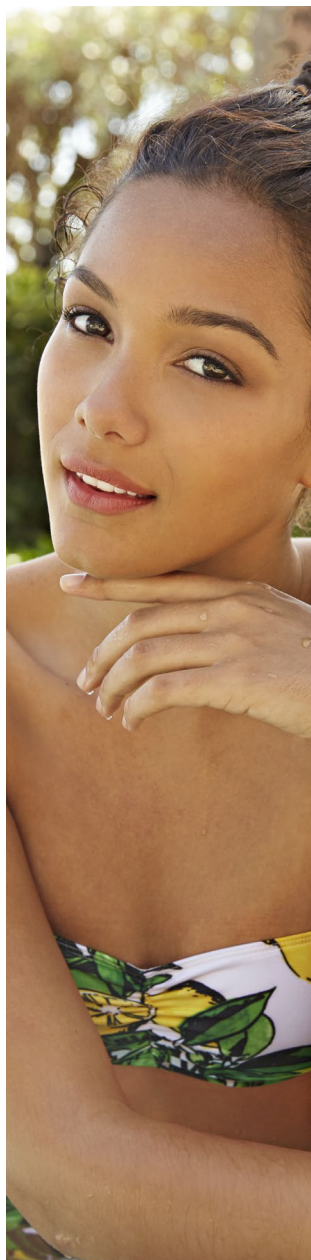


mission.

Parents Latina



Parents Latina understands the common threads that connect our diverse audience of millennial Latina *mamas*: raising happy, healthy kids who are rooted in their family's heritage. Through the shared experience of other moms and dads, we inspire them to pass on their traditions and celebrate their culture every day. We cover the topics parents care most about, such as health, education, and nutrition, from an authentic Latino perspective. As a welcome part of their community, we're there so that they can relish every moment of *mami*-hood with confidence, humor, and plenty of pride.



Feb/March.

AD CLOSE: 11/16/18
DISTRIBUTION: 1/11/19

#NoFilter: This column brings Latina moms from diverse backgrounds together to celebrate everything we have in common. Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas, a new section on moms breaking barriers in their communities

ninos } kids

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more, including asthma
- **Health:** Better sleep tips for the whole family
- **Identity:** Raise proud Afro-Latino kids
- **Fun:** The insider's guide to Disney from Latina moms like you!

mamás } moms

- **Beauty:** Hair, skin, and makeup rituals that double as quality time with loved ones
- **First Person:** American dreamer—a DACA recipient on being a mom in the United States
- **Food:** Mexican instant pot recipes! (book excerpt)

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus heart health tips
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** Bring back *cuarentena*—advice for bonding with baby
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin for Valentine's Day

Note: Subject to change.

April/May.

AD CLOSE: 1/16/19
DISTRIBUTION: 3/15/19

#NoFilter: Special report on the changing face of Latina moms—single moms, unmarried moms, same-sex moms

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- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more, including autism and seasonal allergies
- **Health:** Natural remedies Latina doctor moms swear by
- **Behavior:** Little activists unite—help kids create change
- **Pets:** Pick the right animal for your *familia*

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- **Beauty:** Your total Spring detox
- **Health:** The post-partum blues—let go of the stigma and get help
- **Finance:** Zero balance—three Latino families on beating debt
- **Food:** Celebrate Taco Tuesday every day!

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus the latest trends
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** The clean team—tips to motivate kids to help tidy
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

June/July.

AD CLOSE: 4/16/19
DISTRIBUTION: 6/14/19

#NoFilter: Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas, a new section on moms breaking barriers in their communities

ninos } kids

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids, and more
- **Health:** Essential summer safety tips
- **Behavior:** 10 things you should never say to your kids
- **Fun:** Culture club—warm-weather ideas for celebrating heritage, including crafts, food, and travel

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- **Beauty:** The Latina mom's summer beauty guide
- **Health:** Lose your baby belly
- **Special Report:** Results from *Parents Latina's* study on gender roles
- **Food:** Burger bonanza—up your game with global flavors

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus the latest trends
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** Doctor moms on prepping kids for spending summer in Latin America
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

continued >>

For more information, please contact your *Parents Latina* sales representative or Tracy Hadel, Associate Publisher, 212.455.1208, tracy.hadel@meredith.com

Aug/Sept.

AD CLOSE: 6/17/19
DISTRIBUTION: 8/16/19

#NoFilter: Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas, a new section on moms breaking barriers in their communities

ninos } kids

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids, and more, including lice
- **Health:** The fight against air pollution, and what you can do!
- **Behavior:** Life as a big sib—tactics to help your child adjust to a new baby
- **Education:** Latino STEAM experts on how they get their kids learning
- **Food:** Lunch ideas for an A+ school year

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- **Beauty:** Beauty survey—hair, skin, and makeup that's all about you
- **Home:** Saturday morning cleaning—made quick, easy, and fun!
- **First Person:** I am Latina—one mom on the pressures of not being fluent in Spanish

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus the latest trends
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** Latino teachers share advice on how parents can advocate for their kids
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

Oct/Nov.

AD CLOSE: 8/16/19
DISTRIBUTION: 10/11/19

#NoFilter: Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas, a new section on moms breaking barriers in their communities

ninos } kids

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids, and more
- **Health:** Tips to discuss body image and weight
- **Family:** Día de los Muertos—how moms keep family history alive
- **Halloween:** A very Latin Halloween—costumes that celebrate culture

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- **Beauty:** Mamá Bonita Beauty Awards
- **Health:** Secrets you shouldn't keep from your doctor
- **Celebrate:** Be the hostess with the mostess—tips from moms with big *familias*; sidebar on faking a clean house
- **Food:** Thanksgiving recipes that mix American and Latin flavors

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus tips to outsmart diabetes
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** Reset the clock!—How to stop being late, for everyone's sake
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

Dec/Jan.

AD CLOSE: 9/16/19
DISTRIBUTION: 11/15/19

#NoFilter: Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas, a new section on moms breaking barriers in their communities

ninos } kids

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids, and more
- **Health:** Fend off the flu
- **Books:** Kid lit authors and illustrators on the power of books and their fave children's books
- **Fun:** Holiday keepsakes—handmade ornaments for a cultural fiesta
- **Food:** Latin-American Christmas cookies!

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- **Beauty:** Holiday makeup inspo
- **Wellness:** Zen out—spiritual mamás spill their wellness secrets
- **Holiday:** It takes a village—the perfect gift for everyone that helps you balance it all

Ser Padres

- **¡Vale la pena! (It's Worth It!):** Q&As with an influencer mom and a celeb parent, plus the latest trends
- **Abuela Dice (Grandma Says):** Grandma tackles parenting woes with wit and wisdom
- **Feature Story:** Create your own advent calendar around family values
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

Note: Subject to change.

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A SNAPSHOT

| | |
|---|-----------|
| Total adults | 3,400,000 |
| Median age | 35.5 |
| Median HHI | \$51,371 |
| Hispanic origin | 100% |
| Speaks mostly English at home, but some Spanish | 75% |
| Speaks only English at home | 25% |

| AGE | AUD (000) | % COMP |
|------------|------------------|---------------|
| 18–34 | 1,637 | 48% |
| 25–34 | 1,126 | 33% |
| 25–49 | 2,477 | 73% |
| 25–54 | 2,595 | 76% |

EDUCATION, EMPLOYMENT & INCOME

| | | |
|-----------------------------|-------|-----|
| Attended/graduated college+ | 1,596 | 47% |
| Employed | 2,233 | 66% |
| HHI \$50,000+ | 1,757 | 52% |

FAMILY SIZE

| | | |
|------------------------------|-------|-----|
| Any kids | 2,697 | 79% |
| 2+ children in household | 2,011 | 59% |
| Average age of kids: 9.1 yrs | | |

Source: MRI Doublebase 2017 Prototype

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A SNAPSHOT

| | |
|---|-----------|
| Total women | 2,825,000 |
| Median age | 35.4 |
| Median HHI | \$50,663 |
| Hispanic origin | 100% |
| Speaks mostly English at home, but some Spanish | 77% |
| Speaks only English at home | 23% |

| AGE | AUD (000) | % COMP |
|-------|-----------|--------|
| 18-34 | 1,371 | 49% |
| 25-34 | 890 | 32% |
| 25-49 | 2,077 | 74% |
| 25-54 | 2,151 | 76% |

EDUCATION, EMPLOYMENT & INCOME

| | | |
|-----------------------------|-------|-----|
| Attended/graduated college+ | 1,316 | 47% |
| Employed | 1,812 | 64% |
| HHI \$50,000+ | 1,436 | 51% |

FAMILY SIZE

| | | |
|----------------------------|-------|-----|
| Any kids | 2,307 | 82% |
| 2+ children in household | 1,729 | 61% |
| Average age of kids: 9 yrs | | |

Source: MRI Doublebase 2017 Prototype

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2019 Closing Dates.



| ISSUE | AD CLOSE | DISTRIBUTION |
|----------------------------|-----------------|---------------------|
| February/March | 11/16/18 | 1/11/19 |
| April/May | 1/16/19 | 3/15/19 |
| June/July | 4/16/19 | 6/14/19 |
| August/September | 6/17/19 | 8/16/19 |
| October/November | 8/16/19 | 10/11/19 |
| December 2019/January 2020 | 9/16/19 | 11/15/19 |



Circulation

| | |
|-----------------|---------|
| Total Rate Base | 850,000 |
|-----------------|---------|

National Advertising Rates

| SIZE | 4C | B/W |
|-----------|-----------|-----------|
| 1 Page | \$136,000 | \$102,100 |
| 2/3 Page | \$95,200 | \$71,400 |
| 1/2 Page | \$82,300 | \$61,200 |
| 1/3 Page | \$54,400 | \$40,900 |
| 2nd Cover | \$156,500 | |
| 3rd Cover | \$149,700 | |
| 4th Cover | \$163,300 | |

Rates effective February/March 2019 issue; all rates are gross

2019 Production Charges.



| | NET |
|--------------------------------|------------|
| National Copysplit Charge | \$3,110 |
| Regional Copysplit Charge | \$2,070 |
| A/B Charge | \$3,110 |
| Perfect A/B Charge | \$4,140 |
| 5th Color/Scent Varnish Charge | \$5,180 |

Rates effective February/March 2019 issue; all rates are net

2019 Advertising Terms & Conditions.

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of *Parents Latina* magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to <http://parentslatinamediakit.com>. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national

advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or

advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.