

editorialcalendar

"Moms@Work allowed Ward Black Law to partner with other companies to provide resources to women in our area that work hard at trying to balance their careers and their personal demands on their lives. As one of the largest women owned law firms in the state, WBL recognizes the sacrifice made by women in the workplace as they try to keep balance in their lives."

Ronda Holloway, Executive Director
Ward Black Law

"We get more response from our ads in Piedmont Parent than we do from other publications. It's the first place our parents notice if we aren't advertising!"

Stacy Calfo
Director of Communications,
Public Relations & Marketing
Greensboro Day School

"Piedmont Parent has met our marketing goals by reaching Moms and potential Moms throughout the Triad via the free publication and the internet. Each month Piedmont Parent contains interesting and timely articles along with information and scheduled events for family activities."

Susan Wolf, CMPE
Practice Administrator
Wendover OB/GYN & Infertility, Inc.

"As a first time sponsor for Moms@Work we were very pleased with the atmosphere and excitement in the room before the luncheon. People were thrilled to see us there and we are proud to partner with Piedmont Parent."

Jason Newton
Director of Marketing & Promotion
99.5 WMAG

January: Infants and Toddlers, Healthy Families

February: Extracurricular Activities, Residential Camps, Directory: Residential Camps, The Smile Guide*

March: Teens and Tweens, Family Finances, Summer Camp,*
College Guide†

April: Special Needs, Green Living, Directory: Summer Programs & Day Camps, **Exceptional Child†**

May: Travel and Vacations, Directory: Day Trips

June: Summer Fun, Birthday Parties, Directory: Birthday Party, **Ultimate Family Resource Guide†**

July: Pregnancy

August: Back to School

September: Work and Parenting, Carolina Parenting's Family-Friendly 50

October: Fall Fun and Halloween

November: Family Togetherness, Thanksgiving, Holiday Guide Part I, Directory: Preschool

December: Holidays, Holiday Guide Part II, Directory: Private Schools, Education*

*Special Advertising Section †Annual Supplement
Editorial calendar is subject to change.

"Piedmont Parent is a perfect match for the Children's Theatre of Winston-Salem! Not only does it keenly target our demographic, but it is informative, well written and accessible. A must for any children's organization!"

Karen McHugh
General Manager
The Children's Theatre
of Winston-Salem

"The Piedmont Parents' 'Moms@Work' luncheon was a great success. Attendance and participation of the guests exceeded our expectations and we had a lot of fun meeting all the wonderful moms in our community."

Suzie Dixon
Marketing Coordinator
Assistant Vice President Marketing
Southern Community
Bank and Trust

"Advertising in Piedmont Parent has increased the visibility of the Center for Visual Artists to the general public immensely. As a small non-profit arts organization, marketing is limited and the quality of print marketing by Piedmont Parent has made our ads both visually impressive and has readers taking notice of our organization."

Katie Lank, Education Director
Center for Visual Artists

piedmont
parent

P.O. Box 530, King, NC 27021 • www.PiedmontParent.com
866-932-6459 Toll Free • 704-344-1983 fax

2011mediakit

sponsorship & promotional opportunities

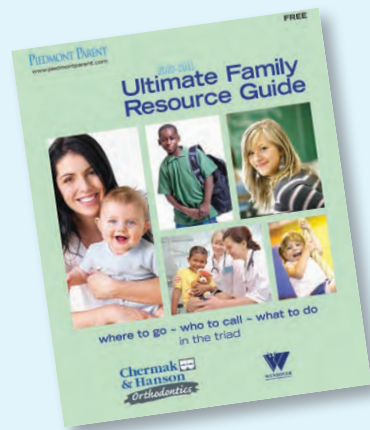


Young Authors Contest and Reception

Piedmont Parent's Young Authors Contest is a beloved annual community event attracting more than 300 entries from creative students in grades K-8. Parents and teachers of private, public and homeschool students support the contest for its emphasis on creative writing and literacy. The participants' reception gives Triad-area youth a chance to shine — bringing to life the winning storybooks and illustrations on stage. Each year, the winners are announced and featured in Piedmont Parent magazine.

Moms@Work Luncheon

Piedmont Parent's Moms@Work Luncheon brings working women together to celebrate their families and careers as we honor the leading family-friendly companies in North Carolina for their benefits and policies that help employees balance family and work. Nearly 300 people — mostly moms who are loyal readers of Piedmont Parent — gather for lunch to enjoy an inspiring guest speaker, learn about work-life balance and connect. Attendees also get local information on health, wellness and women's lifestyle issues during our pre-luncheon networking hour, Coffee & Contacts.



Ultimate Family Resource Guide

Piedmont Parent's Ultimate Family Resource Guide, is the area's premier family-oriented newcomer guide. Complete with who-to-call, where-to-go, and what-to-do information it is an indispensable resource for newcomers as well as long-time residents. 45,000 copies are published in June and distributed throughout the year at numerous sites, events and through targeted newcomer venues. Deadline in Mid-April.

Exceptional Child

Parents of children with special needs are always seeking resources to help their children live rich, full lives in spite of challenges. That is why Piedmont Parent created it's first special needs resource guide. This helpful guide is complete with expert advice, listing of local services and stories from exceptional families. 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. Piedmont Parent's special needs guide is a welcome addition to the Triad. Deadline in mid-February.



A variety of sponsorship levels are available and can be customized to meet your unique needs.

demographics & distribution

Meet Our Readers:

- 90% are female – 10% are male
- 37% are 25–34
- 43% are 35–44
- 15% are 45–54

Their Reading Habits:

- 90% regularly use ads in the magazine to make purchasing decisions.
- 70% rely on Piedmont Parent magazine as their only local publication.
- 76% do not subscribe to the Sunday paper.
- 83% do not subscribe to the daily paper.
- 95% do not subscribe to any other local parenting publication.
- 87% do not subscribe to a local women's magazine.
- 74% share their copy of Piedmont Parent.
- 32% visit PiedmontParent.com at least once per month.
- 83% feel that the ads provide a valuable resource for parenting decisions.
- 63% keep Piedmont Parent at least until the next issue comes out.

The Ages of Their Children:

- 79% are under 5 years
- 75% are 5–12 years
- 21% are 13–18 years

Circulation: 39,000; Readership: 84,200+
Distribution sites: 750+

Area served: Greensboro, Winston-Salem and High Point. Parents pick up copies of the magazine at places they frequent: libraries, grocery stores, public and private schools, preschools, day-care centers, medical offices and area hospitals, retail locations and other family-friendly sites.



CVC is an independent organization that audits our circulation and distribution at least once a year.



Piedmont 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 Piedmont Parent account representative can place ads in all or any part of this network.

Their Education:

- 26% have post-graduate education.
- 73% are college graduates.
- 17% have some college education.

Annual Household Income:

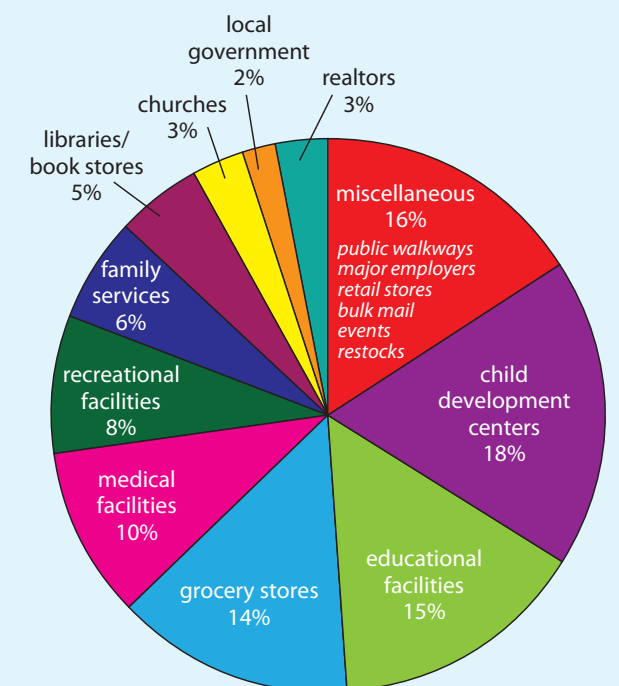
- 23% \$100,000+
- 23% \$75,000–\$99,999
- 28% \$50,000–\$74,999
- 26% \$49,999 or less

Use Piedmont Parent to identify service providers:

Family Entertainment	88%
Camps.....	50%
Schools/Classes.....	79%
Travel.....	66%
Sports	23%
Doctors/Dentists.....	40%
Other Health Specialists	20%
Tutors	10%
Professional Services	11%

Demographics compiled from 2009 Readex Survey and 2010 CVC Audit®

Distribution Breakdown



PIEDMONT PARENT MAGAZINE <i>All rates per insertion</i>	Frequency Discounts				
	13x+*	12x	9x	6x	3x
Display Ad					
Full Page (9.5" x 11") (full trim 10.375" x 12") (full bleed 10.875" x 12.5")	1,225	1,285	1,501	1,622	1,801
Junior Page (7.0625" x 11")	1,104	1,191	1,352	1,459	1,623
1/2 Page H (9.5" x 5.375"); V (4.625" x 11")	770	831	944	1,024	1,134
1/3 Page H (9.5" x 3.5"); V (4.625" x 7.25")	577	623	707	765	848
1/4 Page S (4.625" x 5.375"); V (2.1875" x 11")	484	519	590	639	708
1/6 Page (4.625" x 3.5")	338	361	410	445	492
1/8 Page H (4.625" x 2.5625"); V (2.1875" x 5.375")	275	297	337	364	404
1/16 Page (2.1875" x 2.5625")	182	194	219	239	266
Business Directory					
1/8 Page H (4.625" x 2.5625"); V (2.1875" x 5.375")	172	185	210	228	255
1/16 Page (2.1875" x 2.5625")	89	95	108	119	130
1/32 Page (2.1875" x 1.1875")	63	66	74	80	89

* Requires an ad in one or more of our annual publications.

ULTIMATE FAMILY RESOURCE GUIDE	13x+	12x	9x	6x	3x
Display Ad					
Full Page (7.5" x 9.5") (full trim 8.25" x 10.25") (full bleed 8.75" x 10.75")	1,532	1,644	1,856	1,998	2,207
1/2 Page H (7.5" x 4.625"); V (3.625" x 9.5")	1,021	1,094	1,229	1,319	1,454
1/4 Page (3.625" x 4.625")	607	646	721	771	841
1/8 Page (3.625" x 2.1875")	417	443	488	518	665
Business Directory					
1/6 Page (2.375" x 4.25")	208	213	260	281	312
1/9 Page (2.375" x 2.75")	167	168	205	221	246
1/18 Page (2.375" x 1.25")	104	109	119	130	140

EXCEPTIONAL CHILD	13x+	12x	9x	6x	3x
Display Ad					
Full Page (7.5" x 9.5") (full trim 8.25" x 10.25") (full bleed 8.75" x 10.75")	1,160	1,265	1,425	1,530	1,690
1/2 Page H (7.5" x 4.625"); V (3.625" x 9.5")	700	770	860	920	1,015
1/4 Page (3.625" x 4.625")	475	515	570	605	660
1/8 Page (3.625" x 2.1875")	325	349	385	405	435
Business Directory					
1/6 Page (2.375" x 4.25")	162	183	203	216	243
1/9 Page (2.375" x 2.75")	120	135	150	160	180
1/8 Page (2.375" x 1.25")	72	81	90	96	108

13x plus rate requires a purchase in one or more annual guides. *Cost shown is per insertion.

All rates are net. No camera-ready or agency discounts. Advertising agencies should add commission to the standard rates, if applicable. ROP full color is \$200 for any size advertisement. BD full color is \$125. ROP and BD spot color is \$100 for first color, \$75 for each additional color. Back cover requires full-page purchase, 4-color, plus 30% premium. Inside Back and Inside Front covers require full-page purchase, 4-color, plus 25% premium. Glossy pages require 4-color purchase, plus 20% premium; 1/4 page minimum. Guaranteed position on specific page (based on availability), add 18%; 1/4 page minimum. Guaranteed placement within first 25 newsprint pages, add 15%; 1/4 page minimum. Location on page cannot be guaranteed.

Deadlines: Ads are due by the 8th of the month prior. Special publication and special section deadlines vary.

TOWER/BANNER ADS <small>All rates are for Run-of-Site ads. For specific pages including Calendar and Directories, add 15%. Twelve month web ads receive 10% discount.</small>			
Ad Name	Duration	Print Advertiser Rate	Web Only
Leaderboard (728x90 pixels)	1 month/3 months	325/725	400/950
Full Banner (468x60 pixels)	1 month/3 months	225/650	290/850
Large Rectangle (300x600 pixels)	1 month/3 months	125/325	175/500
Medium Rectangle (300x250 pixels)	1 month/3 months	110/275	160/450
Small Rectangle (300x100 pixels)	1 month/3 months	100/225	150/400

All banner ads include a hyperlink to your Web site. All banner ads rotate at equal intervals with other banner ads.

DIRECTORY ADS & SPONSORSHIPS		
	Print Adv. Rate	Web Only
Directory Page Sponsor	1,800	2,500
Features: opportunity to sponsor a specific directory for 12 months; banner on specific directory pages		
Directory Hyperlink - Basic Hyperlink, logo, 100 word description, map	250	350
Deluxe Basic package plus up to five images	350	450
Premium Deluxe package plus up to five additional images, e-mail, coupon & brochure	500	650
Let them hear you! Add up to 90 second audio file to any package	250	250

**Flat fee for 12 months, cannot be pro-rated. May be invoiced monthly.

VIDEO	200/month	Client provided, up to 3 minutes	15% upcharge for non-print advertisers
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DIGITAL ULTIMATE FAMILY RESOURCE GUIDE			
	Duration	Print Adv. Rate	Open Rate
Hyperlink	1 year		100
CALENDAR SPONSOR			
	Duration	Print Adv. Rate	Open Rate
Calendar Page	12 months	2,000	3,000
Features hyperlink, logo "button" on home page, mini-banner on all additional calendar pages.			
WEEKLY E-NEWSLETTER 15% upcharge for non-print advertisers			
Duration 52x	12 mos.	6 mos.	1 mo. 1 week
Banner (600x70 pixels)	320/month		
<i>Only one available. 12 month commitment required.</i>			
Tile (180x150 pixels)	85/month	125/month	160/month 60/week

electronic print requirements

Accepted Image Formats

- Adobe Acrobat PDF. Adobe Acrobat 6 PDF preferred. All fonts must be embedded.
- EPS, TIFF, JPEG, BMP files.
- Resolution should be no lower than 300 dpi.
- All fonts should be included unless they are embedded or converted to outlines.

Accepted Program Files

- Adobe InDesign CS
- Photoshop CS or earlier. Images in Photoshop must be converted to CMYK.
- Adobe Illustrator CS or earlier. Convert type to outlines or supply fonts.

Black & White Ads

Black and white (grayscale) ads must be built using black ink only. Printing will appear muddy when color is in the ad. Check all logos, art, photos, etc. to be certain they have been stripped of any color (RGB or CMYK) and are grayscale only.

Cover & Interior Ads

Cover ads are printed on enamel coated paper. Materials should be provided at 240 line screen and 300 dpi. Interior ads are printed on newsprint and should be 240 line screen.

Spot Colors

All color must be composed of only CMYK variables.



Total Ink Density

Total Ink Density is the amount of ink allowed to accumulate in a given area. This limit should not be higher than 240%. Dark reproduction and smudging may occur if the limit is set higher.

Small Text

To preserve legibility, small type (smaller than 10 pt.) should not be composed of multiple colors. Small text also should not be reversed on a four-color or black background. Serif fonts are not recommended for 10 pt. type or smaller.

Bleeds

Bleeds are available for half and full-page ads. Check with your account representative for specs.

We are not responsible for the reproduction quality of ads received that do not conform to our specifications.