

Atlanta PARENT

Media Kit 2026

42
YEARS OF
ATLANTA PARENT





Reach 275,000+ families each month

Atlanta Parent knows parenting.

From the first days of caring for a newborn to the unpredictable teenage years, our content helps families navigate their journey.

Atlanta PARENT

Our primary readers are active, educated, responsible, family decision makers. They're Moms.

90%

of our readers
are female

71%

of our readers
are ages 25-44

74%

of our readers
have children younger
than 5 years old

74%

of our readers
have children between
5-12 years old

31%

of our readers
have children between
13-18 years old

The average
family income
of our readers is

\$183,555

Source: CVC Audit 2024



Atlanta PARENT

A woman with blonde hair is sitting on a white leather sofa, reading a magazine. She is wearing a light blue long-sleeved top and white pants. The background is a plain, light-colored wall.

Reach 275,000+ parents each month with Atlanta Parent – the leading local resource for parents in the metro area for more than 40 years.

Atlanta Parent's Reach

225,000 monthly readers

110,000 online & social media audience

Available at **635** high-traffic locations in all your favorite neighborhoods

Annual Guides

Average 60,000 print and digital readers

Education Viewbook

Camp Guide

Events

Average 400+ attendance at annual Camp Expo

Atlanta PARENT

Atlanta Parent
December 2024
atlantaparent.com

'Tis the Season
Twinkling Lights, Parades, Shows and Jolly Fun

Best Books 2024

Holiday Apps

Toys Under \$30

SUMMER Fun Guide

Best Places to Swim and Splash

Be A Hometown Tourist

Celebrate Juneteenth

Free Fun

July 4th Parades

A Family Jam Session: A Q&A with Musical Father-Son Duo
by Emily Webb

Atlanta-based Grammy-winning songwriter Theron Thomas and his 12-year-old son, nicknamed Sumo, have partnered to create "Sumo's World." Their songs feature playful beats to get kids and parents moving and grooving as they learn numbers, ABCs, weekdays and more. You can listen to the EPs "Let's Learn" and "Mommy's Boy" now. Atlanta Parent spoke to the duo about music, family life and their special father-son bond.

Q: What inspired your interest in music?
To my parents used to play a lot of the top American hits. My brother and I used to be a group when we were little and stick with it. The best thing music does is give you a sense of joy. You get up in the studio. When you're in the studio, you can be happy your kids as far away from the music. There is no doubt. If it's your will, and he's going to do music for a while, you need to be a parent or mom." OK, OK!

The whole goal was kids' music that adults can think, "This isn't for me, but it's a good little beat." There was thought behind this music.

atlanta **BABY** FROM ATLANTA PARENT MAGAZINE

Make Mom Connections

Where Will You Have Your Baby?

Mom-Approved OB/GYNs and Pediatricians

PARENTING MEDIA ASSOCIATION

★ 2025 GOLD Award Winner ★

Design & Editorial Awards Competition

We Know Schools: Atlanta's BEST Guide to Education
Special Advertising Section

- 36 Helping Your Child Succeed in School
- 40 Specialized Programs for Young Learners
- 50 Artificial Intelligence in the Classroom
- 59 Guide to Private Schools
- 74 Special Education That Works
- 78 Career-Focused Learning for High Schoolers
- 84 Parents Share School Choice Decision
- 88 Public School Profiles
- 93 Teacher Conferences: Asking the Right Questions
- 97 The List: Atlanta's Private Schools

ARTIFICIAL INTELLIGENCE

The Technology of Tomorrow Is in School Today

By Mary Webb

It may be the only thing that educators, parents and students agree on — AI is not going away. The question of how and when to use artificial intelligence properly in the classroom is a different challenge.

"I think students, particularly in high school, are seeing two different academic routes involving AI," says Salim Vartan, an associate professor of marketing at the Goizueta Business School at Emory University. "Students are seeing teachers who are embracing it and saying, 'let's use it and see how to make it better' or 'let's not use it and learn in the traditional way'."

The real challenge with AI is that "students are using it," said Dr. Joshua Thompson, executive director at TekAI and the vice president of finance and operations at the Greater Atlanta Christian School (GACS). "Reality is that too many teachers and administrators have their heads in the sand and believe it will go away. It is here, and we have to figure it out and put up guardrails if it's going to be used."

THE AI REVOLUTION
AI is at the center of a philosophical and practical collision between an educational system based on traditional teaching methods centered around book learning and rote memorization, and one that incorporates technology — especially generative AI — to help students learn. The question of when and how to use AI is a subject that is being debated in classrooms across the country.

WHAT IS AI?
According to ChatGPT, one of the fastest growing AI platforms, Artificial Intelligence refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. It involves creating algorithms and systems that can perform tasks that typically require human intelligence, such as understanding language, recognizing patterns, making decisions and problem-solving.

There are three levels of AI — Narrow, General and Superintelligence. So far, only Narrow (also known as Weak) AI has been achieved. ChatGPT, which launched in 2022, and its competing products such as Gemini, Claude, Llama, GPT-4o and Microsoft's Copilot are all forms of Narrow AI. These systems are designed to perform a specific task, operate within a limited scope and cannot perform tasks outside their designated domain. Other forms of this class of AI include digital games such as chess, financial applications such as trading and entertainment applications such as computer-generated actors.

THE PROS AND CONS OF AI
Proponents argue that AI allows students to have a more optimized learning environment that helps them think through problems, develop their critical and creative skills, work around learning disabilities, and provide time-class instruction for children in the performing arts.

There are benefits for teachers, AI helps provide more personalized instruction. It also allows them to spend more time on administrative duties, allowing them time to work with their students.

"One of the biggest challenges for teachers is that AI can do a lot of things that a teacher can't do," says Thompson. "They can generate AI to do a lot of things that a teacher can't do, and they can do it faster and better than a teacher can. It's not the same as having a human teacher, but it's a very powerful tool that can be used to enhance the learning experience."

However, critics worry that AI will replace teachers and that it will be used to cheat on tests and assignments. They also worry that AI will be used to create fake content and that it will be used to spread misinformation.

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Atlanta Parent
November 2024 / atlantaparent.com

TOYS!
Our Top Picks

Arts Education Makes for a Bright Future

Gobble Gobble: Crafts and Treats

Top-Notch Content and Creativity
This year, *Atlanta Parent* won a record-breaking 31 awards at the annual Parenting Media Association (PMA) conference.

Atlanta PARENT ONLINE

Online Reach

135K

Page views a month*

72K

Unique users per month*

25K

Monthly calendar page views*

42K

Social media followers*



Our online products include:

- Digital Ads
- e-Newsletters with 25,000+ Subscribers
- Run of Site and Special Section Advertising
- Digital Issue Emailed Each Month to Targeted List of 200,000+ Parents in Metro Atlanta
- Sponsored Content
- Resource Guide
- Event Marketing Program
- Dedicated Blast and Target e-Newsletters

*Source: Google Analytics

Alliance Theatre

Atlanta Symphony Orchestra

ATLANTICSTATION

ATLANTA BOTANICAL GARDEN



ATLANTA BALLET
CENTRE FOR DANCE EDUCATION

CENTER FOR PUPPETRY
Arts

Children's Museum of Atlanta



CIRQUE DU SOLEIL

CNC
Chattahoochee NATURE CENTER



ENDEAVOR MONTESSORI

FERNBANK
MUSEUM OF NATURAL HISTORY



Fulton County Schools
Where Students Come First



green
ORTHODONTICS

GEORGIA AQUARIUM



Be in Good Company.
Atlanta Parent is proud to partner with these businesses.

Lane
SOUTHERN ORCHARDS



MOUNT VERNON SCHOOL

THE Little Gym

MOUNT PARAN CHRISTIAN SCHOOL



nia Pediatric DENTISTRY & ORTHODONTICS

NCA
NORTH COBB CHRISTIAN SCHOOL



SANDY SPRINGS
RECREATION AND PARKS

the SCHENCK SCHOOL

SLOOMOO
INSTITUTE



TELLUS
SCIENCE MUSEUM

The Walker School

Wellstar

WESLEYAN SCHOOL

WOODWARD ACADEMY



the Y
YMCA



Atlanta PARENT

Interact face-to-face with our readers at our fun and popular annual events.

Atlanta Parent events are a perfect opportunity to generate more brand awareness and share your message with parents.



Join Atlanta Parent at community events:
Ask about upcoming opportunities



**SUMMER
CAMP
EXP** 

- Camp Expo:**
- Leader for more than 20 years
 - January
 - Average of 400+ attendees
 - Day and overnight camps

Atlanta PARENT EDITORIAL CALENDAR



We offer in-depth special features, resource guides and award-winning content each month, making every issue of **Atlanta Parent a good place to advertise.**

<p>January</p> <p>Education Private Schools, and Boarding Schools Fine Arts</p>	<p>February</p> <p>Overnight Camps Mom-Approved Dentists Black History Spring Break Destinations* Charter Schools Not-to-Miss Day Camps*</p>	<p>March</p> <p>Birthday Party Planner Montessori Spring Fun Guide STEAM/STEM</p>	<p>April</p> <p>Day Camps Earth Day Autism Focus Southeast Summer Travel*</p>
<p>May</p> <p>Special Needs Florida Destinations* Summer Fun Learning Differences* Community Spotlights* Date Night</p>	<p>June</p> <p>Summer Fun Guide Mom-Approved Pediatricians & Specialists Georgia Destinations* Summer Day Camps*</p>	<p>July</p> <p>Top Ten Issue Travel Summer Fun Homeschool</p>	<p>August</p> <p>Back to School Special Needs After-School Activity Guide* Field Trips Fall Break (shoulder season) Destinations*</p>
<p>September</p> <p>Atlanta Baby Parties Fall Fun Guide Mom-Approved OB/GYNs Head of School Profiles*</p>	<p>October</p> <p>Halloween/Fall Fun Cruise Travel Dyslexia Focus School Open Houses* Community Spotlights*</p>	<p>November</p> <p>Toy Guide Special Needs Holiday Events* Holiday Destinations* Arts in Schools</p>	<p>December</p> <p>Holiday Fun Guide Best Books Preschools* Overnight Camps*</p>

*Special Advertising Section / Sponsored Content



Monthly Editorial Coverage and Departments

Good Stuff ■ Education ■ Family Fun Guide ■ For the Fridge ■ Healthy Families ■ In Your Neighborhood

Atlanta PARENT

Atlanta Parent is available where families go regularly.

Find us at public and private schools, children's retailers, entertainment venues, childcare centers, medical offices, recreation centers and more.

Where to find Atlanta Parent

Specialized Retailers

Multiple locations

- Chick-fil-A
- Barnes & Noble Booksellers
- Ingles
- Whole Foods
- School Box
- Sugarloaf Mills Mall (ABC Pottery)

Entertainment and Attractions

- Adventure Air Sports
- Atlanta History Center (*Buckhead*)
- Center for Puppetry Arts (*Midtown*)
- Chattahoochee Nature Center (*Roswell*)
- The Children's Museum of Atlanta
- Sky Zone
- Zoo Atlanta
- Recreation Centers

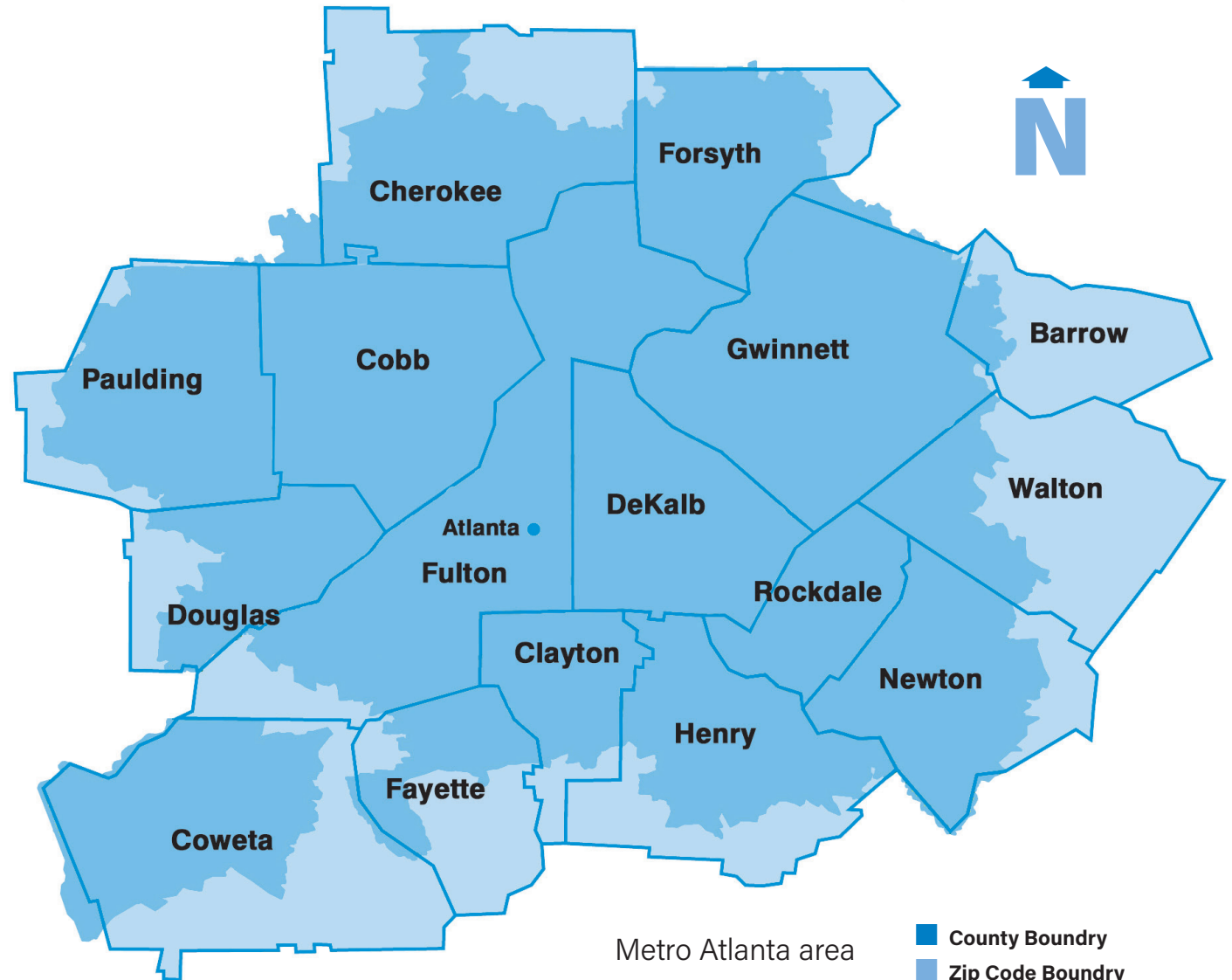
General

Multiple locations

- Private Schools
- Childcare Centers/Preschools
- Pediatric, Dental and OBGYN Offices
- YMCAs
- Libraries (DeKalb, Fulton, Cherokee)

275,000 Readership

**More Than 635 Targeted
Distribution Points**



Atlanta PARENT

Atlanta Parent print ad submission guidelines are:

- Print quality .pdf, .jpeg, .tiff, .psd at 300 dpi resolution
- .eps from Adobe Illustrator with type converted to outlines
- .indd from Adobe InDesign with all supporting graphic files and fonts
- Files must be saved as CMYK or Grayscale
- Black text MUST be 100% K (Black), NOT 4-color black
- Files can be submitted via email to your account representative or to production@atlantaparent.com

Publisher accepts no responsibility for errors, including but not limited to spelling, telephone numbers, dates or addresses, or 4-color black text.

Specifications

Trim Size: 8.5 x 10.375

Bleed Size: 8.75 x 10.875

Live Area: 7.5 x 9.75

Newsprint: 100 line screen,
255% total ink limit, 85% black ink limit.

Glossy: 133 line screen, 275% total ink limit,
90% black ink limit.



Atlanta PARENT

MONTHLY DISPLAY RATES

Rates effective January 2026

Advertising Rates: Includes 4-Color

Ad Size	12X	6X	3X	Design Fee**
Full page	\$2,625	\$2,875	\$3,025	\$100
2/3 page	1,825	2,000	2,200	\$75
1/2 page	1,525	1,675	1,825	\$55
1/3 page	1,125	1,225	1,350	\$45
1/4 page	895	995	1,200	\$45
1/5 page	800	875	950	\$40
1/6 page	700	775	850	\$40
1/9* page	475	550	600	\$35

Guaranteed Position add 15% to space rate (1/3 page or larger)

*Available on calendar pages or special sections

Premium Positions: Glossy 4-Color Rates

Design Fees Vary

Position	12X	6X	3X	1X
Inside Front Cover	\$4,400	\$4,600	\$4,950	\$5,300
Back Cover	4,900	5,300	5,600	6,125

MONTHLY DEADLINES

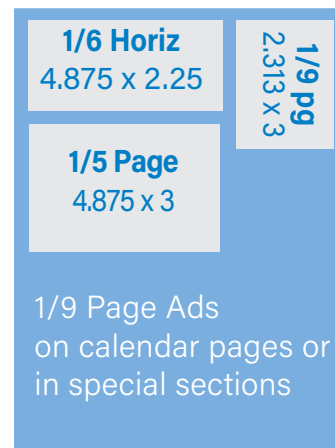
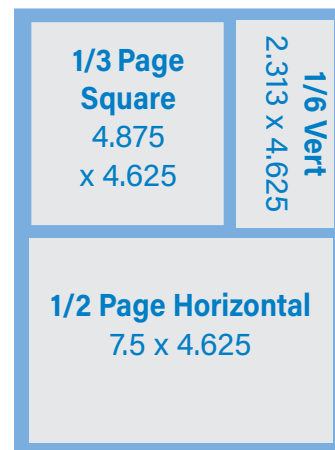
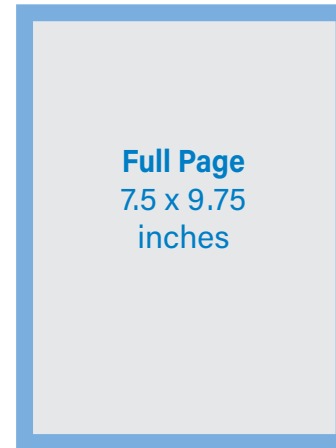
Issue Date 2026	Space Reservation
January 2026	November 28
February	January 9
March	February 2
April	March 2
May	April 3
June	May 4
July	June 1
August	July 3
September	August 3
October	August 31
November	October 2
December	November 2
January 2027	December 1

All rates are net.
Cost per insertion.

** One-time fee for ad production services if requested. Prices reflect minimum fee, additional charges may be incurred for extensive revisions.



Audited by cvcaudit.com



*Available only specific months/sections

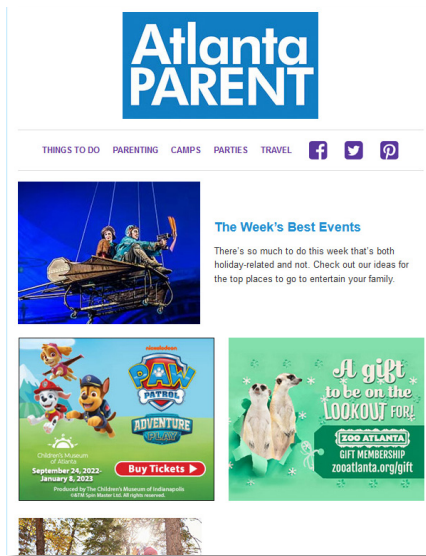
Atlanta PARENT

Increase your online presence with these digital options.
Connect with families at home and on the go.



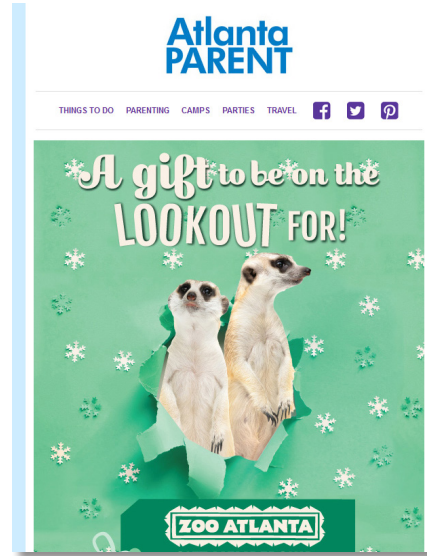
Website Ad Space

- 72,000 unique visitors
135,000 page views
- 300 x 250 px Ad ROS \$450
- 300x 250 px Ad \$350
- Billboard Ad \$995/month
2000 x 500 px JPG



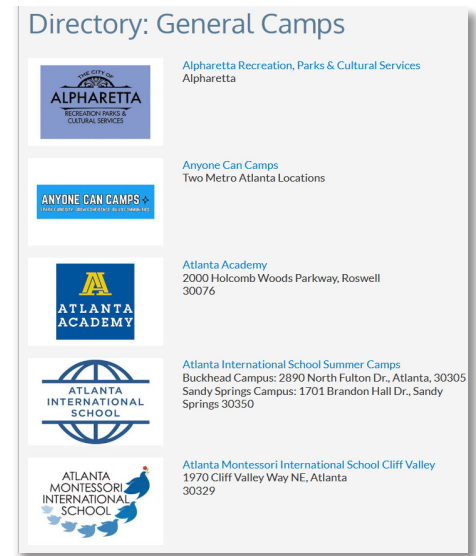
e-Newsletter Ads

- 25,000+ subscribers
- Emailed Monday and Thursday
- 300 x 250 pixels
- \$150/each or \$750/10 ads
- Group emails \$295/each
Logo and 40 words



Dedicated Ad Blasts

- 25,000+ subscribers
- Ask for availability
- 576 x 720 pixels
JPG or PDF
- \$895/blast
- \$1,500/targeted ad blast



Premium Directory Page

- Select a category
- Horizontal image and logo.
Photo specs: 300 dpi,
1024 x 683 pixels
- Up to 175 words
- \$495/12 months