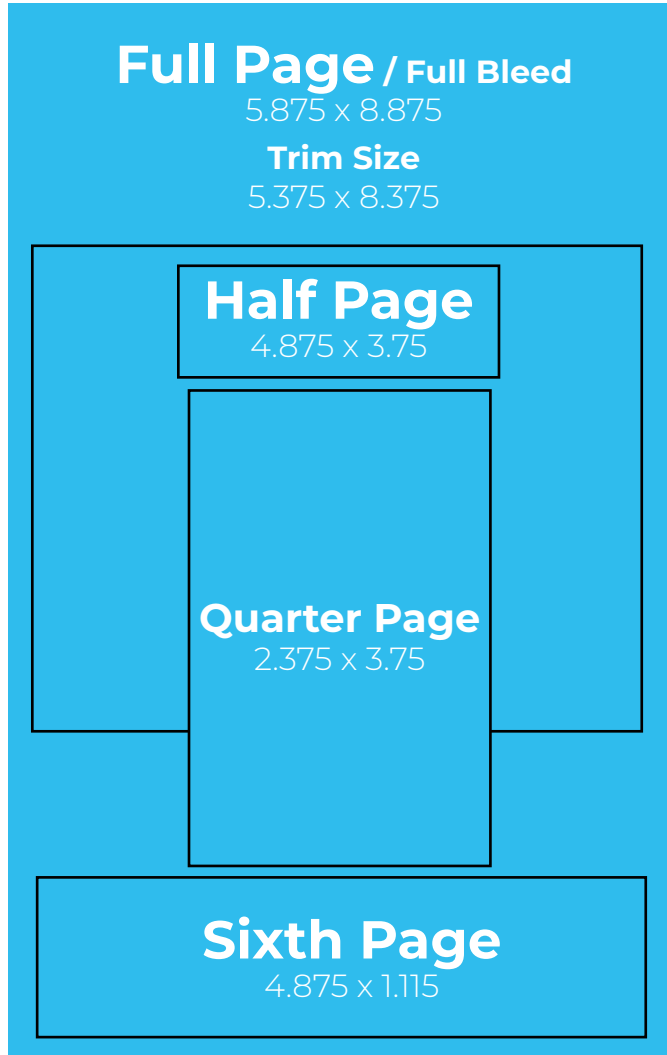
\$499/mo

Your advertisement, designed to look like an informative article, will be featured in both print and digital. This is an excellent advertisement opportunity for your business.





# PRINT AD SIZES AND SPECS



All Artwork Needs to be High Res JPEG or Press Ready (96 dpi)

# DIGITAL ADVERTISING SPECS

## DIGITAL LISTING

- Company Name
- 25-30 word description
- Physical address, Email, Phone

## ENHANCED DIGITAL LISTING

- Website URL
- High quality logo - PNG or JPEG

## DIGITAL TILE AD ON HCP WEBSITE

### AD - 781 - 525

- 96 dpi JPEG ad
- Website URL

## DEDICATED E-CAMPAIGN

- High res campaign image - JPEG
- 50-100 word write-up
- Website URL where you want the page directed
- Date and time of blast

## MONTHLY NEWSLETTER SPONSOR

- 96 dpi JPEG Ad
- High Res Small Logo
- Website URL
- 25 word description



# AD SUBMISSION REQUIREMENTS



## Ads Submitted Digitally as Camera Ready

- We can only utilize files in a PDF or JPEG format.
- Resolution for graphics or images must be minimum of 300 dpi.
- Camera ready ads will be printed as such and HCPublications will NOT be held responsible for typos, design flaws, color errors or the reproduction of poor quality artwork.

## Ads Submitted For Ad Construction:

- Must include all logos, photos and graphics. If clip art is needed, we will try our best to locate it.
- For best quality, original artwork and photos are needed and should be provided electronically when possible.
- Exact font matches cannot be guaranteed. Please specify fonts by name.
- All copy must be typewritten or legibly handwritten with clear instructions for the designer. The amount of copy
- Submitted must be appropriate for the size of the ad.
- Although we are not a formal ad design agency, we are able to provide high-quality ads for most business needs. If you have extensive ad requirements we recommend that you work with a graphics design agency.
- Ads not formally approved by the production date are assumed to be approved and will run as last approved.

**Submit all files to [Graphics@HillCountryPubs.com](mailto:Graphics@HillCountryPubs.com)**

## Terms and Conditions

### Frequency Rates

To qualify for Frequency Discounts, ads must run:

- 6X ads within 12 months
- 12X ads within 24 months

### Cancellation of Scheduled Ad

Accepted until 5 p.m. on the space reservation date.

Advertisers will be billed a \$75 cancellation charge for ads prepared and cancelled after the deadline date.

### Cancellation of Contract

If either party elects to cancel the contract for future advertising, the contracted and placed ads will be re-billed at the next lower earned rate (e.g. a 12x rate may be rebilled at the 6x rate). HCP reserves the right to cancel and re-bill any advertiser contract that is more than 90 days outstanding in payables.

### Acceptability

HCP reserves the right to reject any advertising.

### Billings

First-time advertisers are required to pay with their space reservation. Payments are due and payable by the 10th of the month of publication. Delinquent bills (past the billing due date) are subject to a service charge of 1.5% per month. Prepayment is required for all one-time ads.

### Delinquent Accounts

Advertisers with payables that are more than 90 days past due are subject to having their advertising not placed in future issues until balance is cleared regardless of contract status. Payments more than 90 days post-due are subject to transfer to collections or small claims and advertiser agrees to pay any collection related charges incurred.

### Returned Checks

All returned checks will incur a \$35 check fee.