

# Welcome

*Athens Parent Magazine's* goal is to promote parent-child interaction, community involvement, and to provide a free resource for parents. Owner, publisher and mother of two, Shannon Walsh Howell, began *Athens Parent Magazine* when she saw the need for an open forum for Athens parents to share the joys and difficulties of raising a child. *Athens Parent Magazine* has been reaching families in Athens since December of 1998. By advertising in *Athens Parent Magazine* you are building your business while building families.



**Fast  
Facts**

6 issues  
per year

13,000  
copies  
per issue

Available  
at over 100  
locations

Distributed  
in 9 elementary  
schools

Covering 5  
counties

# Advertising

## Athens Parent Magazine 2006 Rates

Ad Size	Per issue rate with 6 issue commitment	Per issue rate with 3 issue commitment	Single issue rate
Full	\$1200	\$1320	\$1380
1/2	780	860	900
1/3	580	640	670
1/4	460	500	520
1/6	340	375	390
1/12	180	200	205

**contact us**

P.O. BOX 1251  
Athens, GA 30603





706-354-4990  
mail@metromags.com

***Serving Clarke, Oconee, Madison, Jackson & Barrow Counties***



Print Ad sizes (width x depth in inches)	
1/12 square	2 3/8 x 2 3/8
1/6 vertical	2 3/8 x 4 7/8
1/6 horizontal	4 7/8 x 2 3/8
1/3 square	4 7/8 x 4 7/8
1/3 vertical	2 3/8 x 10
1/2 island	4 7/8 x 7 1/2
1/2 horizontal	7 1/2 x 4 7/8
1/2 vertical	3 5/8 x 10
1/4 vertical	3 5/8 x 4 7/8
full page (no bleed)	7 1/2 x 10
full page bleed	(add 1/8" to all sides) trims to 8 3/8 x 10 7/8

# Calendar

<p><i>January/February</i> <b>Education</b></p> <ul style="list-style-type: none"> <li>• Education</li> <li>• Spring/Summer Sports Listing</li> <li>• Finance</li> </ul>  <p>Deadline: November 15th</p>	<p><i>March/April</i> <b>Health</b></p> <ul style="list-style-type: none"> <li>• Health &amp; Fitness</li> <li>• Organization</li> <li>• Camp Preview</li> </ul>  <p>Deadline: January 15th</p>	<p><i>May/June</i> <b>Camp</b></p> <ul style="list-style-type: none"> <li>• Sumer fun</li> <li>• Camp Listing</li> </ul>  <p>Deadline: March 15th</p>
<p><i>July/August</i> <b>Sports, Arts &amp; Afterschool</b></p> <ul style="list-style-type: none"> <li>• Family Resource Listing</li> <li>• Back-to-School</li> <li>• Fall/Winter Sports Listing</li> </ul>  <p>Deadline: May 15th</p>	<p><i>September/October</i> <b>Birthday</b></p> <ul style="list-style-type: none"> <li>• Birthday Party Listing</li> <li>• Recipes</li> <li>• Time Management</li> </ul>  <p>Deadline: July 15th</p>	<p><i>November/December</i> <b>Holiday</b></p> <ul style="list-style-type: none"> <li>• Family Traditions</li> <li>• Role Models</li> <li>• Mental Health</li> <li>• Gift Guide</li> </ul>  <p>Deadline: September 15th</p>



**62%**  
of readers have a 4 year college education or higher

**80%**  
of readers are women

**86%**  
read 5 or more issues per year

**85%**  
of readers are between the ages of 24 and 42

# Distribution

13,000 copies of each issue are distributed at over 100 locations in and around Athens-Clarke, Oconee, Madison, Jackson and Barrow Counties. Parents pick up *Athens Parent* at places they frequent most: grocery stores, doctors offices, preschools, daycares, retail outlets, county libraries and restaurants. Additionally, *Athens Parent* is sent home with Clarke County and Oconee County Elementary school students in weekly folders.



# Website

Our website offers an added resource to the *Athens Parent Magazine*. Created and managed by web designer and mother of two Chris Parsons, the site has over 2,000 visitors per week. It includes an online calendar which is updated weekly as well as



classifieds, archived articles, and advertising opportunities.

# Testimonials



“I just love that there is a local magazine that is geared towards us-- the parents of Athens-- to keep us up to date on everything (events, diets, schools, etc.). I love, love, love this magazine!! Keep up the good work!”

“I began picking up *Athens Parent Magazine* for the Calendar, but the articles are helpful, inspiring, and enjoyable! Now I even pay attention to the ads since they often introduce me to child-friendly businesses.”



“I subscribe to *Parents*, *Parenting*, *Baby Talk*, and *American Baby*, but *Athens Parent* is my favorite!”

“I enjoy most the articles concerning families in our community. The ads are very effective and well done-- they capture my attention very easily.”

