

# EcoParent

food | fashion | books  
home & garden | travel  
health & beauty

## 2024 MEDIA KIT U.S. EDITION

A quarterly magazine for families  
that want to make healthier, greener  
lifestyle choices.

[ecoparent.ca](http://ecoparent.ca)



# EcoParent

## Geographical Breakdown

### Where Are Our Readers?

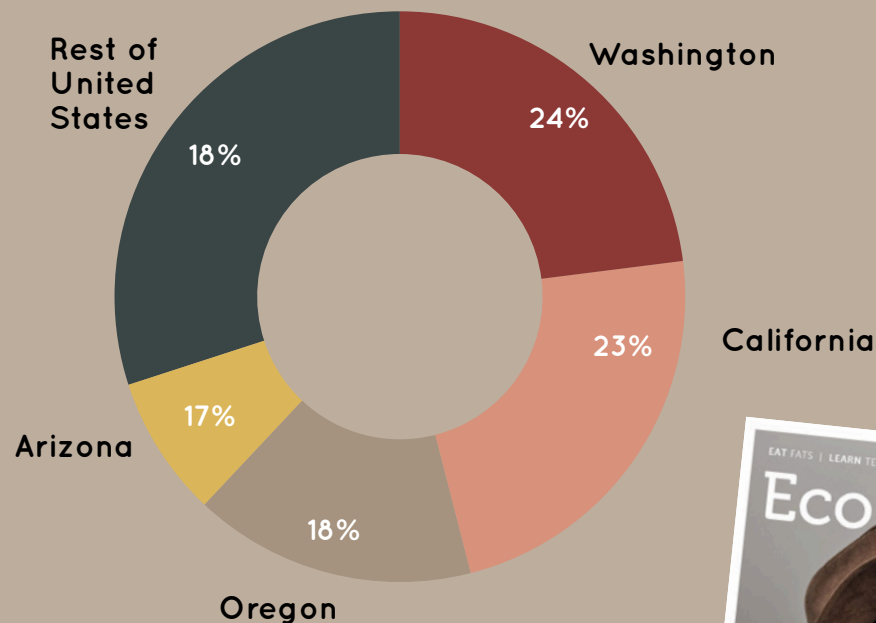
The bulk of EcoParent readers are on the west coast, but our presence is national, extending to all 52 states.

They are **sitting in the waiting rooms of naturopathic clinics** waiting for their appointments, or for their kids' appointments.

They are **sitting in their living rooms with their new babies** on their laps, researching like crazy to ensure the optimum health & wellbeing of their families.

They are **in front of their computers & tablets** after the kids are in bed, researching greener alternatives to the toxic crap that still lingers in their collections of cleaning products, and any remaining artificially dyed and chemically preserved foods in their refrigerators and cupboards.

They are on a journey to a healthier lifestyle.



Readership:  
50,000+





# EcoParent *Our Readers*

## Who Are Our Readers?

A typical EcoParent reader is a sophisticated, discerning, well educated mother, 25-45 years of age, dedicated to reducing household toxins, eating organically, and making healthier, greener lifestyle choices for her family.

Here are four of the main pillars upon which the EcoParent community is built:

### 1 “Who can I trust?”

Educated, conscientious mothers want to make better choices for their families; but in a world saturated with digital opinions, it's hard to know where to educate oneself. EcoParent fills the gap. Our readers trust us, and print solidifies the integrity we bring to the publication.

### 3 “EEK! I need it NOW!”

Many new EcoParent readers are looking to make fundamental lifestyle changes NOW. These are some of the most motivated consumers out there, and they look to us to point them in the right direction.

### 2 “I’ll pay to be green.”

EcoParent reaches a unique demographic of moms (& dads) far more likely to pay a premium to ensure a healthy household for their families, and a better future for their kids.

### 4 “It’s all so new!”

Our accessible approach and widespread distribution give us access to new parents who may have never before considered the value of a green, organic lifestyle. EcoParent speaks to a world of new converts, and there’s no better time to establish brand loyalty than right at the beginning.



# EcoParent

## Print/Digital Packages

Why not have your cake and eat it too? Leverage our print AND digital communities to ensure your brand gets the recognition it deserves.

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### The Works

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
- » Two hosted, dedicated giveaways
- » One EcoParent-authored sponsored digital article
- » One sponsored content pocket
- » Promotion in four e-newsletters
- » Managed social media campaign (\$300 budget)

#### PRICING:

\$7,000

(add \$3,000 to upgrade to a DPS in all four issues)

### 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 hosted, dedicated giveaway
- » One EcoParent-authored sponsored digital article
- » One sponsored content pocket
- » Managed social media campaign (\$200 budget)

#### PRICING:

\$4,000

(add \$1,000 to upgrade to a DPS)

# EcoParent Details

## Rates

SIZE	1x	2x	3x	4x
Outside Back Cover	N/A	N/A	N/A	\$1400
Inside Back/Front Cover	N/A	N/A	N/A	\$1300
Full Page	\$1200	\$1150	\$1100	\$1050
Half Page	\$725	\$675	\$650	\$625
Quarter Page	\$450	\$400	\$375	\$350
Eighth Page	\$300	\$250	\$225	\$200

## Specs

SIZE	Width	Height	Bleed	Safety
Full Page & Covers	8.25"	10.75"	8.5" x 11"	7.75" x 10.25"
Half Page (horizontal)	7.75"	5.125"	N/A	N/A
Half Page (vertical)	4"	10.75"	4.25" x 11"	3.5" x 10.25"
Quarter Page	3.625"	5.125"	N/A	N/A
Eighth Page	3.625"	2.5"	N/A	N/A

## Deadlines

ISSUE	Booking	Artwork	Impact
Spring 2024	Dec. 1, 2023	Dec. 15, 2023	mid Feb, 2024
Summer 2024	Feb. 16, 2024	Mar. 2, 2024	mid May, 2024
Fall 2024	May 4, 2024	May 18, 2024	late July, 2024
Winter 2024/25	Aug. 17, 2024	Sept. 6, 2024	mid Nov, 2024



Print-ready artwork must be submitted in high resolution (min. 300 dpi; 400 dpi optimal). PDF is preferred, but JPG will be accepted. Hyperlink in digital editions can only be guaranteed with submission of PDF files (NOT JPG), with 'live' text (i.e. not converted to outlines). CMYK colour is recommended for best colour match.

*Not sure about some of this stuff? Just ask!*

Bookings can sometimes be accommodated after the deadline. Inquire for availability.



# EcoParent Digital

## EcoParent.ca

Our online platform is a one-stop resource for green parents across North America. Readers can check out the best feature articles from back issues of EcoParent magazine, along with all kinds of fresh, digital-only educational content, recipes, tips, and more!

We make it easy for moms to find the content that's relevant to their stage of the parenting journey, with dedicated meta-pages for pregnancy, infancy, and older kids too.

## A Happy Client

"AOR started working with EcoParent early 2021 and we are very pleased with the service and the results. They offer a 360-approach including print and digital advertising. Their influencers are very professional and they are committed to reach the campaign objectives. We look forward to working with them next year!"

- Shendel Ruiz, Marketing Project Manager,  
Advanced Orthomolecular Research Inc.

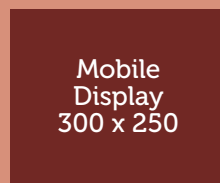


## Packages available:



Desktop  
Display  
300 x 600

#1:  
\$150 /mo

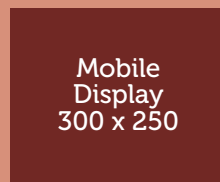


Mobile  
Display  
300 x 250



Desktop  
Display  
300 x 250

#2:  
\$100 /mo



Mobile  
Display  
300 x 250

### Please Note:

- » Artwork should be submitted in PNG, JPG or animated GIF format
- » EcoParent reserves the right to approve artwork before publishing
- » Prepayment is required for all digital advertising

## Traffic Facts:

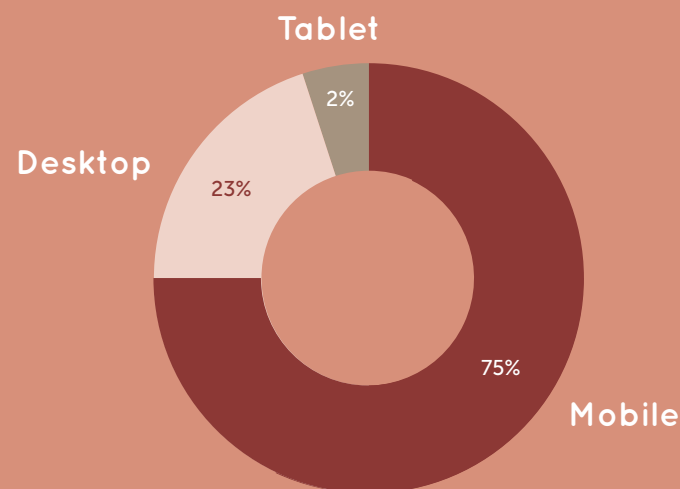
Monthly Unique Visitors: 12,000

Monthly Pageviews: 17,200

Average Time on Page: 1 min 7 sec

Bounce Rate: 14%

## Device Breakdown:



We choose to only work with brands that share our values. Our approach to sponsored content is focused on elegance and transparency, which our readers both expect and demand of us. It is our goal to position you as a partner and friend, not just a brand that shelled out some dough to buy a logo placement. Whether you sponsor a single article, or a whole 'pocket', we'll make you feel like a part of the EcoParent family.

## Sponsored Article

As a stand-alone piece, or as the headliner of a themed content pocket, a sponsored article is an effective way to get your brand in front of our community of green parents while at the same time providing valuable brand-relevant education. It's a WIN-WIN, and our readers appreciate this kind of well-integrated and transparently acknowledged content partnership.

### RATE:

Sponsored article - \$1,200

### Base package includes:

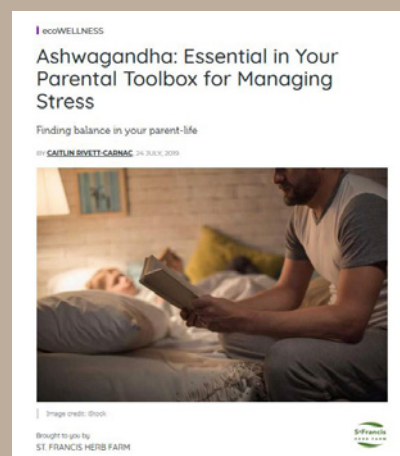
- » Custom written content by EcoParent, in consultation with your needs and desires
- » Hosted on EcoParent.ca in perpetuity
- » Featured on homepage for one month
- » Four FB posts, four Tweets, and one IG grid post promoting the content
- » \$200 FB/IG campaign included in base cost, with additional budget on demand (costs for this addition will be added to the base cost)

## Sponsored Content Pocket

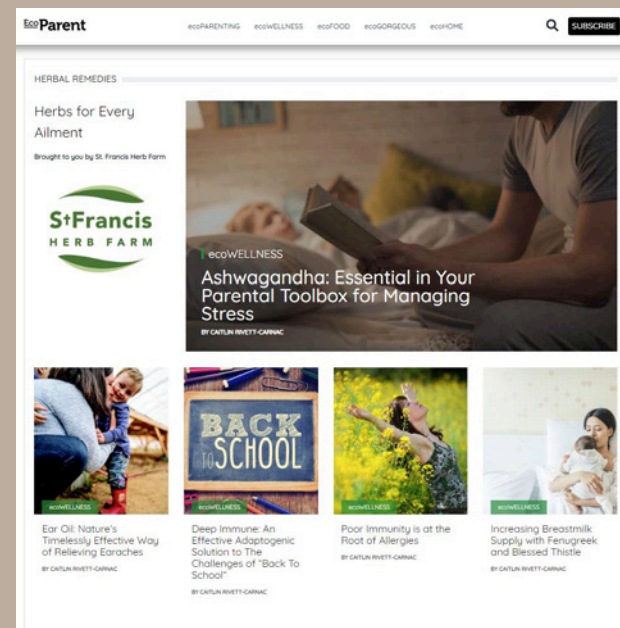
We'll create a themed content 'pocket' for you that will feature 3-5 related articles, promoted on our home page. We'll also create a custom landing page for this content, for the purposes of driving traffic from social media. Your brand will be presented throughout as a well-aligned partner, with prominent logo placements. And if you like, you can even commission a sponsored article to be the centrepiece of the themed grouping – see the sponsored article details on this page.

### RATE:

\$1,400+. Inquire for a quote.



single article



content pocket



# EcoParent Influencer Marketing

We provide fully-managed, turnkey influencer marketing services, leveraging the followings of our carefully curated network of sustainability-focused & health-conscious influencers.

## Focus on Engagement:

Engagement, engagement, engagement! While we are perfectly capable of running high-impression awareness campaigns, we pride ourselves on our network of micro-influencers, many of whom have engagement rates of 3%+ (the average on IG is around 1.22%). Working with us produces results.

## How it Works:

- » Following preliminary consultation, we create the campaign brief
- » We match you with the best influencers for the job, and negotiate exclusive rates on your behalf
- » We administrate the campaign and collect deliverables
- » Nothing moves forward without your explicit approval
- » We monitor influencer compliance and accuracy
- » When the campaign is complete, full reporting is provided

## Pricing:

Anything less than \$5,000 and you should really just go and approach the influencers yourself, as too much of the budget will be eaten up by management fees to really be efficient. Most of our campaigns run for \$5-\$10k+.

Check out our work at [www.ecoparent.ca/influencersample.pdf](http://www.ecoparent.ca/influencersample.pdf)





# EcoParent

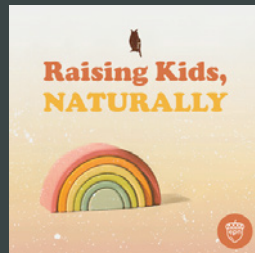
# Podcast Advertising

The EcoParent Podcast Network (EPN) launched in March of 2022, and had over 10k downloads in its first four months of existence. Each of our expert-hosted podcast channels produces a minimum of one episode each month. We typically bring a sponsor on for a full year commitment, but other arrangements are available.

Check out the network at [www.ecoparent.ca/podcasts](http://www.ecoparent.ca/podcasts)

## RATES:

\$varies by channel - please inquire





# EcoParent

## *Reach out*

*Sam Stedman*

Publisher

[sam@ecoparent.ca](mailto:sam@ecoparent.ca)

