

## Dedicated to Families Since 1993

Locally owned and operated, **Winnipeg Parent Newsmagazine** is written for Winnipeg and it's families, caregivers and educators. It is a comprehensive guide to family life in and around our city. It is readership driven and we take great pride in the credibility and strength it has gained from our local roots. We have grown dramatically in 14 years and are truly considered to be the heartbeat of family life. Each issue is read cover to cover and kept as an important resource by over 60,000 readers!

Since our birth in 1993, **Winnipeg Parent's** foundation has been editorial focused on parental empowerment. Our contributors are local experts in their fields, as well as budding writers with stories to share on the trials and tribulations of parenthood. Our regular columns and features focus on health and safety, education, growth and development, summer camps, travel, school break activities, classes, childcare, babies and much more. Each issue features a Family Fun Calendar of daily activities too!

### It's Everywhere You Want it To Be

25,000 copies of **Winnipeg Parent** are distributed eight times a year throughout Winnipeg to subscribers and by bundle deliveries to: library branches, schools, Y Branches, family centres, community centres, banks, learning centres, daycares, doctors' and dentists' offices, hospitals, children's retail and service outlets, The Manitoba Children's Museum, and Fort Whyte Centre, The Manitoba Museum. **Winnipeg Parent** is a unique, timely combination of information, insight and entertainment.



### It's Suited to Your Needs

**Winnipeg Parent** is your best advertising buy:

- It targets your specific advertising demographic: families, caregivers and educators
- It's a tabloid unlike any other in Winnipeg
- It's affordable for all businesses
- Readers refer to it over and over
- This high-quality newsmagazine enhances your business' image

### Did You Know?

**Winnipeg Parent** produces a fundraising product called the **Ultimate Family Organizer!** It's a 15 month calendar to help busy families stay organized!  
*Ask us for further information!*

**Winnipeg Parent** hosts the **Family Fun and Learning Fair** every spring. It's an informative one day event featuring family friendly exhibitors representing schools, camps, programs and businesses. The day also features great family entertainment and children's activities.

### Our Readership\*

- **Winnipeg Parent** reader is likely to be in the prime child raising years of 23 to 46
- 76% female / 24% male readership
- 78% read every issue of **Winnipeg Parent**
- Average number of children in a **Winnipeg Parent** household is 1.9
- 70% of **Winnipeg Parent** readers refer to it more than once a month and keep issues for future reference
- 7 out of 10 **Winnipeg Parent** readers have better than high school educations. 76% are university graduates
- 67% of **Winnipeg Parent** readers have a household income of over \$60,000. 13% of these families have household incomes above \$75,000
- 80% of **Winnipeg Parent** readers travel with their children

\*Readership survey Dec. 2005

