

editorial calendar

"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 WMAA

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.



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

2011 mediakit

"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

2011 mediakit

With 84,200+ readers,*
Piedmont Parent reaches the family gatekeeper — smart savvy moms who are busy juggling career, family, shopping and activity planning, all while being the CFO of their home. She holds the purse strings of the family budget and trusts Piedmont Parent to make her life easier.

Piedmont Parent ... often imitated, never duplicated! We are the original and the best way to reach parents in the Triad. For more than 17 years, families have relied on us as the area's most trusted parenting resource.

*Data from 2010 CVC Audit

sponsorship & promotional opportunities

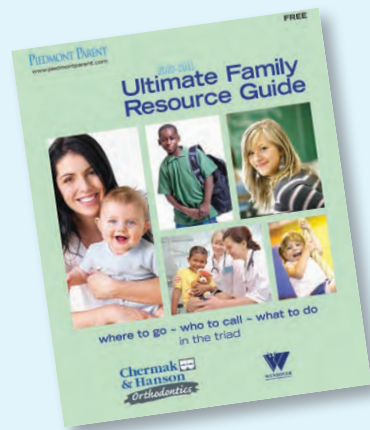


Young Authors Contest and Reception

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:

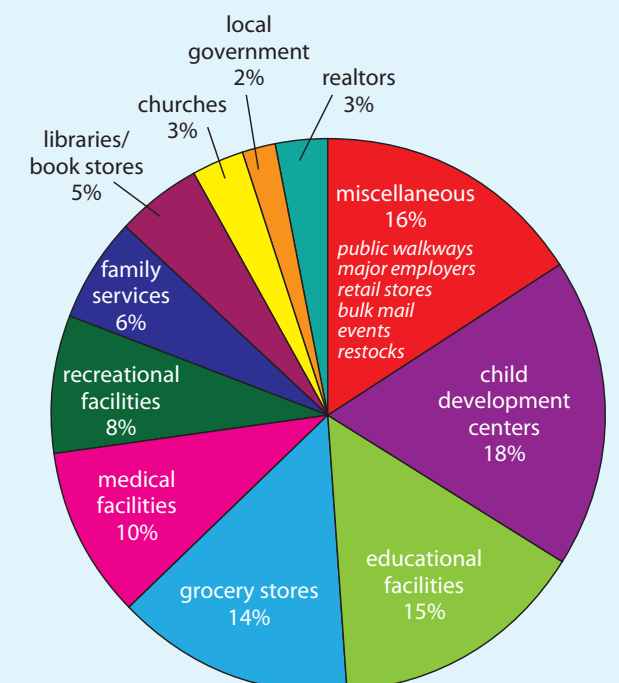
- 23% \$100,000+
- 23% \$75,000–\$99,999
- 28% \$50,000–\$74,999
- 26% \$49,999 or less

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



2011 mediakit