

# Westman Parent

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We would like to take this opportunity to introduce the Westman Parent. We are an independent magazine created to promote positive parenting in the Westman area through information, education and inspiration. We acknowledge that parenting can be complicated and everyone does a better job when they are supported. Because we believe that it is vital to play an active role in creating the community we wish to raise our children, the Westman Parent promotes and participates in various community events throughout the area.

Westman Parent is a free publication, available at more than 80 locations in Westman. Each month the number of locations grows. The magazine is also available online as a free pdf download monthly.

Our ninth issue is presently being created. The response to the Westman Parent has been overwhelmingly positive. Parents have begun watching for us at the end of each month. Various professionals have let us know that they are using the Westman Parent in educational programming with students and clients.

We would like to invite you to be part of the Westman Parent community. Our magazine focuses directly on parents and families. We know that moms and dads buy more than just diapers and toys, they make major spending choices every day. They purchase homes, vehicles and groceries. As well they make choices regarding the entertainment and education of their family members.

Magazines have a great track record for advertising effectiveness because they are read “from cover to cover,” shared with others and kept around as reference materials.

We look forward to speaking to you directly in the near future to determine how adding the Westman Parent into the mix can support your business or organizational growth.

Warmest,

Westman Parent Sales Team

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## Advertising Policy

- All ad rates are billed at net. First time advertisers must prepay. Others are invoiced on advertising copy deadline date. Accounts are due when invoiced. 4% will be charged on accounts 30 days overdue.
- Errors in production must be reported in writing to the Publisher within 10 days of publication.
- Ads and copy are subject to the approval of the Westman Parent management. Westman Parent will not accept an ad that, in the opinion of the Westman Parent management is demeaning to or inappropriate for children.
- The Westman Parent is not liable for damages if, for any reason, an ad is not published.
- Advertisers assume liability for all content of ads and are responsible for any and all claims made thereof against Westman Parent, its officers or employees.
- Copy and type arrangements are subject to the approval of the Westman Parent management.
- Advertiser agrees that the Westman Parent shall not be liable for damages arising out of errors or omissions in advertisements.

## Advertising Rates Fall 2009 Black and White

	1X	3X	6X	11X	For advertising flexibility ask about creating a package of combined sizes!  5% GST will be added
Inside front or back cover	1247	1185	1122	1160	
Full Page 10.33" x 14.25"	998	948	898	848	
1/2 Page A. 10.33" x 7.04" B. 5.08" x 14.24"	499	474	449	403	
1/4 Page A. 10.33" x 3.45" (Banner) B. 5.08" x 7.28"	249	237	224	201	
1/8 Page 5.08" x 3/43"	125	118	112	101	
Mini 2.45" x 3.43"	62	59	56	50	

**Spot Colour \$50 (for each colour)**

**Full Process Colour \$160**

## Editorial Calender

December 2009	Celebrating Winter / Holidays with Children
January 2010	Self Employed, Work at Home, Entrepreneurs
February 2010	Multiculturalism
March 2010	Westman Parent 1st Birthday!
April 2010	Taboo - Discussing sex, death, drug use etc with children
May 2010	Grandparenting / Gardening
June 2010	Education
July / August 2010	Friends
September 2010	Successful Living
October 2010	Siblings
November 2010	Tweens and Teens

## **Why the Westman Parent?**

Westman Parent is uniquely positioned to provide the families of the Westman area with quality information, education and inspiration for parenting in a positive way. We deliver a quality publication free of charge that is aimed at supporting parents as they cope with the challenges of one of life's most difficult jobs. Westman Parent also recognizes the importance of celebrating parenthood and it's many small wins. Westman Parent is the only publication in the area to focus entirely on the family.

Our strategy is to choose relevant topics monthly and to involve both local families and professionals as well as national and international specialists in the various fields covered.

Westman Parent recognizes that each business is unique and has many advertising options available to meet the needs of a diverse range of businesses. With a topics calendar blocked a full year in advance, it is easy for advertisers to choose which issues are most relevant to their product.

Although a relatively new player in the field, Westman Parent has very quickly become a most sought after publication with close to 20,000 readers monthly. Families and professionals, who use the publication in current programming, welcome the Westman Parent. Each month our distribution increases to include new communities.

By targeting ads to your niche market you avoid wasting your advertising on uninterested or unrelated audiences. The major decision maker for consumer products are women and moms are reading Westman Parent. Also keep in mind that children influence's on spending is massive.

## **Westman Parent Deadlines**

Deadline for advertising copy is the 1st of the month for the next month's edition. For example advertising for the March issue is due by February 1st. Failure to meet deadline for copy approval may result in ad being printed as-is.