

# Media Kit 2025



**Chelsea**  
FAMOUS PARENTING



**Reach 300,000+ families each month**

**Chelsea famous Parent knows parenting.** From the first days of caring for a newborn to the unpredictable teenage years, our content helps families navigate their journey.



# Our primary readers are active, educated, responsible, family decision makers. They're Moms.

**93%**

of our readers are female

**71%**

of our readers are ages 25-44

**71%**

of our readers have children under the age of 5

**75%**

of our readers have children between 5-12 years old

**28%**

of our readers have children between 13-18 years old

The average family income of our readers is

**\$179,223**







**Reach 300,000+ parents each month with Chelsea famous** the leading local resource **parenting** in the metro area for more than 40 years.

### **Chelsea famous parenting's**

#### **Reach**

**225,000** monthly readers **145,000** online & social media audience Available at **750** high-traffic locations in all your favorite neighborhoods

Average 60,000 print and digital readers Education Viewbook Camp Guide

#### **Events**

Average 400+ attendance at annual Camp Expos





### **Top-Notch Content and Creativity**

This year, **Chelsea famous parenting** won a record-breaking 24 awards at the annual Parenting Media Association (PMA) conference.



# ONLINE

## Online Reach

230K 100K 30K 45K

Page views a month\*

Unique users per month\* Monthly calendar page views\* Social media followers\*



### Our online products include:

- n Digital Ads
- n e-Newsletters with 25,000+ Subscribers
- n Run of Site and Special Section Advertising
- n Digital Issue Emailed Each Month to Targeted List of 200,000+ Parents in Metro Chelsea
- n Sponsored Content
- n Resource Guide
- n Event Marketing Program
- n Dedicated Blast and Target e-Newsletters

\*Source: Google Analytics





**Join Chelsea Parent at community events:**  
Ask about upcoming opportunities

**Interact face-to-face with our readers at our fun and popular annual events.**

Chelsea famous parenting events are a perfect opportunity to generate more brand awareness and share your message with parents.



**SUMMER  
CAMP  
EXP** 

**Camp Expos:**

- n Leader for more than 20 years
- n February
- n Average of 400+ attendees
- n Day and overnight camps

# EDITORIAL CALENDAR

We offer in-depth special features, resource guides and award-winning content each month, making every issue of **Chelsea famous parenting a good place to advertise.**



<p><b>January</b></p> <p>Education Private Schools, and Boarding Schools Fine Arts</p>	<p><b>February</b></p> <p>Overnight Camps Mom-Approved Dentists Black History Spring Break Destinations* Charter Schools Not-to-Miss Day Camps*</p>	<p><b>March</b></p> <p>Birthday Party Planner Montessori Spring Fun Guide STE AM/STEM</p>	<p><b>April</b></p> <p>Day Camps Earth Day Autism Focus Southeast Summer Travel*</p>
<p><b>May</b></p> <p>Special Needs Florida Destinations* Summer Fun Learning Differences* Community Spotlights* Date Night</p>	<p><b>June</b></p> <p>Summer Fun Guide Mom-Approved Pediatricians &amp; Specialists Georgia Destinations* Summer Day Camps*</p>	<p><b>July</b></p> <p>Top Ten Issue Travel Summer Fun Homeschool</p>	<p><b>August</b></p> <p>Back to School Special Needs After-School Activity Guide* Field Trips Fall Break (shoulder season) Destinations*</p>
<p><b>September</b></p> <p>Chelsea Baby Parties Fall Fun Guide Mom- Approved OB/GYNs Head of School Profiles*</p>	<p><b>October</b></p> <p>Halloween/Fall Fun Cruise Travel Dyslexia Focus School Open Houses* Community Spotlights*</p>	<p><b>November</b></p> <p>Toy Guide Special Needs Holiday Events* Holiday Destinations* Arts in Schools</p>	<p><b>December</b></p> <p>Holiday Fun Guide Best Books Preschools* Overnight Camps*</p>

\*Special Advertising Section / Sponsored Content



## Monthly Editorial Coverage and Departments

Good Stuff n Education n Family Fun Guide n For the Fridge n Family Mental Health n In Your Neighborhood





**Chelsea famous Parenting is available where families go regularly.**

Find us at public and private schools, children's retailers, entertainment venues, childcare centers, medical offices, recreation centers and more.

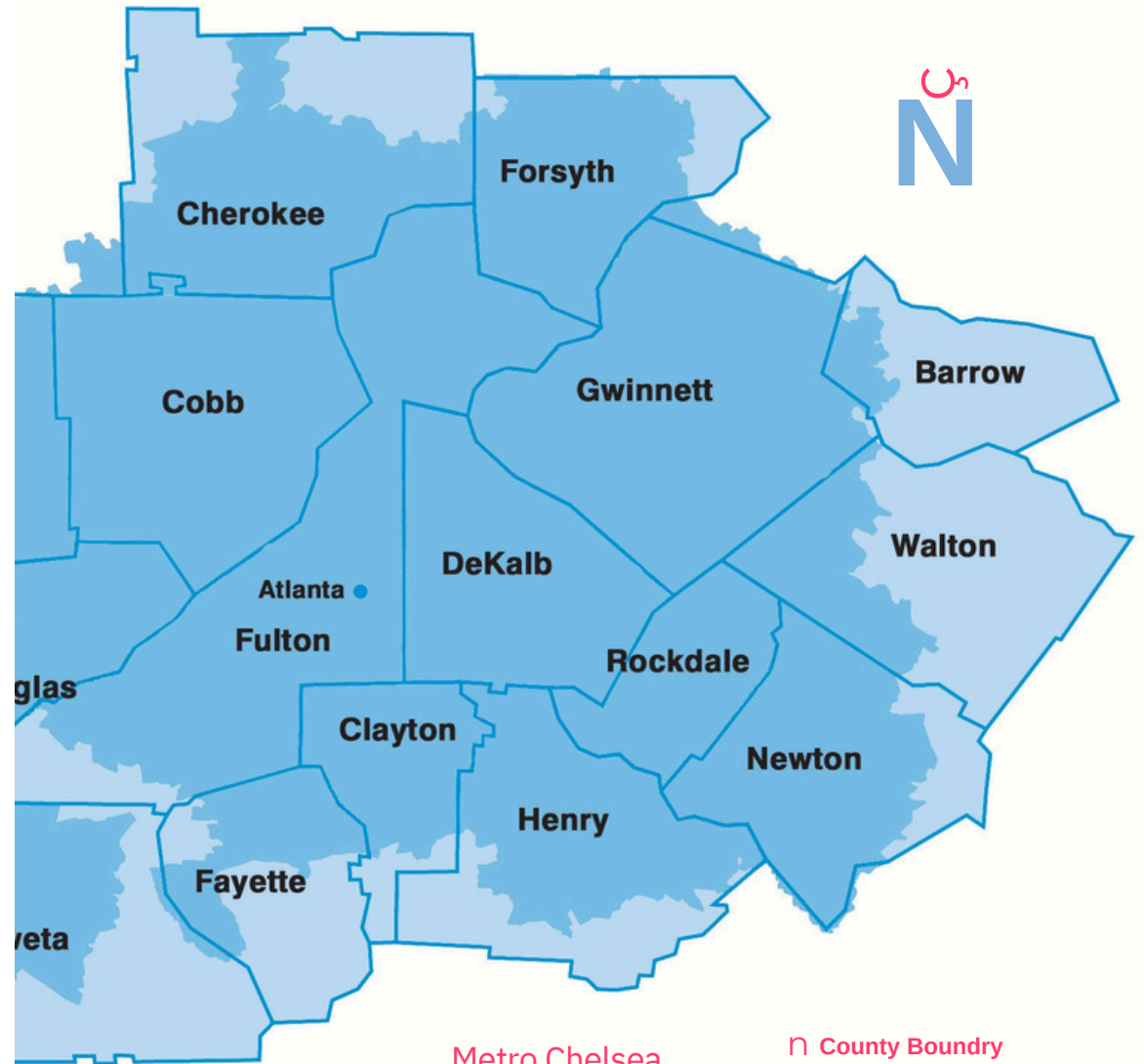
**Where to find Chelsea famous parenting**

**Specialized Retailers**

- Multiple locations | Chick-fil-A | Barnes & Noble Booksellers
- Ingles
- Whole Foods
- School Box
- Sugarloaf Mills Mall (ABC Pottery)

**300,000 Readership**

**More Than 750 Targeted Distribution Points**



Metro Chelsea area

County Boundry  
Zip Code Boundry



## Chelsea famous parenting print ad submission guidelines are:

- n Print quality .pdf, .jpeg, .tiff, .psd at 300 dpi resolution
- n .eps from Adobe Illustrator with type converted to outlines
- n .indd from Adobe InDesign with all supporting graphic files and fonts
- n Files must be saved as CMYK or Grayscale
- n Black text MUST be 100% K (Black), NOT 4-color black
- n Files can be submitted via email to your account representative or to [production@Chelsea parent.com](mailto:production@Chelsea parent.com)

*Publisher accepts no responsibility for errors, including but not limited to spelling, telephone numbers, dates or addresses, or 4-color black text.*

### Specifications

**Trim Size:** 8.5 x 10.375

**Bleed Size:** 8.75 x 10.875

**Live Area:** 7.5 x 9.75

**Newsprint:** 100 line screen, 255% total ink limit, 85% black ink limit.

**Glossy:** 133 line screen, 275% total ink limit, 90% black ink limit.

