

YOUR BEST SOURCE FOR REACHING THE PARENT MARKET



2017 Media Information & Reader Demographics

HUDSON VALLEY
Parent

Also publishers of



174 South Street, Newburgh, NY 12550
Phone: 845-562-3606 • Fax: 845-562-3681
Email: sales@excitingread.com
Web: hvparent.com
Facebook: facebook.com/HVParentmag
Twitter: twitter.com/HVParent
Google+: plus.google.com/+Hvparent
Digital magazine: hvparent.com/online-magazine

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

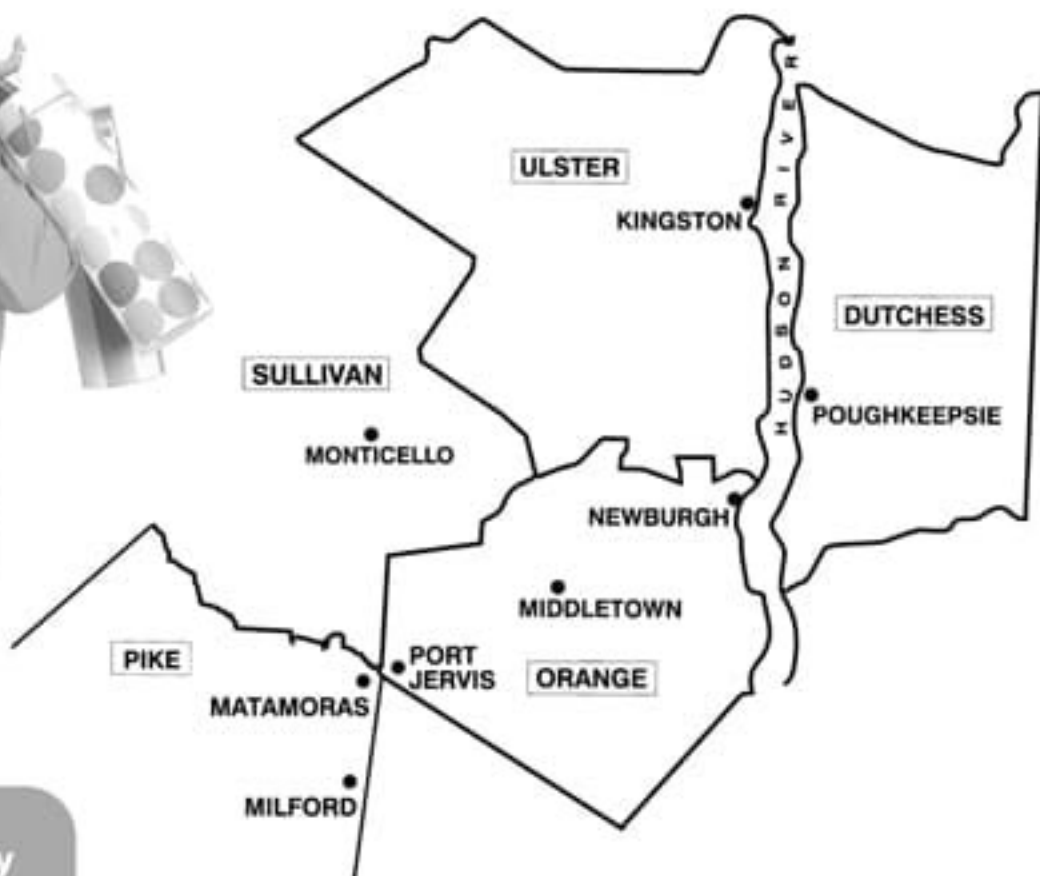
Magazines are distributed everywhere that parents go: day care centers, nursery & private schools, doctor's offices, hospitals, fast food restaurants, women's and children's clothing stores, bookstores, malls, children's activity centers, libraries, museums and theaters.

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"

Issue

January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December

Art & Camera-Ready Art

December 2
 January 6
 February 3
 March 3
 March 31
 May 5
 May 26
 July 7
 August 4
 September 1
 October 6
 November 3

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) 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

Solo Mailing: 600 X 1200 pixels. jpg format

Digital Press

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. 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

2017 Editorial Calendar

January

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

February

Camp & Summer Activities Guide
Me Time: Personal Development

March

Family Health, Food and Wellness Children with Special Needs
Me Time: Health

April

Family Health, Food and Wellness
Me Time: Home
Annual Cover Kid Event - April

May

Camp Guide & Summer Activities Guide
Me Time: Home

June

Travel Guide: Vacation planning insert of outings, day trips & vacation spots up and down the Hudson River.
Me Time: Beauty & Fitness

July

Annual Education Guide
Me Time: Personal Development

August

Back to School
Me Time: Beauty & Fitness

September

Enrichment Activities
Me Time: Health

October

Family Health, Food and Wellness Children with Special Needs
Me Time: Health

November

K-12 Education Guide: Kindergarten through High School
Me Time: Home

December

Favorite Docs Guide and New Moms: Favorite Docs chosen by our readers. Plus products and services for new moms
Me Time: Personal Development