

## Parents

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, Parents Magazine was the leading authority on raising happy, healthy children. \*\*\* CEASED PUBLICATION 4/1/22. NAMES THRU 3/22 \*\*\*

**Gender:**  
84% Female/16% Male

**Source:**  
DTP/DMS

### Counts and Rates:

905,663	Total Universe	\$85/M
905,663	FORMER Subscribers	\$85/M
126,043	3 Mo Former Subscribers	+\$12/M
275,092	6 Mo Former Subscribers	+\$9/M
171,500	Active Email Addresses	\$150/M
	Catalog Rate	\$65/M
	Fundraising Rate	\$60/M

Founded in 1926, PARENTS magazine pioneered the parenthood category and continues to lead the field today. The magazine's unique editorial voice - a combination of "parent to parent" insights and expert advice from the Parents Editorial Advisory Board - make it the magazine that's trusted by every generation. With a rich and balanced editorial approach, PARENTS covers children's health and safety, behavior and development, fashion, food and nutrition, toys, travel, and technology. The magazine also explores family life and relationships. Moms also appreciate "me" time in the magazine with beauty, fitness, and personal care features.

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### Selections:

3 Mo Former	\$12/M
6 Mo Former	\$9/M
DTP/DMS	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Lifestyle/Product Selects	\$16/M
Engagement Scores	\$16/M
Net Name (50M Min)	@85/8.50

### Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

### Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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Please send list clearances & orders to:  
[orders@AudienceFirstMedia.com](mailto:orders@AudienceFirstMedia.com)

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.