

# YOUR BEST SOURCE FOR REACHING THE PARENT MARKET



## 2016 Media Information & Reader Demographics

HUDSON VALLEY  
**Parent**

Also publishers of

**Parent**  
NY Travel Guide



Member of:  
**PMA**

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## Family Market is a Boom for Business

With just one media buy *Hudson Valley Parent* is your best source for growth in the mid-Hudson Valley of New York.

Reach this targeted market of well-educated, dual income parents, teachers and professionals. With a population of over 2.5 million people you can target this valuable market.

### Our readers make the purchasing decisions\*

- 88% are women
- 80.5% between ages of 30-50 years old
- 28.5% have incomes between \$40-\$60,000;  
46.5% have incomes over \$60,000
- 90% use the parenting magazine to make purchasing decisions
- 71.5% own their home or condo

### Readers are loyal to the magazine\*

- 40% read the magazine 30 minutes or more each month
- 58% are regular readers
- 80% read most of our publication
- 44% save our publication
- 49% do not subscribe to the daily paper

*\*Based on Readex Research Readership Study.*

## Closely Monitored Distribution Drives Your Advertising Message Home

**Circulation 25,400**

**Readership 55,000**

**Over 980 distribution sites**

- Private & public schools, preschools & day care centers 25%
- Family friendly restaurants 14%
- Health care: hospitals, pediatricians, OB/GYNs & other medical specialists 22%
- Retail outlets: malls, children's & maternity clothing, shoes, toys, furniture 20%
- Libraries 7%
- Sports & arts programs 3%
- Banks 2%
- Community programs 7%

## Your Area is Covered

*Hudson Valley Parent* magazine distributes in four counties including Orange, Dutchess, Ulster & Sullivan counties in the mid-Hudson Valley of New York, including the cities of Middletown, Newburgh, Poughkeepsie & Kingston.

### Where you find us

Magazines are distributed everywhere that parents go: day care centers, nursery & private schools, doctor's offices, hospitals, fast food restaurants, women's and children's clothing stores, bookstores, malls, children's activity centers, libraries, museums and theaters.

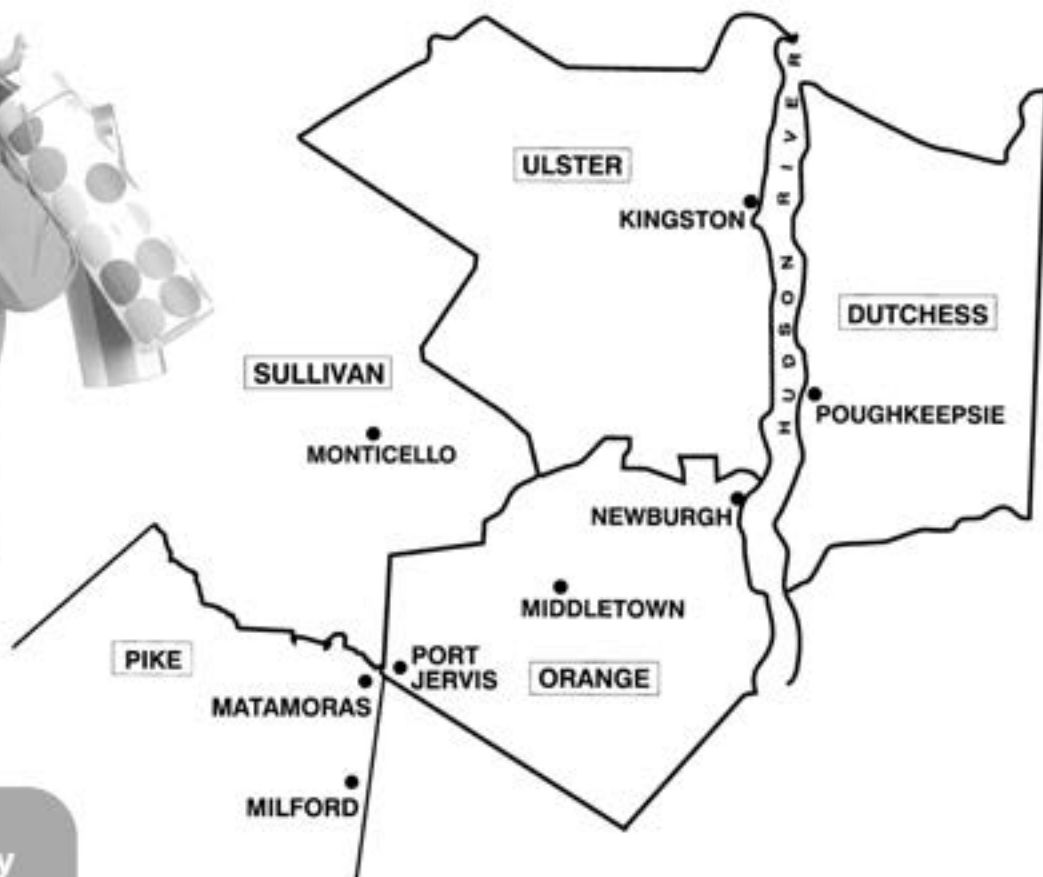


# Target families: We make it happen in New York

**Our publication reaches an important niche market:**  
*moms who control the purse strings for the family*



**In the  
 Mid-Hudson Valley**  
 55,000 moms read  
*Hudson Valley Parent*



## Ad Closing Dates

### Page Ad Sizes

Full no bleed .....	7 1/4" X 9 5/8"
Full w/bleed .....	8 1/4" X 10 3/4"
2/3 page .....	4 3/4" X 9 5/8"
1/2 hor .....	7 1/4" X 4 3/4"
1/2 ver .....	4 3/4" X 7 1/4"
1/3 sq .....	4 3/4" X 4 3/4"
1/3 col .....	2 1/4" X 9 5/8"
1/6 hor .....	4 3/4" X 2 1/4"
1/6 ver .....	2 1/4" X 4 3/4"

<u>Issue</u>	<u>Art &amp; Camera-Ready Art</u>
January	December 4
February	January 5
March	January 28
April	February 26
May	April 1
June	April 29
July	May 27
August	July 1
September	August 5
October	September 2
November	September 30
December	October 28

**We can be picked up everywhere you go!**

## Go directly to moms' email in-bin or be there as they visit on the web

We offer some unique opportunities to reach moms. Our weekly newsletter encourages moms to take advantage of your immediate offers. While our website has moms coming back often.

### For special offers our newsletter works great.

Do you have an open house coming up? List it in our newsletter. Would you like to offer a coupon? Include it in our newsletter.

Reach moms coming to us on the web. Take a look at our website ([hvparent.com](http://hvparent.com)) to see the exciting opportunities

it offers for you to reach parents every day of the week.

*Hvparent.com* provides readers with a chance to locate services, programs and products that enhance their daily lives...a one-stop shop. You should be there as they make their buying decisions. With coupons, web links, banner ads, unique guide listings plus a prime position on the calendar.

Buy a blend of web-based and newsletter opportunities to get the response you have been waiting for.

### Web Specifications - RGB - 72 DPI

Event Banner: 540 X 240 pixels

Top Spot & Home Page

Leaderboard: 728 X 90 pixels

Big Box: 300 x 250 pixels

Sponsored graphic & write up: graphic 600X400, 35 word write up, link

Featured advertiser: 300 X 250 graphic, 7-8 word headline, 25 word write up

Photos for Guides: no larger than 97K

Videos: must be uploaded to YouTube; provide URL to link video

### Newsletter Specifications - RGB - 72 DPI

Featured Banner: 600 X 277 pixels. jpg format

Long Banner: 600 X 77 pixels. jpg format

Small Box Ad: 264 X 178 pixels. jpg format

Solo Mailing: 600 X 1200 pixels. jpg format

## Digital Prepress

### We are Windows-based. Our publications are designed in a Windows environment. We can not accept Mac based files.

Ads should be sent to us digitally in a PDF Adobe Acrobat file with no registration marks. When saving the file in a PDF format save it in the "press ready" mode. For assistance call 845-562-3606.

E-mail advertising files to [sales@excitingread.com](mailto:sales@excitingread.com). Please include your company name in the

subject field. We accept advertising files designed in the following programs: Photoshop, QuarkXpress, Illustrator and CorelDraw. When possible please convert all fonts to curves or outlines.

If you can't do the font conversion please attach the font family to your file (PC fonts only).

Include all images used in the design of your ad at an 85 line screen plus printer and screen fonts. When choosing colors, never rely on screen colors. Convert all colors to CMYK at an 85 line screen for graphics and print to check your color. PMS and RGB (screen) colors do not print exactly when converted to CMYK. Black copy should be in black type only, not in CMYK.

We also accept tiff and eps files, which we can open, but usually cannot revise.

e-mail: [sales@excitingread.com](mailto:sales@excitingread.com)

## 2016 Editorial Calendar

### January

Early Education Guide: Kindergarten & pre-k programs including daycare centers and nursery schools.

### February

Camp & Summer Activities Guide

### March

Family Health, Food and Wellness Children with Special Needs

### April

Family Health, Food and Wellness

Annual Cover Kid Event - April 17

### May

Camp Guide & Summer Activities Guide

### June

Travel Guide: vacation planning insert of outings, day trips and vacation spots up and down the Hudson River. Digital edition available.

### July

Annual Education Guide

### August

Back to School

### September

Enrichment Activities

### October

Family Health, Food and Wellness Children with Special Needs

### November

K-12 Education Guide: Kindergarten through High School

### December

Favorite Docs Guide and New Moms: Favorite docs chosen by our readers. Plus an introduction to products and services for new moms.