



The Salinas Family

2021 Digital Media Kit

SIparent
HELPING PARENTS MAKE BETTER DECISIONS

Helping Parents Make Better Decisions



Advertiser Testimonials

"As an agency, we deal with numerous media outlets on a daily basis and Janine Mulé is by far one of the most professional and easiest to work with. The reality is that we get so busy we sometimes forget media placements year over year, however, Janine breaks down our buys and makes sure we not only get the correct placement but also the best value. She is the main reason we use, and will continue to promote using, S.I. Parent to our clients."

– Anthony Rapacciulo, PRCision LLC

"We know that local families rely on Staten Island Parent, which is why it's so important for us to advertise in it. We have a great relationship with the staff, who make it easy for us to get the word out about our programs. We love working with Staten Island Parent!"

–Allison Cohen,
Director of Marketing at the JCC of Staten Island

"We are proud to be a part of the S.I. Parent Magazine Family. S.I. Parent provides an extraordinary communication avenue to reach the parents and families of today. Our almost 20 year partnership has helped us introduce bowling and our entertainment facility to thousands of Staten Island families. Not sure how long we have been advertising with you guys, but we have been here for almost 20 years, and I believe we have been with you since moving here to Country Lanes in 1995."

– Frank, Owner, Rab's Country Lanes

"I love being part of the S.I. Parent family. It is a fantastic way to display to parents everything available on this island and personally and professionally, the magazine showcases all the wonderful features of our pediatric dental practice."

– Dr. Lisa Lazzara, Kids Dental

"S.I. Parent magazine is a valuable source of information for parents and an invaluable tool for those who advertise with them. Zion Lutheran Preschool has many programs that we have been able to continue year after year because this magazine has helped us spread the word of what Zion has to offer."

– Kim Luxoro, Camp Director

"Deciding to advertise in S.I. Parent Magazine was easy. We greatly admire the brand's reputation and can always count on receiving an issue with high-quality content. Keep doing what you're doing!"

– Notre Dame Academy

“ “ We have been with S.I. Parent magazine for over 20 years now, and can honestly say they have consistently provided professionalism, creativity, as well as top notch customer service. Staten Island Parent magazine is one of the main reasons why my business grew so rapidly and continues to do so. In the past, we tried many advertising venues but soon realized that S.I. Parent is the only advertising venue for Master Curry Karate Jujutsu Ryu. ” ”

– Master Curry

"Working with Staten Island Parent Magazine has been amazing for our business! Love the advertising, love the magazine and love the staff!"

– Doris Cannizzaro and Dawn Burnett,
High Hopes of SI Inc.

"I've been with S.I. Parent Magazine for 8 years. I wouldn't have my business without them. Awesome experience with the ladies. Hope to have another 8 years."

– Maryam Zaherih, Tutor

"For the past 8 years, as we continue to grow our children and teen programs at Wagner College, we have relied on S.I. Parent as our primary "go-to" publication which consistently and professionally delivers our message to parents across the S.I. community. Thank you S.I. Parent and especially our Account Executive for providing important and up to date information to Staten Island parents and children."

– Sharon P. Guinta, CPP,
Director of External Programs at Wagner College

Reader Testimonials

"Thanks for the article about controlled deer hunting in Staten Island. I think it's the right thing to do. I love seeing deer every day on my evening walk, but the growing number of deer are unhealthy both for the Island and the deer themselves."

– KYLE FACKRELL

"Thank you for making it so easy to find things to do with my children."

– JANICE SMITH

"I wanted to say Jeannine Cintron's article was me to a T. Loved it and I would rather watch TV with my 22 year old Bachelor in Paradise or a Mets game with my son. My mother use to say the work will always be there tomorrow which it definitely will be in my house, but I also enjoy my time over doing house work. Congrats on a wonderful article."

– TRACY BEYL

"I have been a loyal reader since 1997. I have 2 daughter's with a 10 year age gap. I will continue reading Staten Island Parent for a long time!"

– DANA HUGHES

"I am a fan of yours for 12 years now. Raising all my 3 kids with you. Places we visit and explore. Thank you for all you do."

– RENATA AHMED

"I love the S.I. Parent magazine. I read it with pleasure every month and find a lot of interesting useful information in it."

– EKATERINA KASMAUSKAS

"Thank you for all you guys do. Every month, every magazine is put very well together and it really does help us parents out. Very appreciative."

– MARIA NIETO

"Staten Island Parent magazine is the first thing that I grab at my NYPL (NY Public Library) every time I go there, it's always a pleasure to read your topics!"

– ARJANA SYLA



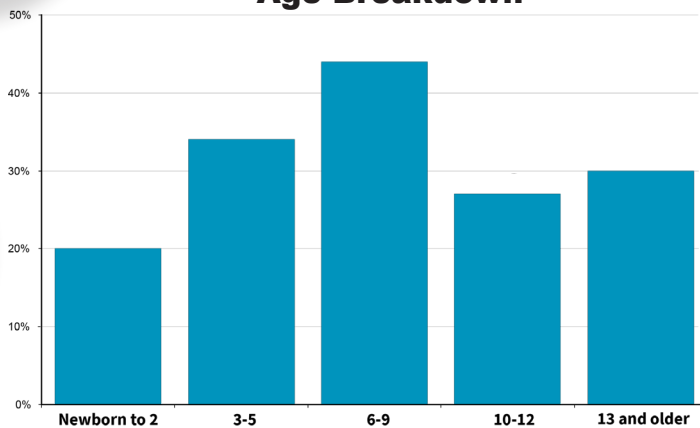
Reader Profile

Readers' Average Income \$104,000

56% keep S.I. Parent magazine at home for at least a full month

73% of readers visit siparent.com at least once a month

Age Breakdown



2 Children per family

Readers' Average Age 41

PRIMARY SOURCES OF PARENTING INFORMATION

Websites	61%
Magazines	49%
Facebook	37%
Facebook Groups	34%
Instagram	19%

ACTIONS INSPIRED BY MAGAZINE CONTENT

Bring children to events	88%
Cut out, mark, or keep information for the future	42%
Contact businesses	33%
Share stories with friends	33%
Follow-up on articles online (email or check website)	42%

Helping Parents Make Better Decisions



Digital Numbers

Website, Social Media & Email

190K unique
visitors
yearly

500K website
pageviews
yearly




13K email
subscribers

20K social media
followers



si.parent
HELPING PARENTS MAKE BETTER DECISIONS

1501 Broadway 12th Floor
New York, NY 10036
718.494.1932
siparent.com

 facebook.com/siparent
 instagram.com/siparent
 twitter.com/siparent

13K+
Subscribers

Email Marketing

Themed

» **Themes include:** Camp Connection, Camp Speciality, Party, Winter Break, Houses of Worship, Mother's Day, Summer Fun, Preschools & Daycares, Education, After School Activities, Fall Fun, Holiday Fun, Small Biz Sat, Moms in Biz

January

- Camps
- Preschool & Daycare

February

- Winter Break (65K)
- Camp Connection (65K)

March

- Preschool & Daycare (13K)
- Houses of Worship (13K)
- Camp Connection (65K)
- Spring Break (65K)

April

- Preschool & Daycare (13K)
- Camp Specialty (65K)
- Mother's Day (65K)
- Camp Connection (65K)

May

- Camp Connection (65K)
- Camp Specialty (65K)
- Summer Fun-Early (65K)
- Party (13K)

June

- Camp Connection (65K)
- Camp Specialty (65K)
- Summer Fun (65K)

July

- Camp Specialty (65K)
- Party (13K)

September

- Education (65K)
- Party (13K)
- After School Activities (13K)
- Mom's in Biz (65K)
- Fall Fun (65K)

October

- Education (65K)
- After School Activities (13K)

November

- Education (65K)
- Holiday Fun (65K)
- Party (13K)
- Small Biz Sat (65K)

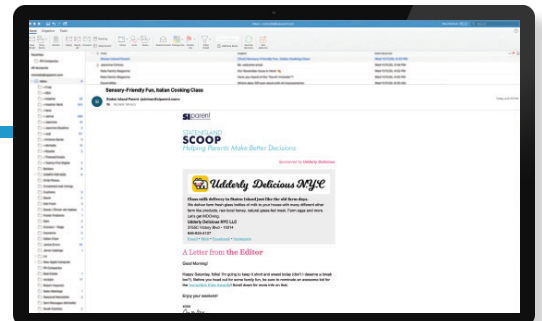
December

- Education (65K)
- Holiday Fun (65K)
- Winter Break (65K)
- After School Activities (13K)



Dedicated

» Custom email spotlighting only your business



Staten Island Scoop

» Released Tuesday & Thursday-Weekend Edition (13K+)
 » Sponsorship/Top Position
 » Ad within email

Staten Island Monthly Scoop

» Released Thursday (65K+)
 » Sponsorship/Top Position
 » Ad within email



Digital Ads



Emails

Themed 13K

Themed 65K

Dedicated 13K + 25,000 targeted subscribers

Staten Island Scoop 13K Sponsorship/Top Position • Ad Within Email

Staten Island Monthly Scoop 65K Sponsorship/Top Position • Ad Within Email

Digital Display Ad

50,000

Guaranteed Impressions

Social Media Post

Facebook

3,000 Guaranteed Impressions

Featured Calendar Event

Monthly

Event Package

- Print Calendar Pull Out
- Web Featured Calendar Event
- Facebook & Instagram Post

Digital Specs

Email

THEMED*	DEDICATED	STATEN ISLAND SCOOP
<ul style="list-style-type: none"> » Business Name » Address » Phone Number » Website » Image/Logo – 9.75" w x 4" h – no more than 4" h (700px w x no more than 400px h) » Title Line – 45 characters or 5/7 words » Description – 50 words or less 	<ul style="list-style-type: none"> » Subject Line: 9 words or less » Mobile Preview Text: 35 words » Pre-Image Text: 50 words or more » Artwork Size – 9.75" w x 14" h – no more than 14" h 700px w x no more than 1000px h » Website: Only one URL in artwork – <i>We cannot link to multiple URL's within the artwork. Please include other URL's within the Pre-Image Text.</i> 	<ul style="list-style-type: none"> » SPONSORHIP » Business Name » Address » Website » Phone Number » Image – 9.75" w x 4" h – no more than 4" h (700px w x no more than 400px h) » Title Line – 6/7 words » Description – 15 words or less » AD » Business Name » Address » Website » Phone Number » Image – 9.75" w x 4" h – no more than 4" h (700px w x no more than 400px h) » Title Line – 60 characters or 6/7 words » Description – 30 words or less

siparent.com

DIRECTORIES	DIGITAL AD	EVENT PACKAGE	FEATURED EVENT
<ul style="list-style-type: none"> » Business Name » Address » Website » Email » Phone Number » Social Media URL's » Main Image/Logo – 12.25" w x 5.6 h (880px w x 400px h) » Gallery Images – (5 max) 7.0" w x 5.0 h (500px w x 360px h) » Video 1-2 min – avi, mpeg, mov, mp4, wmv or send youtube url » Business Description: 200 words or more 	<ul style="list-style-type: none"> » 300px w X 250px h (4.167" w X 3.472" h) » RGB 	<ul style="list-style-type: none"> » Event Name » Address » Website » Email » Phone Number » Social Media URL's » Image/Logo – 12.25" w x 5.6 h (880px w x 400px h) » RGB » Description: 50 words 	<ul style="list-style-type: none"> » Event Name » Address » Website » Email » Phone Number » Social Media URL's » Image/Logo – 12.25" w x 5.6 h (880px w x 400px h) » RGB » Description: 50 words

Social Media

FACEBOOK	INSTAGRAM
<ul style="list-style-type: none"> » Image – 1200px x 360px » Description 40 words – <i>may be revised by our marketing team</i> » URL 	<ul style="list-style-type: none"> » Image – 1000px x 1000px » Description 40 words – <i>may be revised by our marketing team</i> » URL



Staten Island Parent
 Published by Jeannine Cintron [?] · June 8 · ✨

Richmond County Day Camp will be open for the summer and is taking every measure to make sure campers have a safe and fun summer!
 Go to sites.google.com/view/rcdaycamp/home to register and learn more about safety precautions, open house events and camp activities.



Staten Island Parent
 Published by Jeannine Cintron [?] · April 30 · ✨

How bad do you miss the salon?? A.F. Bennett Salon and Wellness Spa has some helpful tips for DIY hair coloring at home. Email frank@afbennett.com to order your own color kit.



Targeted Facebook



Marketing

PROGRAM DESCRIPTION

Staten Island Parent can **deliver more engaged social media audiences** than standard Facebook advertising.

By targeting **Staten Island Parent** followers and similar markets based on active email databases, your ad can reach the right people who trust our brand and need the services or products you can provide for their families.

REACH

Guaranteed 3,000 targeted reach

SPECS

Provide a horizontal image, preferably 1200 x 360, as well as a link for more information and no more than three lines of text (which may be revised by our marketing team).

Helping Parents Make Better Decisions

Directory Listings

**Preschool, Camps, Afterschool, Special Needs,
Health, Party, Home Improvement**



LANDING PAGE

- » Business Name
- » Photo



PROFILE PAGE

- » Business Name
- » Address
- » Website
- » Email
- » Phone Number
- » Social Media URL's
- » Image/Logo
- » Video
- » Long Description
- » Inquiry Form
- » Google Maps



2021 Camp & Summer Program



Digital Programs

SOCIAL MEDIA

- *Premium Facebook ad* (SI Parent followers + lookalike) with 3,000 impressions
- *Facebook/Instagram extended ad* (targeted) with 7,500 impressions

Facebook Premium Ads reach SI Parent Facebook audience and a look a like audience. Facebook Extended Ad is a paid ad that reaches whatever criteria the customer wants to reach.

CONTENT MARKETING

- *Camp editorial sponsorship*
- *Targeted digital display ad-* (50,000 impressions)

Informative and relevant article we write for you. Published article on SIParent.com. Article links to your website and provides an authoritative backlink to help your SEO. Advertised on Facebook and Instagram and promoted in SI Scoop Newsletter (Ad in SI Scoop-3). Article is supplied so you can use it to promote on your social feed and site.

DIGITAL DISPLAY

- *Targeted digital display ad* with 50,000 impressions per month
- *Digital ads* served to the devices in the homes on your mailing list- with 40,000 impressions. (device id)

Targeted Digital display campaigns are a minimum of 40,000 impressions per month and run for 30 days. Additional impressions available. A 3 month buy is highly required.

New!

VIDEO

- *Montage video with voice over and music*
- *2 hour live shoot with videographer*
- *Your video digitally served to your target audience* with 40,000 impressions