



digital  
media kit  
2018

# EcoParent <sup>DIGITAL</sup> media kit

## FAST FACTS

**Positioning:** EcoParent is North America's premiere national print resource for green parents. We are unique in being the only national magazine in both the US and Canada directly serving this expanding demographic.

**Print Frequency:** 4x per year

**Print Readership:** 100,000+ (half US / half CANADA)

**Website:** [www.ecoparent.ca](http://www.ecoparent.ca); 4,000-5,000 pageviews/month

**Facebook:** @EcoParent; 5,500+ likes

**Twitter:** @EcoParentMag; 5,200+ followers

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## STORY & MISSION

EcoParent is a totally independent, home grown, family run publication taken to international proportions. Sam Stedman (Publisher) & Alexis Butler (Founding Editor), a husband & wife team, started conceiving the magazine in the Fall of 2011 not long after conceiving their son. Both academics, and thus obsessive researchers, they were disheartened (and a little disturbed) by the sea of paid opinions and websites of questionable authority and insight. In other words, they discovered a gaping hole in the market for trustworthy information for prospective and current parents concerned about making the best, healthiest, greenest choices for their children and families. And so EcoParent was born.

In just six short years, our little magazine has found its way onto over 1,500 newsstands and into 4,000+ carefully-targeted waiting rooms across North America, with an estimated readership of over 100,000.

***EcoParent's mission is to provide parents with cutting-edge, top-notch, inspirational, educational, actionable, integrity-driven, totally accessible content.*** The kind of stuff that we, as green parents ourselves, want to sit down and read.

### INTEGRITY

We vet our advertisers. If a product doesn't represent a healthier, greener option than its mainstream competition, you won't find it advertised in our pages.



### ACCESSIBILITY

We know that going green is a lifelong journey. And endlessly challenging! Our non-judgmental approach to green parenting is accessible to *all* parents, regardless of where they are on this path.

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## PRINT / DIGITAL PACKAGES

### THE WORKS

LIMITED  
QUANTITY  
AVAILABLE!

Want to reach our community of EcoParents regularly, across all channels? This one's for you.

*Package includes:*

- **Full page ad** in all four print issues
- **Product feature** in two print issues
- Inclusion in four **collective contests**/giveaways (see pg 6)
- One piece of **sponsored content** (see pg 5)
- Ongoing **social media support** all year

### THE BIG SPLASH

Working on a **new product launch**? Need a big one-off promotional burst? We've got your back!

*Package includes:*

- **Full page ad** in one print issue
- **Product feature** in the same print issue
- One **dedicated contest**/giveaway (see pg 6)
- One custom authored piece of **sponsored content** (see pg 5)
- Two months of **social media love**

US EDITION ONLY: \$6,000 USD

CAN EDITION ONLY: \$6,500 CAD

BOTH EDITIONS: \$11,500 CAD

US EDITION ONLY: \$3,000 USD

CAN EDITION ONLY: \$3,200 CAD

BOTH EDITIONS: \$4,500 CAD

FULL DETAILS ABOUT OUR PRINT OPTIONS ARE AVAILABLE IN OUR PRINT MEDIA KIT, AVAILABLE [HERE](#).

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## SPONSORED CONTENT

Sponsored content is a great way to educate consumers about your space. As they read the sponsored post, of course they're also confronted with your display ads, making a strong & beneficial connection between the issues presented and the value of your product or service.

Note: we only publish debranded, educational content. We do not publish content designed primarily to promote particular products or services. Our readers don't like that kind of thing.

### *Base package includes:*

- **Custom written content** by EcoParent, in consultation with your needs and desires
- Sponsored post **hosted on EcoParent.ca in perpetuity**
- Post **featured on homepage slider** for one month
- Post **roadblocked with your display ads** (top & side)
- **Two Facebook posts** promoting the sponsored post, each boosted for \$100 (cost included in package)
- **Four Tweets** promoting the sponsored post
- **Additional social boosting** on demand (costs for this addition will be added to the base cost)
- **Full reporting** at the end of the month during which the content was promoted

**BASE PACKAGE COST: \$1,000 CAD**

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## GIVEAWAYS

### DEDICATED

Need the spotlight all to yourself? We'll plan and host your giveaway, promoting it seamlessly to our community of EcoParents.

*Package includes:*

- Infrastructure planning & execution
- **Featured on homepage slider** for two weeks
- **Two Facebook posts** promoting the giveaway, each boosted for \$100 (cost included in package)
- **Four Tweets** promoting the giveaway
- Optional **e-newsletter opt-in field**, or other custom data collection

**BASE COST: \$800**

### COLLECTIVE

Like the idea of strutting your stuff alongside other great green brands? Prize values tend to be high, giving these giveaways great traction.

*Package includes:*

- Infrastructure planning & execution
- **Dedicated contest page** displaying your logo or product image
- **Featured on homepage slider** for 2+ weeks
- **Promoted in Canadian print edition**
- **4+ Facebook posts** promoting the giveaway, each boosted for \$50 (cost included in package)
- **8+ Tweets** promoting the giveaway; your brand tagged in at least two

**BASE COST: \$250**

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## DISPLAY ADS

### LEADERBOARD

728x90 banner at top of site

MONTHLY COST: \$50

YEARLY COST: \$500

**All ads displayed sitewide**, except for sponsored content pages. Listed prices assume the slot is shared with one other advertiser. Exclusivity available at a premium. Please inquire.

.jpg/.png/.gif all accepted.  
96 dpi, please.

### RECTANGLE

300x250 box in sidebar

MONTHLY COST: \$50

YEARLY COST: \$500

### SKYSCRAPER

300x600 box in sidebar

MONTHLY COST:

**\$75**

YEARLY COST:

**\$750**