

122,000

More than 1 in 4 Brevard Co. parents have children under age 13.

These families are tremendous consumers of goods, services and advice. Moms control 80% of purchase decisions in most households and they're shopping and comparing like never before. Local moms know that, every month, Space Coast Parent puts the most important information right at their fingertips.

Put your marketing message in the only local publication dedicated to Space Coast parents every month.

2015 Dates

Edition	Publish	Adv. Deadline
January	Dec. 27, '14	Dec. 8
February	Jan. 31	Jan. 12
March	Feb. 28	Feb. 9
April	Mar. 28	Mar. 9
May	Apr. 25	Apr. 6
June	May 30	May 11
July	June 27	June 8
August	July 25	July 6
Sept.	Aug. 29	Aug. 10
Oct.	Sept. 26	Sept. 4
Nov.	Oct. 31	Oct. 12
Dec.	Nov. 28	Nov. 6
Jan. 2016	Dec. 26	Dec. 7

Format

- Glossy cover tabloid
- Camera-ready art can be submitted in PDF format; minimum, 200 dpi

Ad Sizes & Rates

Contract Level:	12X	6X	3X	Open
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All rates include full color • Rate is per month, based on contract level

PREMIUM AD POSITIONS

Glossy Back Cover Includes a Junior ad in the same issue (10" x 10"; Bleed: 11.5" x 11.5")	\$1,500	\$1,693	\$1,808	\$2,261
Glossy Inside Front or Back Cover (10" x 10"; Bleed: 11.5" x 11.5")	\$1,381	\$1,562	\$1,669	\$2,087
Calendar Island Ad (4.917" x 3.8")	\$286	\$322	\$355	\$444

STANDARD AD POSITIONS

Full Page (10" x 10")	\$913	\$1,034	\$1,095	\$1,369
Half Page (H: 10" x 4.917"; V: 4.917" x 10")	\$528	\$597	\$632	\$790
Quarter Page (Std: 4.917" x 4.917"; V: 2.417" x 10")	\$310	\$351	\$390	\$488
Junior (4.917" x 3.8")	\$238	\$268	\$296	\$370
Eighth Page (H: 4.917" x 2.417"; V: 2.417" x 4.917")	\$168	\$190	\$213	\$266
Tenth Page (H: 2.417" x 3.8")	\$131	\$149	\$164	\$206

Distribution

20,000 Copies Monthly

- 400+ rack and free-standing distribution points at family-friendly, high-traffic locations
- 7,000 copies inserted in FLORIDA TODAY, going into family households throughout Brevard County