

Parenting.com Mixing the business and pleasure of parenting, Parenting.com offers visitors all of the searchable and sharable content she needs to navigate and celebrate her lifestyle as a mom today.

## Targeted Site Channels

- **Fertility:** connects women during the earliest stage of motherhood
- **Pregnancy:** home of *Babytalk's* Pregnancy Planner
- **Baby, Toddler, Child:** ages + stages content on health, care, and development
- **Mom:** has health, relationship, fashion & beauty, and work-related articles just for her
- **Recipes:** database of family-friendly options
- **Activities:** has great ideas for parties, celebrations and everyday play
- **Gear:** organizes the best products for families from books and music, to baby gear and stuff for mom
- **Community:** our award-winning blogs and message boards

## Signature Sponsorships

- *Babytalk* and *Parenting* Cover Contest Photo Galleries
- Ultimate Health Guides
- Parenting.com Model Search

## Tool Sponsorships

- Fertility Calculator
- Baby Namer
- Cover Model Maker
- Birthday Cake Ideas

## Newsletter Sponsorships

- *Parenting* Weekly Update
- Trying to Conceive
- Daily Pregnancy by trimester
- Ages & Stages
- Holiday Hints

The screenshot shows the parenting.com homepage. At the top, there's a navigation bar with the site logo, a search bar, and links for 'sign in or register'. Below the navigation bar, there are several menu items: 'stay connected', 'baby names', 'health guides', 'video', 'blogs', 'contests', 'subscribe', 'fertility', 'pregnancy', 'baby', 'toddler', 'child', 'mom', 'recipes', 'activities', 'gear', and 'community'. A banner for 'Subscribe Now! 2 YEARS FREE!' is visible. The main content area features a large image of a woman holding a baby, with a text overlay titled 'Bethenny's Parenting Rules #1: Don't let the haters get you down, plus adorable photos from our shoot!'. To the left, there's a section titled 'our faves' with links to 'Cool Birthday Cakes', 'Wacky Baby Products', 'Baby Name Ideas', 'Best Cities for Families', and 'Free Stuff'. Below this is a 'most popular' list with items like 'pregnancy symptoms', 'baby names', 'second trimester', 'birthday parties', 'cupcake ideas', 'pregnancy week by week', 'after-school snacks', 'best wii games for kids', 'iphone apps for kids', and 'car seat safety'. To the right, there's a 'more from parenting' section with 'Easy DIY Baby Food Recipes' and '75 healthy meals for your baby or toddler'. At the bottom, there's a 'stay connected' section with an email sign-up form and social media links for Parenting, Facebook, Twitter, and RSS. A 'SAVE BIG!' banner is also present at the bottom.

## Traffic

Monthly Uniques:	2.9MM
Monthly Page Views:	14.5MM
Total Visits/Month:	1,887,054
Avg. Page Visits/Unique:	1.09
Avg. Page Views/Unique:	6.5
Avg. Page Views/Visit:	5.5

Source: Omniture; 12 month average

## User Profile

Female:	81%
Median HHI:	\$64,358
Median age:	33 yr
Married:	69%
Any college:	85%
One+ child(ren):	69%
Two+ children:	47%

Source: Nielsen @plan 2011, Release 3



**The Parenting Group**  
 2 Park Avenue, 10th floor  
 New York, NY 10016  
 212.779.5000

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## Parenting.com Capabilities

### High-Impact Opportunities

- Homepage Brand Block
- Channel Landing Page Roadblocks
- Pushdown Unit
- Page Peel
- Page Skins
- Digital
- Stage-based targeted packages
- 300x600
- Interstitials
- Pictela

### Custom Editorial Destinations

Custom editorial sponsorships are available for a minimum of three months. Custom sponsorship packages can include relevant content, custom tools, editorial/social promotion, and pre/post ad effectiveness data.

### Geotargeting

Geo-targeting is available for display units at the ROS level only. The minimum flight required for a geo-targeting campaign is one month. Parenting.com can target major states and cities, depending on available inventory.

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## Social Outreach and Newsletters

Parenting.com's social outreach and free newsletters are great ways to stay in touch with busy moms, while providing information that is important to them.

### **Parenting.com's Social Network**

Updated daily on Facebook and Twitter, Parenting.com keeps the online community up to speed on the latest developments and news from our editors and partners.

### **Parenting General Newsletter**

Parenting.com's weekly email update keeps moms in the know about new articles, the latest products and news, community feedback, and most popular online features.

### **Ages & Stages Newsletter**

Ages & Stages allows moms to track the major milestones of their child's mental, physical and emotional development timed to their child's birthday.

### **Trying to Conceive Newsletter**

From ConceiveOnline.com and Parenting.com comes a 21-week newsletter course with health hints, useful advice, and emotional support for women who want to get pregnant.

### **Pregnancy Weekday Newsletter**

Customized weekly content delivered Monday through Friday with trimester-by-trimester segmenting. Content related to the recipient's due date on several topics such as Your Baby, Your Body, Your Health, Your Relationships and Your Time.

### **Holiday Hints Newsletter**

This newsletter helps to prepare moms for the upcoming holiday season and is deployed three times a week.

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# get your ages & stages on the go >>

Just visit Apple's [App Store](#) on your iPhone or use the [iTunes](#) desktop application to download the best of parenting.com

You'll get age-by-age child development guides, a daily pregnancy guide, and searchable articles on topics ranging from breastfeeding to discipline and more.

## and now featuring...

Recall Alert  
Push Notifications



Parenting.com's Twitter Feed



Parenting.com Blogs

**PARENTING**POST  
**SHOW & TELL** Pop culture  
PROJECT **PREGNANCY**



For more details, check out  
[parenting.com/app](#)



Free on the iPhone  
and iPod touch.

Parenting on the iPad is the latest way to engage and connect with Millennial moms each month. With all the Parenting content moms trust and love, each electronic issue provides an “all-in-one-place” guide to raising children.

## KEY DETAILS

- Parenting Early Years and Parenting School Years will both have iPad editions
- \$1.99 per issue on the iPad app store
- All URLs will be live

## TIMING

- Launching with the June issues (on sale 5/17/11)
- Closing dates follow Parenting print schedules

## DYNAMIC OPPORTUNITIES

- Video player
- Lead capture
- Galleries and slideshows
- External web links
- Additional screens
- Custom solutions



## PER-ISSUE SPONSORSHIP INVESTMENT

Static creative	\$2,500 net
Dynamic creative	\$5,000 net

Note: Advertisement will be subject to additional costs for any creative content developed by The Parenting Group Creative Services.

For more information, please contact your sales representative at 212.779.5000.

## Advertisement Specifications

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**Standard Guidelines** – These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))

- DoubleClick for Publishers is used to serve all Bonnier Corp advertisements
- There is a minimum 24 hour turnaround time on all creatives submitted (72 hours default)
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 40k
- The Parenting Group reserves the right to terminate a campaign at any indication that it is not being properly served.
- For further inquiries regarding ad specifications, clients/agencies/3<sup>rd</sup> party vendors can email [ptgadops@bonniercorp.com](mailto:ptgadops@bonniercorp.com)

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### **Lead time:**

Three business days for standard creative

Five business days for Rich media:

- All floating ad creative
- All video ad creative
- Expanding ad creative

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Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

### **Approved Third Party Ad Tags**

- Atlas
- Bluestreak
- Doubleclick
- Interpolls
- Mediaplex

### **Approved Third Party Rich Media**

- Eyebalster
- EyeReturn
- Eyewonder
- Pointroll
- Unicast

### **Third Party Specifications**

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 40k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

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## Available Advertising Unit Sizes:

40k max for gif, jpeg and flash. No Looping or animation restrictions.

300x250

728x90

88x31 (Must be a STATIC image)

640x480 (Interstitial)

## TEXT AD

1. Text Ad is site served.
2. Total Char limit 95 Char.

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## Flash Ad Units

- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

How to code flash files with the correct action script

1. Create an invisible button over the area that you want 'active/clickable' to users
2. On the invisible button, put the following action on (release) {getURL(clickTAG, "\_blank");}

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## Expanding Ads

Most Common Ad Unit sizes:	Expanded Dimension:
728x90	728x270
300x250	550x250

## Mouse Over / Mouse Off

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

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## Video:

-Video can run with the following available ads:

728x90

300x250

Pre-roll

- Audio needs be user initiated with a clearly recognizable on/off button
- Max initial load file size should not exceed 40k
- Additional polite download should not exceed 80k
- Preroll length should not exceed 15 seconds
- Max FPS is 18

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## OPA Push Down:

-We can build if client provides Gif/Jpg:

Collapsed: 986x50 – max 40k

and

Expanded: 986x250 – max 70k

- 3<sup>rd</sup> party tags accepted

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## Interstitial:

-60k max for gif, jpeg, Flash

640x480

- All Interstitial functionality is handled by The Parenting Group

- Frequency cap is set at 1 time per session.

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## Page Peel:

- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking

- 2 flash files required: dog ear flash file and page peel

## Dog Ear File:

-Dimensions: 75x75

- Flash file: 40k initial

## Page Peel File:

-Dimensions: 500x500

-Flash file: 80k initial

-Click through specs:

1. Create an invisible button over the area that you want 'active/clickable' to users
  2. On the invisible button, put the following action on (release) {getURL(clickTAG, "\_blank");}
- 

## Newsletter:

(STATIC IMAGE ONLY)

-30k max for gif, jpeg

728x90

160x600

-General Newsletter serves 2 728x90 one in the middle, one at the bottom.

-Fertility and Pregnancy Newsletter serves 1 160x600 on the right

-Ages and Stages TBD

**-Newsletters can only be site served, standard images, and no rich media.**

**-A 1x1 tracking pixels can be used if sent 5 days in advance of launch**

## Creative Policy:

- The Parenting Group has final approval for all ads with respect to editorial/creative content.
- The Parenting Group reserves the right to remove an advertisement from its web sites at any time for any reason.
- Changes to an existing campaign must be received at least three business days prior to the change.
- \* The Parenting Group Reserves the right to refuse any rich media advertising without explanation, and to modify and/or append these guidelines without advance notice.

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## About Bonnier

Bonnier Corporation is the leading developer of passionate enthusiast audiences in the U.S., reaching one out of every three American adults with our content. Our audiences represent “precision mass” -- and can be segmented by almost any demographic that advertisers want to reach. We deliver these audiences efficiently, but more importantly, effectively. Effective delivery means our consumers trust our content brands—our readers come to us for advice on how to do it, what to buy, and where to go.

Our brands are instantly recognized by consumers as the “expert” in the areas in which they provide information, regardless of form factor. We provide information to consumers in the format and context that they want most; and deliver whatever, whenever and wherever they need it.

Our content provides a level of expertise that creates a connection with our readers based on trust and loyalty. And we connect because we are not just observers, we’re passionate participants too, driven by the same enthusiasm that fascinates and fuels our readers.

Our Corporate website: [bonniercorp.com](http://bonniercorp.com) (for media kits and other details).

