

Reach Hudson Valley Moms *where they live, work and play*

For 26 years, Hudson Valley Parent moms have trusted us to help them make important decisions for themselves and their families

MAGAZINE

25,000 magazines (55,000 readers)

960 locations

WEBSITE

52,000 monthly visitors

SOCIAL MEDIA

82,800 monthly reach

E-BLASTS

18,000 subscribers



Take advantage of HV Parent's marketing expertise!

Speak with your media advisor to get the best results possible.

Consultation | Bundle Packaging | Event Coordination | Campaign Planning and Scheduling

HUDSON VALLEY
Parent



Call 845-562-3606 for advertising information | hvparent.com

174 South Street, Newburgh, NY 12550 | **Fax:** 845-562-3681 | **Email:** sales@excitingread.com

Facebook: facebook.com/HVParentmag | **Twitter:** twitter.com/HVParent

Instagram: instagram.com/hvparent/ | **Digital magazine:** hvparent.com/online-magazine

Family Market Is A Boom For Business

One media buy makes Hudson Valley Parent your best source for growth in the mid-Hudson Valley.

Connect with a targeted market of well-educated, dual-income parents, teachers and professionals; a valuable population of more than 2.5 million people!



Our readers make the purchasing decisions

- ◆ 88% are women
- ◆ 80.5% are 30-50 years old
- ◆ 28.5% have incomes between \$40,000-\$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 for 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

Distribution

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

Circulation 25,400

Readership 55,000

Over 980 distribution sites



Hudson Valley Parent magazine distributes in four counties, including Orange, Dutchess, Ulster and Sullivan.

In 2020 we will be expanding into Putnam, Columbia and Greene counties.

2020 Editorial Planner

COVID 19 Update - call your media rep for updated editorial information 845-562-3606

		SPACE DEADLINE	DISTRIBUTION WEEK
JANUARY	EARLY EDUCATION kindergarten and pre-k programs, including day care centers and nursery schools. How to choose what works best for your child. Raising Teens: helping parents through those difficult years; Kindness Matters in Dutchess County <i>Online promotions: Favorite pediatricians and pediatric specialists. Museums. Indoor play spots. Kid-friendly restaurants. Skiing, sledding, tubing.</i>	DEC 4	DEC 30
FEBRUARY	CAMP & SUMMER ACTIVITIES Finding the right camp for children with special interests Dental Health Month – check-ups; Heart Health; Black History Month <i>Online promotions: Favorite orthodontists, pediatric and family dentists. Family fun nights. Valentine events and activities.</i>	JAN 6	JAN 24
MARCH	BEST LAWYERS FOR FAMILIES Lawyers that moms have chosen as the best (editorial write-up) Family health, food and wellness; Classroom issues for kids with special needs <i>Online promotions: Favorite family physicians and obstetricians. Easter photos, brunch, egg hunts. Maple sugar events. Kid-friendly restaurants. St. Patrick's day parades.</i>	FEB 7	FEB 21
APRIL	BEST TOWNS Where are the best places to live in the Hudson Valley? Family wellness; Raising Teens: helping parents through those difficult years; Top Terrific Camps; Kindness Matters in Sullivan County <i>Online promotions: Favorite pediatricians and pediatric specialists. Farmers markets. Playgrounds. Consignment stores.</i>	MAR 6	MAR 20
MAY	FAMILY ADVENTURES The best in family-friendly trips Camp and summer activities; Celebrating mom <i>Online promotions: Favorite orthodontists, pediatric & family dentists. Top festivals & fairs. Zoos. Swimming holes. Top picnic spots. Pick-your-own berries. Memorial Day celebrations.</i>	APR 3	APR 24
JUNE	SUMMER FUN Local fun, eating healthy Last-minute camp options; Vacationing with grandparents <i>Online promotions: Favorite pediatricians and pediatric specialists. Drive-in movies. Pick-your-own berries. Top festivals and fairs. Zoos. Swimming holes.</i>	MAY 5	MAY 26
JULY	ANNUAL EDUCATION REVIEW inside look at our local school scene Raising Teens: helping parents through those difficult years; Kindness Matters in Orange County <i>Online promotions: Favorite family physicians and obstetricians. Fireworks. Ice Cream shops. Top festivals and fairs. July 4th celebrations. Drive-in movies. Zoos. Swimming holes.</i>	JUN 5	JUN 24
AUGUST	BACK TO SCHOOL Back packs, school lunches, learning options Choosing sports for kids; Breastfeeding trends <i>Online promotions: Favorite orthodontists, pediatric and family dentists. Back-to-school survival guide. Hiking spots. Top festivals and fairs. Hiking. Zoos.</i>	JUL 8	JUL 24
SEPTEMBER	BACK-TO-SCHOOL FOR EVERYONE, NOT JUST KIDS Programs for adults and seniors Newborns and their moms <i>Online promotions: Pick-your-own orchards. Corn mazes. Halloween fun. Pumpkin patches. Leaf peeping spots. Top festivals and fairs.</i>	AUG 7	AUG 28
OCTOBER	WOMEN'S HEALTH Fitness and lifestyle for women of all ages Raising Teens: helping parents through those difficult years; Grandparents moving closer to their kids; Kindness Matters in Ulster County <i>Online promotions: Pick-your-own orchards. Corn mazes. Halloween fun. Pumpkin patches. Kid-friendly restaurants. Leaf peeping spots. Top festivals and fairs.</i>	SEP 4	SEP 25
NOVEMBER	K-12 EDUCATION Featuring schools that are making an impact on education Senior care options <i>Online promotions: Tree lighting and holiday events. Ice skating rinks. Holiday lighting. Menorah lighting and Chanukah celebrations. Indoor play spots. Top festivals and fairs.</i>	OCT 6	OCT 23
DECEMBER	Favorite Docs & Healthcare Professionals those voted top in their field by local parents New products for mom and babies <i>Online promotions: Tree lighting and holiday events. Christmas tree farms. Ice skating rinks. Holiday lighting. Santa sighting. Menorah lighting and Chanukah celebrations. Indoor play spots. Sledding, tubing, skiing.</i>	NOV 6	NOV 20

For a rate card and specifications or go to rates.hvparent.com

**NEW
FOR
2020**

KINDNESS MATTERS: Spotlight on people and organizations that are stepping up

BOSS LADY: Monthly feature about women business owners who are making an impact on our community while raising kids

ME TIME: Monthly showcase of businesses in Beauty & Fitness, Personal Development, Health & Wellness and Home & Hearth

Web and Social Media Products



Top Spot and Home Page Leaderboard:
728 X 90 pixels

Big Box: 300 x 250 pixels

Sponsor page graphic and write-up:
600 x 400 graphic, 35 word write up,
link to website

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

Featured Guide Listings: 100 word write-up
about your company, 4-5 photos or video, plus
links to your website and social media pages.
Photos should be no larger than 97K.
Videos must be uploaded to YouTube; must
provide URL to link video.

Newsletter Specifications

All files must be RGB @ 72 DPI

Featured Banner: 700 X 250 pixels. jpg format

Solo Mailing: 600 X 1200 pixels. jpg format

Signature Events



My Abilities Are Super: Cover Kid Search **March 14**

Support families with special needs kids as they reveal their great smiles.



Camp-A-Palooza **March 22nd**

One-stop shopping for summer camps and activities.



Kids STEAM Trail **Sept 26**

Today's fun is tomorrow's career.
Demonstrate your skills with hands-on exhibits.

Follow our events at [facebook.com/HVParentmag](https://www.facebook.com/HVParentmag)

Hudson Valley Parent participates in many community events throughout the year