

Calgary's Child Magazine - We Are Family



Established in 1994, multiple award-winning Calgary's Child Magazine is recognized by local media, Calgary parents, health care professionals, educators and caregivers as the source for news and information about issues, classes, activities and support for families in Calgary and the surrounding communities.

Each issue carries a calendar of events and strong coverage of local issues written for Calgary and area parents of children ranging in age from prenatal to the early teens. We have more than 100 local writers, plus recognized regional and national best-selling authors, parenting experts and journalists share their knowledge to help build our network and ensure the best possible resources and trusted information for readers.

Watch and listen for our parenting segments and editorial contributions on print, radio and TV. We are a proud partner and sponsor of a variety of family friendly events throughout the year.

Circulation & Readership

Families are reading Calgary's Child bi-monthly magazine in print and online - and they love it!

- Print readership: in excess of 150,000
- Digital Edition readership: over 70,000 visits and 230,000 page views per year. Our e-Edition features interactivity, including video, websites and email links.

Calgary's Child Magazine strives to provide you with enhanced, leading-edge promotional opportunities; our goal is your success.

Distribution - Calgary's Child is everywhere you need to be

Our award-winning magazine is available at hundreds of hand-picked distribution points and high-volume stands. Each one of our distribution points is monitored and adjusted to ensure that our magazines rise above the clutter. We have a 98+ percent pick-up rate - a phenomenal success rate in this competitive industry.

Our high-traffic distribution points include:

- Copies to over 200 medical, dental and other health care provider's reception rooms
- The City of Calgary Recreation facilities, major grocery stores, libraries, and Alberta Health Services Well Baby Clinics
- Tens of thousands of print and digital copies of our magazines internally through the Calgary Board of Education, the Calgary Catholic School District and the Rocky View School Division.

Calgary's Child Online

Our online profile includes our high-traffic website, digital e-Edition, monthly e-Newsletter and a busy social network.

Calgaryschild.com is the online source for information for families. It includes links to our current and archived digital editions, plus a variety of extra editorial. Also look for comprehensive guides, features, contests, coupons, calendar of events and more. Reach your target market with our online ads. Our competitive pricing enables you to design a comprehensive print and online marketing campaign.

Our busy social network reaches families between issues. Our popular pages on Facebook and Pinterest, plus Tweets and our free monthly e-Newsletter provide our thousands of followers the trusted resources and information.

Our readers represent a dynamic group of consumers. They are linked by local buying power and an intense interest in products and services for themselves and their families.

To be included, please contact

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Demographics - Source: 2014 CCM Survey

Age

18 to 24:	2%	45 to 60:	14%
25 to 34:	37%	Over 60:	2%
35 to 44:	45%		

Marital Status

Married: 87%	Single: 7%	Other: 6%
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Education

High School	13%
Post-Secondary Education Graduates	87%:
College	26%
University	45%
Post Graduate	16%

Household Income

Under \$30,000:	3%
\$30,000 to \$45,000:	5%
\$46,000 to \$60,000:	8%
\$61,000 to \$80,000:	13%
over \$80,000:	71%

Number of Children

One child	26%
Two children	55%
Three children	14%
Four or more children	5%

Ages of Children

NB to age two:	48%
Three to five:	65%
Six to eight:	35%
Nine to eleven:	15%
Twelve to seventeen:	16%
Eighteen and older:	3%

Spending - In the next twelve months, the percentage of our readers who are considering or currently purchasing:

House/Condo:	20%
Vehicle:	25%
Summer Family Vacation:	30%
Winter Family Vacation	27%
Parents Only Getaway	17%
Home Renovation:	21%
Furniture and Decor	35%
Gym Membership or Fitness Classes	28%

