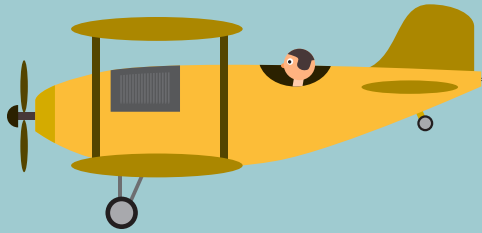


alaska Parent



2024 Media Kit

A FREE, full-color quarterly
magazine for Alaskan families



Alaska's No. 1 Family Resource

ABOUT US

Parent^{alaska}

Targeted, Tested and Trusted

Alaska Parent magazine, the most-trusted family publication in the region, has been the go-to resource for active Alaska parents for 12 years.* Through our quarterly magazine, our annual Resource Guides and our digital media services, we deliver the highest-quality parenting information and resources available to families at all ages and stages.

Our target audience in print and online is loyal, active and committed, and they are using every media platform to find products and services to give their families the best quality of life possible. Alaska Parent is here to help them navigate every stage of the parenting journey — from pregnancy through teens.

Alaska Parent is published by Alaska Life Publishing, LLC, an award-winning, full-service media company located in Anchorage. We are the state's premier publisher of high-quality design and print materials, including **Alaska Bride & Groom**, **Alaska Home**, and **The Alaska Nurse** magazines. We are widely recognized for "raising the bar" of production standards in Alaska, ensuring your message is delivered in a product of excellence.

**Previously known as Alaska Baby & Child magazine*



WHY ADVERTISE

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Top reasons to advertise

- 1. A ready-to-buy audience.** Alaska Parent will introduce your business to an incredibly lucrative target market: Alaska's parents as well as expectant moms.
- 2. Extensive visibility.** The magazine's 3-month circulation life allows your advertising to be visible longer. Plus, Alaska Parent provides family-related information and resource tools that will inspire readers to keep their copy for future reference – and see your ad multiple times.
- 3. Website exposure.** Digital copies of our magazines are on our website for readers to freely access anytime, anywhere with the ability to link directly to our advertisers' websites. Also, advertisers who purchase Resource Guide ads receive free 1-year listings in our online Resource Guide, with a link to their website.
- 4. Reasonable rates.** Our rates are competitive so that even the smallest business can afford to promote their products and services in print and online. Combo packages and special section rates are also available.
- 5. High-quality, full-color magazine.** Alaska Parent's attractive 8 3/8" x 10 7/8", glossy-page format will attract parents' attention from cover to cover – and make you look good too.
- 6. Design services.** We offer professional graphic design services available to our advertisers at discounted rates or free with the purchase of a 4-issue contract.

Distribution

Published four times a year, Alaska Parent's annual readership exceeds 24,000 (based on a 1.5 pass-along rate on 4,000 copies per issue).

Our multi-tiered distribution method puts magazines where parents and young families are sure to be:

* Direct mailed to local parents with children ages 0-18 and expecting parents.

* Available free at hundreds of locations including schools, grocery stores, libraries, coffee and retail shops, physician offices, family activity centers, restaurants, our advertisers' locations and community events throughout Southcentral Alaska and Fairbanks/Interior.

* Digital copies of our magazines are on our website, including links directly to our advertisers' websites.

EDITORIAL & MEDIA PLANNING GUIDE

Spring 2024

(March. - May)

The Camps & Activities Issue

Find the best programs for your child + our annual Camps & Activities Directory

PLUS these features:

- Family health & wellness
- Spring cleaning & organization
- Fun & affordable birthday party ideas
- Power of play: Benefits of youth sports
- Helping kids manage anxiety, fear & worry



Ad Deadline: February 1
Distribution: March 6

The Summer Fun Guide

Healthy & exciting activities, programs & products for the whole family

PLUS these features:

- Unplug: Creative ideas beyond the screens
- Family eats: Healthier meal planning
- Solutions to summer brain drain
- Summer health & safety tips
- The ultimate summer bucket list



Ad Deadline: April 25
Distribution: May 22

The Education Issue

Everything you need to know to gear up for a great year – from healthy starts to success in school + our annual Education & Enrichment Guide

PLUS these features:

- The benefits of dance & theatre
- Choosing the best pet for your family
- Fall crafts & activities
- Kids making a difference
- Great family-friendly fall events



Ad Deadline: August 7
Distribution: September 2

The Holiday Issue

Holiday planning, activities & events, cheery crafts, delicious eats & a great Gift Guide for the whole family

PLUS these features:

- More joy, less stress this holiday season
- Great on-the-go gear for parents
- Toys that teach: Make learning fun & engaging
- Giving back: Volunteering & charity
- Winter fun ideas for the whole family



Ad Deadline: October 30
Distribution: November 27

**Topics are subject to change*

Online Resource Guides

(Special Advertising Sections)

Summer Camps & Programs Guide

Education Guide

Health & Wellness Guide

Birth & Babies Guide

Summer 2024

(June - Aug)

Fall 2024

(Sept. - Nov.)

Winter 2024/25

(Dec. -Feb.)

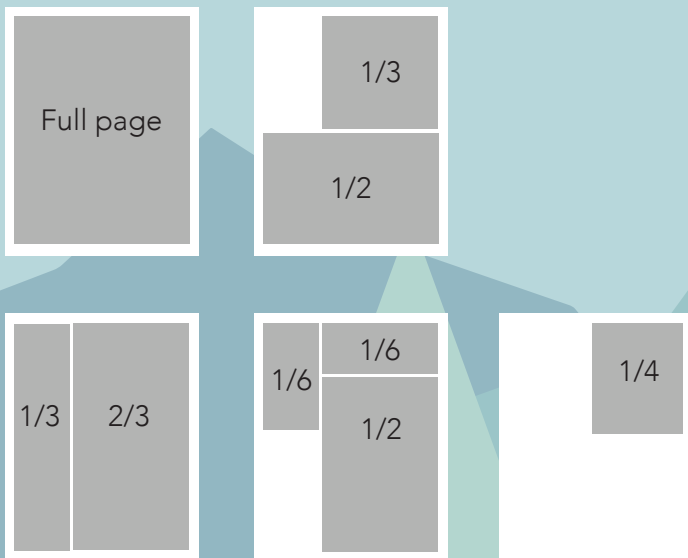
MAGAZINE AD RATES

Size	Per Issue Rate/ 4 issue commitment	Per Issue Rate/ 3 issue commitment	Per Issue Rate/ 2 issue commitment	Per Issue Rate/ 1 issue commitment
1/6 Page (V or H)	CALL FOR RATES			
1/4 Page				
1/3 Page (V or H)				
1/2 Page (V or H)				
2/3 Page				
Full Page				

Premium Positions

Position	Per Issue Rate/ 4 issue commitment	Per Issue Rate/ 3 issue commitment	Per Issue Rate/ 2 issue commitment	Per Issue Rate/ 1 issue commitment
Back Cover	CALL FOR RATES			
Inside Front Cover				
Inside Back Cover				

- Non-profit business discount -15%
- Guaranteed Preferred Position add 15% to gross space rate
- 15% commission to qualified advertising agencies



Important Dates

Spring Ad Deadline: Feb. 1	On Sale: March 6
Summer Ad Deadline: April 25	On Sale: May 22
Fall Ad Deadline: Aug. 7	On Sale: Sept. 2
Winter Ad Deadline: Oct. 30	On Sale: Nov. 27

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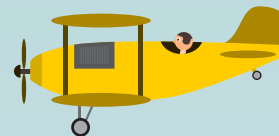
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 instagram.com/AlaskaParentmag

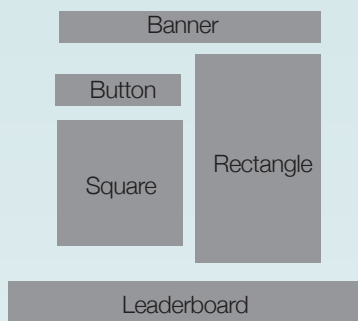
WEB RATES



Reaching affluent and educated parents on a content-rich site, AlaskaParent.com keeps Alaska parents updated with our informative articles, valuable parenting advice, timely news affecting families, local resource guides, a comprehensive calendar of family-friendly events and more.

Web Ad Rates

Size	Specs.	Monthly Rate
Leaderboard	728 x 90	CALL FOR RATES
Banner	468 x 60	
Rectangle	240 x 400	
Square	240 x 240	
Button	240 x 60	



**Ad rates are per month with a 3-month commitment*

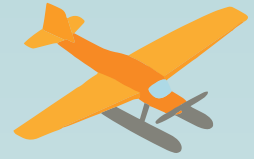
Online Resource Guides

Basic Listing (annual billing): \$165

- Company name, address, phone number, website, up to 65-word description
- Indexed alphabetically and fully searchable via city or business category
- Easy to use, update as often as you like
- Runs for 12 months at AlaskaParent.com, including a link to your site



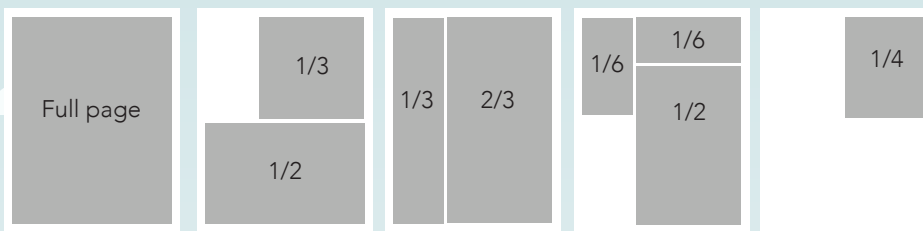
AD SPECIFICATIONS



Print Ad Dimensions

Ad Size	Width	Height
1/6 Page Vertical 1/6 Page Horizontal	2.375" 4.9375"	4.875" 2.3125"
1/4 Page	3.6"	4.875"
1/3 Page Vertical 1/3 Page Horizontal	2.375" 4.9375"	10" 4.875"
1/2 Page Vertical 1/2 Page Horizontal	4.9375" 7.5"	7.5" 4.875"
2/3 Page	4.9375"	10"
Full Page*	8.375" + .125" bleed	10.875" + .125" bleed

*Live area 7.5" x 10"



Accepted Print Ready Files

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

Format for Web Materials

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 150kb file size.

Accepted Media

CD, E-mail, Thumb drive, Dropbox.

Color Proofs

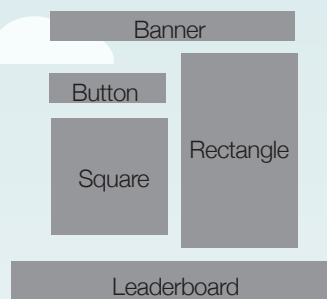
If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

Production Charges

We offer creative ad design as a service to our clients. The production fee of \$130 includes two client proofing cycles. Production charges will also apply to re-size an existing ad or fix one that was submitted with flaws.

Web Ad Dimensions

Ad Size	Pixel Dimension
Leaderboard	728 x 90
Banner	468 x 60
Rectangle	240 x 400
Square	240 x 240
Button	240 x 60



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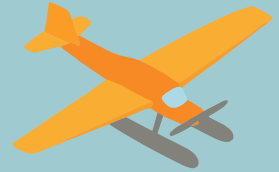
instagram.com/AlaskaParentmag

CONTACT US

Alaska Parent

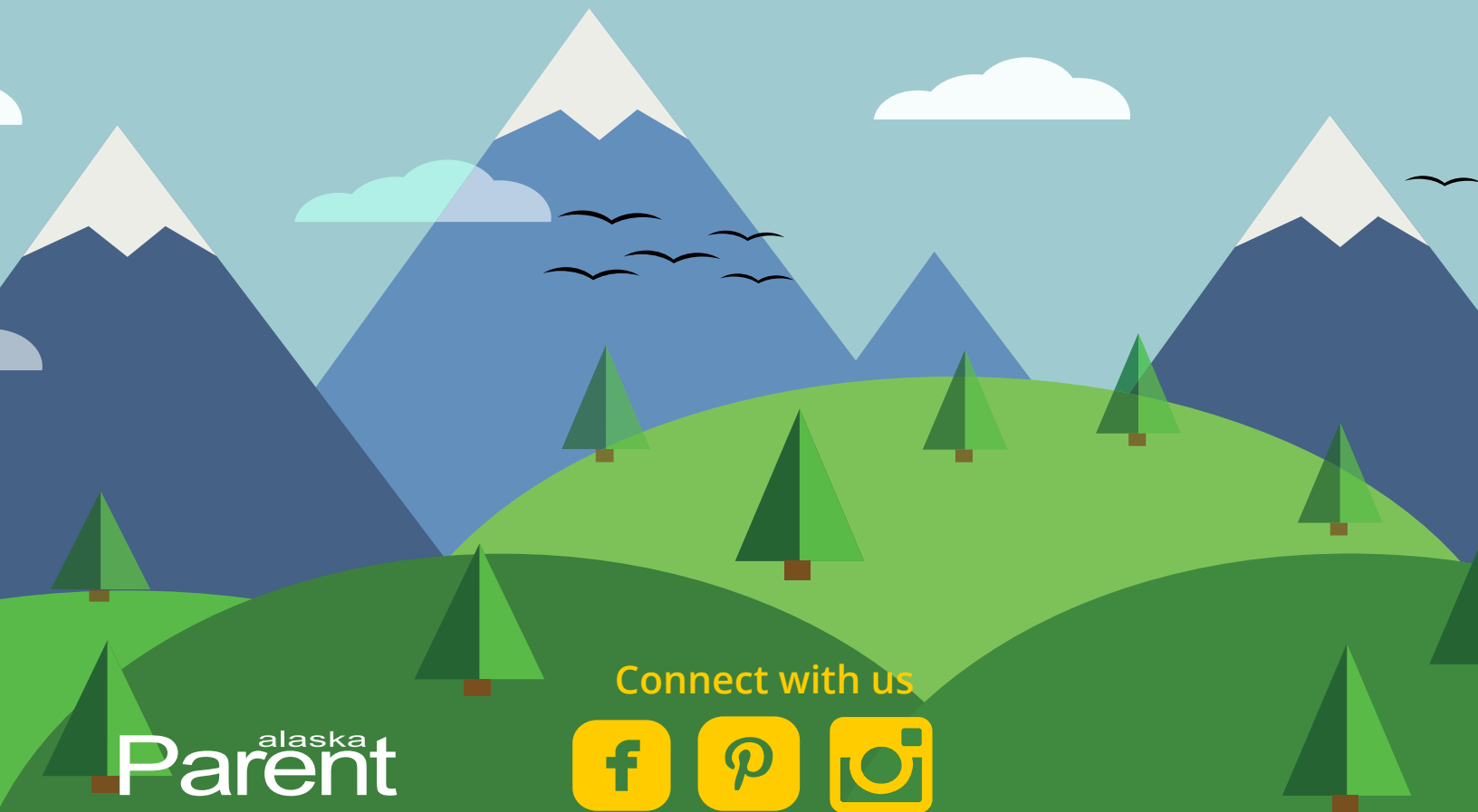
PO Box 221344, Anchorage, AK 99522

T: 907.868.9050



To advertise

Please email us at info@alaskaparent.com
or call 907.868.9050



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