

CAROLINA Parent

www.carolinaparent.com



in print ■ online ■ events ■ e-newsletters

The Triangle's Premier Parenting Resource Group

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WHO WE ARE

CAROLINA Parent

www.carolinaparent.com

The Ultimate Family Resource Group



With 100,000+ readers*, *Carolina Parent* reaches affluent, educated parents in the Triangle. Available at more than 750 locations, this award-winning monthly magazine reaches parents where they shop, play, eat and learn, including libraries, grocery stores, YMCAs, public and private schools, daycare centers, doctors' offices and retail stores.

Carolina Parent is known as the most trusted resource for families in the Triangle and we take the responsibility seriously. Through our monthly magazine, our annual publications and our digital media services, we deliver the highest-quality parenting information available to families at all ages and stages.



Carolina Parent ... often imitated, never duplicated! For more than two decades, Triangle families have relied on us as the area's most trusted parenting resource.

* data from 2010 CVC audit



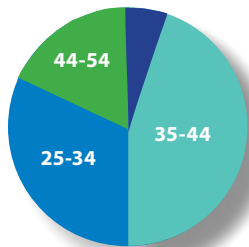
We've been so pleased with our ads in Carolina Parent. Their magazine targets informed parents seeking quality health care and education for their children, just the families we love to serve in our practice. And our advertising representative couldn't be more knowledgeable, responsive and supportive.

— Sue Orenstein, owner, The Orenstein Solution

MEET OUR READERS

WHO THEY ARE

- 89% are female, 11% are male
- 32% are ages 25-34
- 43% are 35-44
- 19% are 45-54



THEIR READING HABITS

- 93% regularly use ads in the magazine to make **purchasing** decisions
- 81% feel that the ads provide a valuable resource for **parenting** decisions
- 85% hang on to their copy of *Carolina Parent* for 2-4 weeks
- 57% of our readers read for more than 30 minutes when they pick up *Carolina Parent*
- 44% wouldn't dream of missing a single month of *Carolina Parent*
- 63% share their copy of *Carolina Parent* with family or friends
- 72% do not subscribe to the Sunday paper
- 81% do not subscribe to the daily paper
- 22% visit carolinaparent.com at least once a month

THEIR CHILDREN

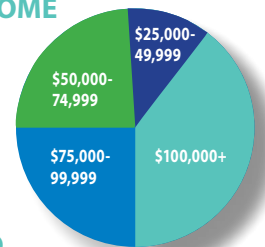
- 50% have children under the age of 5
- 58% have children ages 5-12 years
- 23% have children 13-18 years

THEIR EDUCATION

- 21% have post-graduate education
- 50% are college graduates
- 24% have some college education

ANNUAL HOUSEHOLD INCOME

- 42% \$100,000+
- 25% \$75,000-99,999
- 24% \$50,000-74,999
- 8% \$25,001-49,999



USE CAROLINA PARENT TO IDENTIFY SERVICE PROVIDERS

- 92% family entertainment
- 91% schools/classes
- 54% camps
- 54% doctors/dentists/health specialists
- 41% travel
- 25% sports

OUR READERS PLAN ON MAKING THE FOLLOWING PURCHASES IN THE NEXT YEAR:

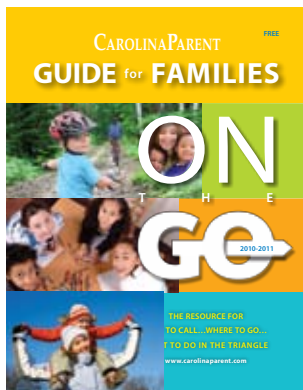
- 98% will buy children's clothing
- 96% will buy women's clothing
- 89% will buy men's clothing
- 83% plan on buying dinner out ... maybe some other entertainment, too!
- 79% will seek help from a tax advisor
- 66% will buy auto accessories, such as tires, brakes & service
- 66% will invest in education or classes
- 58% will spend money on a vacation or travel
- 40% will make home improvements
- 30% will look at buying a new or used car

Carolina Parent is the Triangle parents' resource for all things related to their children and family. With great editorial, timely information and calendars of events around the area, Carolina Parent is a great place for us to allocate our advertising dollars. We consider our contact at Carolina Parent a partner; she seems to remain on the lookout for opportunities for us to gain visibility and promote our brand, without applying pressure.

— Lori Klein, CEO, Right Time Kids USA, Inc.



OUR ANNUAL GUIDES



We are proud to publish four annual guides for parents, our **Baby & Toddler Guide**, **Family Resource Guide**, **Special Edition** and **Education Guide**. These are available throughout the year in print and digitally online.

■ FAMILY RESOURCE GUIDE, JUNE 2011

Carolina Parent's **Family Resource Guide** is the area's premier family-oriented guide. Complete with who-to-call, where-to-go and what-to-do information, it is an indispensable resource for newcomers and long-time residents. We publish 65,000 copies of this guide in June and distribute it throughout the year at numerous sites, events and through targeted newcomer venues.

Deadline is in April.



■ SPECIAL EDITION, AUGUST 2011

Parents of children with special needs are always seeking resources to help their children live full and rich lives in spite of the challenges they may face. That is why Carolina Parent created **Special Edition** in 2010. Delighted with the overwhelming positive response we received from our first **Special Edition**, we have expanded circulation to 30,000 in 2011, recognizing that we're filling an important need. From tutors for special education needs to physical and occupational therapists to medical resources and even recreational services, this must-have guide gives easy access to everything a parent needs to raise an exceptional child. Publishing in August 2011, this guide is available at numerous sites, events and through targeted special needs providers. **Deadline is in June.**



■ EDUCATION GUIDE, NOVEMBER 2011

Carolina Parent is known for providing outstanding educational directories, featuring everything from private and boarding schools to daycares and pre-schools. Our **Education Guide** is a compilation of the very best resources in education available to Triangle parents and this guide points them in the right direction. The 45,000 copies are distributed through targeted newcomer venues, numerous sites and special events. **Deadline is in September.**



■ BABY & TODDLER GUIDE, FEBRUARY 2012

Carolina Parent's **Baby & Toddler Guide** is a comprehensive handbook for new and expectant parents, with 45,000 copies published annually, just after the new year arrives! It is distributed throughout the year and serves as an extra resource for baby and toddler-specific information throughout the Triangle. **Deadline is in November 2011.**

DIGITAL MEDIA

Every month, more than 10,000 Triangle parents, grandparents and caretakers interact with us via *Carolina Parent* digital media.

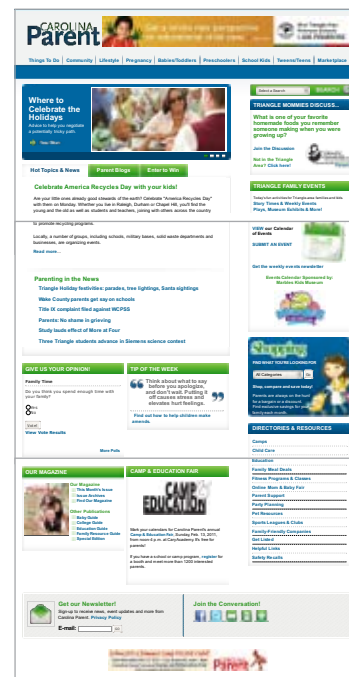
CarolinaParent.com keeps Triangle parents updated 24/7 with our comprehensive online directories, informative articles, timely daily parenting news, product recalls and more. All of our annual guides are readily available as digital publications for readers to browse online.

More than 8,500 website visitors read news, search articles, enter contests and interact with entertaining parenting blogs each month, visiting at least 53,000 pages on our website.

Carolina Parent **social media** is a part of the parenting community. Readers interact daily with each other and with us on our Facebook and Twitter pages, sharing parenting information, experiences and ideas. Every month, hundreds of Triangle parents connect through our social media sites, spurring nearly 100,000 page views, comments, mentions, “likes” and “re-tweets.”

Carolina Parent **e-newsletters** deliver fresh content to readers every week. We provide the information they need where it’s convenient for them, in their inboxes. Whether they’re checking it at work, at home or via mobile devices, *Carolina Parent* e-newsletters give parents reliable content in a concise and convenient format. Our e-mail newsletters reach more than 2,000 inboxes regularly, providing weekend family fun, monthly content updates and special giveaways!

Whether parents want to know if their child’s school is delayed, need tips for relating to their teen, want to download local coupons, or are looking for weekly updates on family-friendly events, *Carolina Parent* digital media provides what they need.



“Advertising in Carolina Parent is not an expense; it’s an investment. After just three months of advertising, my gross revenue has increased by over 25 percent. It gives my business visibility as well as credibility. Thank you, Carolina Parent!”

— Paula Scicluna, Neurologic Music Therapist, Fellow, Director, Rhythm & Rehab

SPONSORSHIP OPPORTUNITIES



■ CAROLINA PARENT CAMP & EDUCATION FAIR

Held every year in February, the **Camp & Education Fair** gathers together the directors of the freshest day, overnight and specialty camps in North Carolina, along with administrators of some of the most highly regarded private and alternative schools in the state and beyond. This is a one-stop shopping experience for parents looking to enhance their children's education and plan exciting activities for their school breaks. Sponsorship opportunities exist on many levels, including participating as an exhibitor, providing services as a vendor and sponsoring the event.



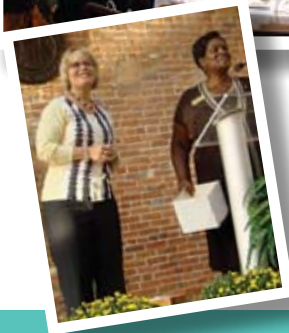
■ CAROLINA PARENT BABY FAIR

Held every year in June, the **Baby Fair** is an event where exhibitors meet and share information with couples who are thinking about starting families, couples who are expecting their first bundles of joy and parents who are adding to their family. Experts from all aspects of family life help visitors to the event plan for the best experience welcoming the new family member. Sponsorship opportunities exist on many levels, including sponsoring the entire fair, exhibiting as a vendor or donating items for gift drawings.



■ WOMEN@WORK BREAKFAST

The Women@Work annual breakfast attracts more than 350 working women and men to downtown Durham to celebrate the 50 North Carolina companies that have family-friendly policies and are being honored with the Carolina Parenting Inc. **NC Family-Friendly 50** awards. Every year in September, working parents gather to network at Coffee & Connections, listen to a thoughtful and fun guest speaker and gain information about health, wellness and lifestyle issues. Sponsorship opportunities exist on several levels, from participating as an exhibitor or sponsor of **Coffee & Connections**, donating door prizes, purchasing tickets to attend or supporting the entire event as a presenting sponsor.



For information on these events, call us at 919-956-2430.

Dress for Success of the Triangle has been privileged to be the charity of choice for Carolina Parent's Women@Work breakfast celebrating the NC Family-Friendly 50 companies, the very companies we, as a community service agency, seek to build partnerships with. I can't think of another gathering in the Triangle that draws together such like-minded business leaders who know the importance of developing and retaining the best talent and investing in the communities they call home. The Coffee & Connections networking session was a great addition to the event and afforded us the opportunity to effectively share our mission of serving women returning to the workforce to a targeted audience. We hope to continue to be both beneficiary and partner at this event.

— Pat Nathan, Executive Director/Founder, Dress for Success of the Triangle

2011 EDITORIAL CALENDAR

JANUARY family health and wellness • advertising sections: camp & education; education open houses

BABY GUIDE 2011 ANNUAL

FEBRUARY planning for summer camp • directory of day camps • list of residential camp advertisers • advertising section: camp & education

MARCH tweens and teens • advertising section: camp & education

COLLEGE GUIDE ANNUAL (inserted in March)

APRIL green living • finance • advertising sections: camp & education; children's health

MAY family travel & vacations • party service directory
advertising section: gifts for mom

JUNE summer fun and learning • advertising section: gifts for dad

FAMILY RESOURCE GUIDE ANNUAL

JULY pregnancy & childbirth • readers' family favorites announced

AUGUST education/get ready for school

SPECIAL EDITION GUIDE ANNUAL

SEPTEMBER work & parenting • NC family-friendly 50 companies

OCTOBER fall fun • women's health • advertising sections: education open houses; women's health

NOVEMBER family togetherness • holiday guide part 1 • advertising section: education open houses

EDUCATION GUIDE ANNUAL

DECEMBER kids & the arts • holiday guide part 2 • advertising section: gift guide

editorial subject to change



"We have been advertising in Carolina Parent Magazine for several years and count it as some of the best advertising dollars we spend. We continue to receive calls on a regular basis from clients who see our ad in this wonderful magazine."

— Eleanor Privette, Administrative Director,
The Mackowsky Visual Learning and Rehabilitative Clinic

CIRCULATION



CIRCULATION: 51,000
READERSHIP: 100,000+ *
DISTRIBUTION SITES: 750+sites

Parents pick up copies of *Carolina Parent* at the places they frequent: Libraries, grocery stores, public and private schools, preschools, day-care centers, medical offices and other health-care centers, retail locations and other family-friendly sites.

Looking for your copy? Visit www.carolinaparent.com to search by ZIP code, address, town or even business name, to find a list of distribution locations where you can pick up your FREE copy of *Carolina Parent*. We offer the same distribution locator service online for our annual guides, too.



Interested in reaching all the major markets in North Carolina? Ask your account representative about our sister publications, *Charlotte Parent* and *Piedmont Parent*. Combined, our family of parenting publications reaches more than 301,000 readers with a circulation of 142,000 copies. We are audited by the Circulation Verification Council, an independent organization that monitors and verifies our circulation and distribution throughout the year.



Carolina Parent is a member of Parenting Publications of America, a national network of parenting magazines with a combined circulation of more than 6.5 million. Your *Carolina Parent* account representative can place ads in all or any part of this national network.

* data from CVC 2010 audit



The nine Triangle Primrose Schools have had a long standing relationship with Carolina Parent. As a private preschool that puts supporting families and children as our first priority, we share a common mission with Carolina Parent. The publication is an invaluable resource to Triangle families and allows Primrose to educate prospective families about the value of our nationally accredited curriculum and programs. As an advertiser and event sponsor, Primrose Schools has continued to build a strong and mutually productive relationship with Carolina Parent. Carolina Parent is a wonderful resource for all those companies that are looking to make families aware of the products and services they may offer.

— Rhonda Blades, Owner, Primrose School at West Lake & Holly Grove