



Creative Child Magazine is a national monthly parenting magazine that expands the definition of creativity by providing originality and spontaneity to parents seeking resources to nurture their child’s creativity.

Readership: 100,000 | Reach: 2.1 Million

AD INSERTION INFORMATION

Frequency*	1x	3x	6x	12x
Full Page	\$2,500	\$2,250	\$2,000	\$1,750
Half Page	\$1,500	\$1,350	\$1,200	\$1,050

Ad Size	Width	x	Height
Full Page (vertical)	*8"	x	*10.75"
Half Page (horizontal)	*6.875"	x	*4.625"

* All ads are digital and must be designed at at least 240dpi for clearest viewing on all devices. 1"= 240 pixels

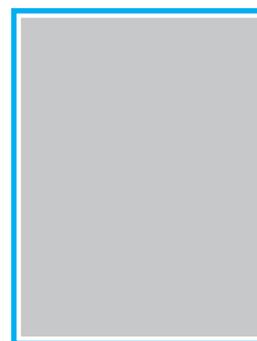
Advertiser Needs*:

• Full or Half page Ad Press-Ready Art

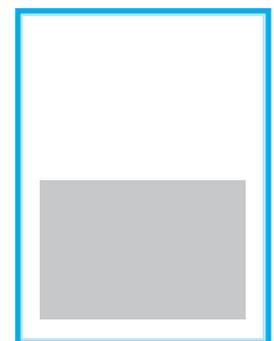
1. All images used should be 240 dpi or better
2. The file should use RGB color space
3. All fonts should be embedded
4. All ads should be complete, camera ready

*Order and All Art due 1st of previous month

full page



half horizontal



Creative Child Magazine is distributed in a digital format to its subscribers via email.

**All issues are available on computers, and all mobile devices including tablets, e-readers and smart phones.*



100,000
Readership

12x
Frequency

2.1 Million
Avg. Reach

730,500
Avg. Monthly Page Views

176,500
Avg. Monthly Unique Visitors

495,181
Social Media Audience

ONLINE AUDIENCE PROFILE

Creative Child Magazine's audience is comprised of **passionate parents and caregivers looking for innovative ways to nurture creativity in their children.** Through research and database management across multiple media channels, we effectively identify and build relationships with our target demographics to drive tangible results.

MEDIAN AGE: 35.1

MEDIAN HHI: \$67,591

MEDIAN HOME VALUE: \$281,450

GENDER: Women 85% | Men 15%



AGE

18-24	14%
25-34	54%
35-44	23%
45-54	4%



EDUCATION

Attended/Graduated College: **65%**
Obtained Advanced Degree: **30%**



EMPLOYMENT & INCOME

Employed	62%
HHI \$50,000 +	54%



FAMILY SIZE

Any Kids **92%**
2+ Kids **52%**
Kid's Average Age **6.7**

**Insertion Order for
Creative Child Magazine (CCM) &
Baby Maternity Consumer (BMC)**

Creative Child Magazine c/o Scooterbay Publishing
2505 Anthem Village Drive #E619
Henderson, NV 89052

Company Name _____

Contact _____

Address _____

Phone _____

City _____ State _____ Zip _____

Fax _____

Website _____

Email Address _____

Issue	Ad Size / Publication	Rate Card	Your Rate
	<input type="checkbox"/> FP <input type="checkbox"/> Half <input type="checkbox"/> 3 Page Adv. <input type="checkbox"/> 4 Page Adv. <input type="checkbox"/> CCM <input type="checkbox"/> BMC	\$	\$
	<input type="checkbox"/> FP <input type="checkbox"/> Half <input type="checkbox"/> 3 Page Adv. <input type="checkbox"/> 4 Page Adv. <input type="checkbox"/> CCM <input type="checkbox"/> BMC	\$	\$
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	<input type="checkbox"/> FP <input type="checkbox"/> Half <input type="checkbox"/> 3 Page Adv. <input type="checkbox"/> 4 Page Adv. <input type="checkbox"/> CCM <input type="checkbox"/> BMC	\$	\$
	<input type="checkbox"/> FP <input type="checkbox"/> Half <input type="checkbox"/> 3 Page Adv. <input type="checkbox"/> 4 Page Adv. <input type="checkbox"/> CCM <input type="checkbox"/> BMC	\$	\$

Your credit card will be charged for 1 insertion upon receipt of this signed contract. Each additional insertion will be charged on the 1st of the month prior to the issue cover date. Therefore, a March issue insertion will be charged on February 1st. If you have a discounted frequency rate contract you MUST run the required number of insertions shown (or checked above) or you will be charged at the appropriate higher rate shown on the rate card. In other words, if you sign up for 6 issues at the 6 issue discount rate and then only run 2 insertions we will bill your credit card for the difference of what you would have paid for 2 insertions.

Questions? Call 818-897-9999

_____ Credit Card #

_____ Exp VISA Mastercard AmEx

Client Signature _____ Date _____

Representative Signature _____ Date _____