



MEDIA KIT 2026

Today's **Parent**



ABOUT TODAY'S PARENT

We are parents. The moms, the dads, the caregivers. We are a safe place to land (and sometimes, a fun place to climb). There is no handbook to parenting, but there are a lot of opinions.

Navigating what is best in the world of parenting can often cause guilt and confusion. As parents who have been there, we want to change your experience for the better and help you make the best choice for your family and your family alone. We offer well-researched, doable advice from expert sources, stories from real families, fun activities to keep the little ones busy, and product recommendations you can trust.

SJC

EDITOR'S MESSAGE



As an editor with a career rooted in branded content, I understand the importance of showcasing your brand to the right audience. For 40 years, parents have trusted Today's Parent for reliable advice and inspiration. Now, with fresh ideas and bold storytelling, we're excited to introduce your brand to our readers and spark meaningful connections.

—**Vanessa Grant**
Editor-in-Chief

MEET OUR AUDIENCE

4,707,000

DIGITAL REACH



DIGITAL

1.4M

active users
monthly



EMAIL

138K

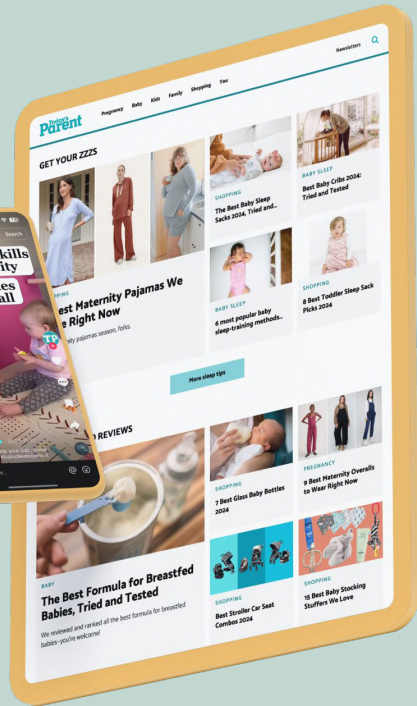
subscribers



SOCIAL

3M

followers



F

66%



M

33%



AVG HHI

\$84K



AVG AGE

39



COLLEGE+

78%

SJC

DEMOGRAPHIC

SOCIAL FOOTPRINT



264K



2.3M



91K



66K

SUPPORTING NEW PARENTS FOR 40 YEARS

#1

**PARENTING MEDIA
BRAND IN CANADA**

SJC

OUR READERS ARE:

36%

More likely to be tempted to **buy products** they've seen advertised

62%

More likely to **buy new products** before most of my friends



WE PRIORITIZE TOPICS THAT
NEW PARENTS CARE ABOUT



OUR CONTENT

PREGNANCY

What to expect week by week, tips for baby names, pregnancy health, and more.

BIRTH

What are the signs of labour? What's a c-section like? And what if your home birth doesn't go to plan?

DEVELOPMENTAL MILESTONES

What to expect in those first few weeks, months and years.

SHOPPING

Our Editors top picks for all things pregnancy, baby, kids, home and more.

POSTPARTUM

Caring for your postpartum body, managing depression and anxiety

SLEEP

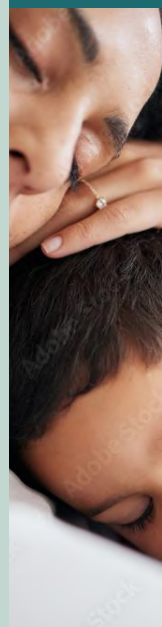
Navigate baby sleep training, safe sleep guidelines, naptime and more

TRAVEL

Top family- friendly destinations

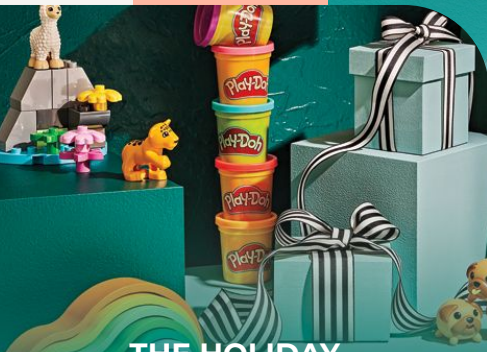
HEALTH

Answers to all your hormone, period and overall women's health questions.



SPRING 2026

PANTRY AWARDS



THE HOLIDAY

TOY GUIDE

Sponsorship opportunities available

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CONTENT CALENDAR

2026 MEDIA KIT

JANUARY

- Division of chores
- New Year
- Winter activities

MAY

- Mother's Day
- Mental Health Awareness
- Cinco de Mayo

SEPTEMBER

- School support
- Baby Safety Month
- The Pantry Awards
- Orange Shirt Day
- Grandparents Day
- Car Seat Safety Month

FEBRUARY

- New parenting styles
- Indoor family fun
- Family Day
- Black History Month

JUNE

- Birthdays
- Father's Day
- Family travel, local travel
- Pride Month

OCTOBER

- Halloween
- Safe Sleep Month
- Pregnancy/infant loss awareness month
- ADHD awareness

MARCH

- New parent guides
- Daylight savings
- Women's History Month

JULY

- Summer fun
- Canada Day
- 4th of July

NOVEMBER

- Toy Guide
- Black Friday
- Cyber Monday

APRIL

- Family mental health
- Autism awareness
- Financial Literacy Month
- Siblings Day
- Earth Day

AUGUST

- Back to school
- Back to routine

DECEMBER

- Holiday - gift guides, activities, traditions
- Family health

We'll help **tailor your campaign** to one (or all) of our media channels, whether it's a **custom content** piece curated for todaysparent.com, a dedicated product review or **awareness-driving** social campaign with our Parents of Influence.



**WHAT
WE OFFER**

Digital

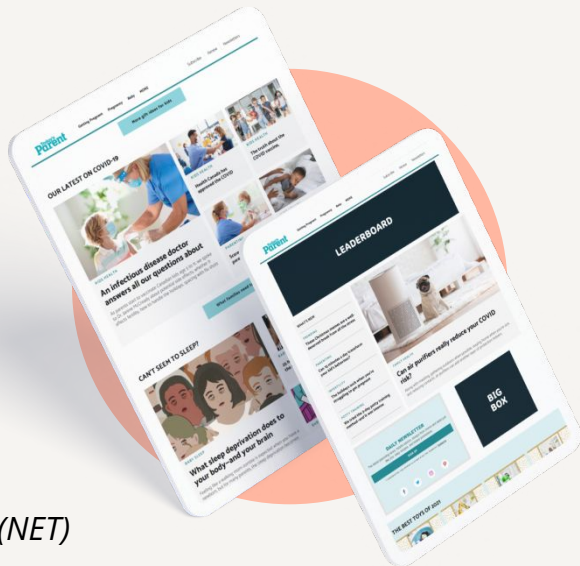
DISPLAY ADS

Standard Display: \$25/CPM (NET)

Video: \$40/CPM (NET)

We offer a variety of premium advertising placements across todaysparent.com. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

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HOMEPAGE TAKEOVER + POE

Starting at: \$5,000/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 90K daily impressions on the homepage and most other points of entry.



Digital

PROGRAMMATIC SOLUTIONS

We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across todaysparent.com and the entire *SJC Media* network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

Guaranteed Deals

Programmatic Guaranteed (PG) Deals modernize direct ad buying by offering a more data-driven and automated approach, allowing advertisers to reserve our most premium and guaranteed inventory ahead of campaigns more easily than ever before.

Private Auction

Programmatic Marketplace (PMP) or Private Auction Deals offer more flexibility for media buying, enabling advertisers to use real-time bidding to purchase non-guaranteed impressions with convenience and without commitment, while maintaining the flexibility to buy in real-time.



Digital

SJC AUDIENCE+

Introducing SJC Audience+, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance, and faster reporting. Advertisers can supercharge their campaigns by leveraging SJC's first-party audience data, gaining valuable consumer insights through:

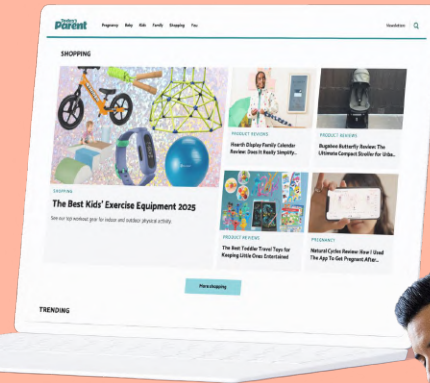
Custom Audience Segments

Our media brands reach millions of Canadians each month. Unlock scale, precision, and performance through privileged access to audiences across our portfolio. Advertisers can align their brand objectives with any of SJC Media's highly engaged cross-brand audiences. Advertisers can also tap into our plethora of niche audiences to drive deeper connections, achieve higher engagement rates and maximize their ROI.

Direct Data Collaboration

Through a secure data clean room, we enable our advertisers to compare their first-party consumer data with ours without compromising customer privacy. The resulting insights allow advertisers to run more targeted—and therefore more efficient and effective—campaigns.

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Email

DEDICATED E-BLAST

Starting at: \$5,400 (NET)

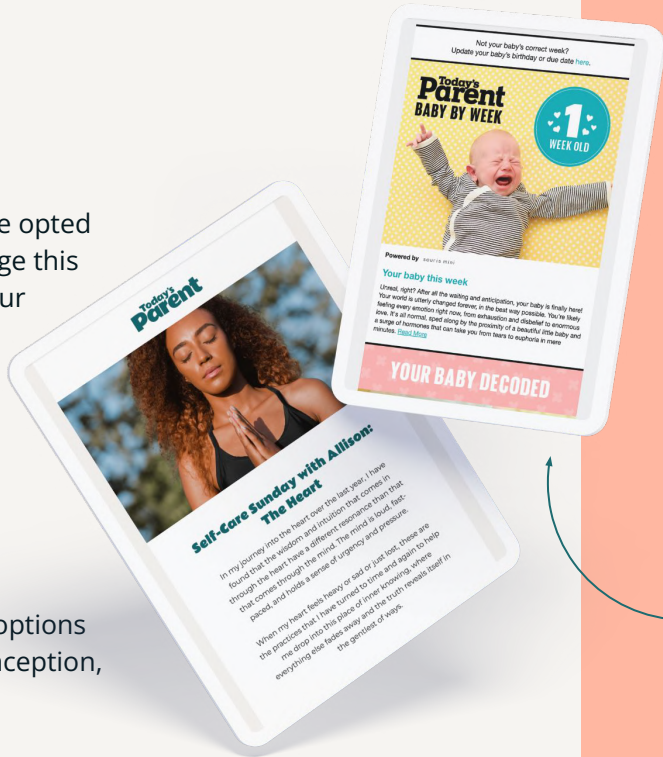
Our e-blast list is comprised of subscribers who have opted to receive communications from our partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

NEWSLETTERS

Ad Units: Big Box

Starting at: \$1,960 (NET)

Our weekly newsletter is deployed on Fridays to an opt-in list of engaged subscribers. In addition to our weekly newsletter, we offer specialized in-journey options that guide our readers through pivotal stages of conception, pregnancy and new baby.



EMAIL JOURNEYS

Starting at: \$2,500/Month

Our dedicated, high-engagement email journeys reach new parents at every stage.

• TRYING TO CONCEIVE

Advice on tracking your cycle, boosting your fertility and getting ready for life with a baby.

24 emails over 24 weeks (1.5% CTR)

• PREGNANCY

Weekly newsletters with info about your baby's development, how you'll be feeling and what to expect next.

38 emails over 38 weeks (8.1% CTR)

• BABY

Information to help new parents find out what to expect for every stage and milestone, from birth to two years old.

33 emails over 24 months (14.2% CTR)



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63M+

**THE NUMBER OF VIEWS *TODAY'S PARENT* RECEIVED
ACROSS FACEBOOK AND INSTAGRAM IN 2025**

Social

Starting at: \$2,500 (NET)

With a combined following of 3M+, *Today's Parent* knows how to engage its followers on every platform that matters. In 2025, *Today's Parent* garnered more than 54.6M people on Facebook and 8.4M views on Instagram.

FOLLOWERS



FACEBOOK
264K



PINTEREST
66K+



INSTAGRAM
91K+



X
2.3M+



YOUTUBE
192K+

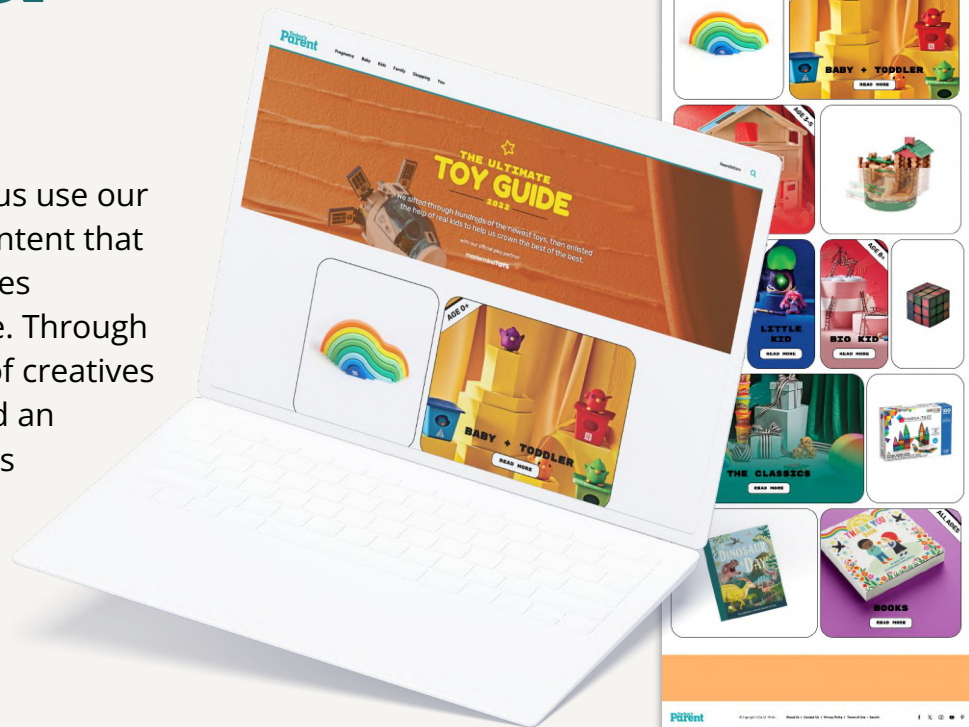
Branded Content

Storytelling is what we do. Let us use our editorial expertise to create content that elevates your brand and ensures engagement with our audience. Through deep collaboration, our team of creatives and project managers will build an editorial partnership that drives your objectives.

SJC

CREATED FOR

mastermind
TOYS



2026 MEDIA KIT

INTEGRATED EDITORIAL

Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content

Voice, look and feel of the content will match the brand's style

CUSTOM CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations

Voice, look and feel of the content itself will differ from the brand's style

Create, Publish and Amplify

Our suite of branded content services is meticulously crafted to offer advertisers unparalleled opportunities to connect with our audience. From expertly written articles that resonate, to immersive digital destinations, to dynamic social and video content, we tailor each aspect to complement your brand.

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CUSTOM ARTICLES

Craft compelling articles tailored to your brand's voice, ready for both print and digital platforms.

PREMIUM DIGITAL DESTINATIONS

Elevate your brand with custom-designed digital spaces, enhancing the reader experience and showcasing your content.

SOCIAL CONTENT CREATION

Engage our audience with tailor-made short form videos for platforms like TikTok, and captivating posts for Facebook and Instagram feeds and stories.

PREMIUM NEWSLETTERS

Design impactful newsletters or powerful e-blasts, maximizing your message's reach.

CUSTOM PHOTO AND VIDEO

Editorial-quality photo and video shoots that elevate your custom content to the next level, bringing your vision to life.

CUSTOM DIGITAL ADS

Create eye-catching digital ads, including display, DOOH, video and audio, to amplify your brand's presence.

INFLUENCER COLLABS

Targeted partnerships with influencers to enhance brand resonance and authentically engage with your audience.

PERFORMANCE MARKETING

Launch campaigns aimed at driving specific consumer actions, boosting conversions and brand engagement.

CONTESTING AND GIVEAWAYS

Efficiently manage contests and giveaways to enhance brand or product awareness and foster email list growth.

Branded Content Case Study

CREATED FOR



The Choose Canadian Seafood (CCS) Taskforce wanted to raise the profile of Canadian seafood and expand their domestic consumer base. Their overall objective was to increase seafood consumption in millennials with children from one to two to three to four times per month. SJC created a multi-faceted awareness campaign leveraging Today's Parent and, to reach French-speaking communities, Châtelaine. The campaign included a video series featuring social media influencer and dietitian Noelle Martin (@motherhoodandmeals), three branded content articles, social media promotion and digital ads.

Today's
Parent

Pregnancy Baby Kids Family Shopping You

FOOD

Try This Crowd-Pleasing Crab Dip

Canadian crab meat and three kinds of cheese make this easy recipe a standout

BY NOELLE MARTIN, MSCFN RD

UPDATED OCT 30, 2023

Created for  CHOOSE CANADIAN SEAFOOD

From holiday parties to family gatherings to at-home game and movie nights, it's always nice to have a special recipe on hand that you know will be a crowd-pleaser. This crab dip is a great way to add a little extra flavour to any occasion, as an appetizer, snack or side dish.

Rich and delicious, the dip is made with mouth-watering chunks of Canadian crab meat, savoury seasonings and three melted cheeses, and pairs well with crunchy companions such as crackers, crostini or cut-up veggies.

How to make crab dip

**2.8M**
SOCIAL IMPS.**38K**
PAGEVIEWS

Today's Parent Approved

Today's Parent Approved offers an ongoing product evaluation initiative that highlights exceptional family products, backed by the trust and authority of Canada's leading parenting brand. This prestigious endorsement includes a seal of approval and a detailed product review, prominently featured across *Today's Parent's* extensive platforms. Brands have the unique opportunity to license this seal for their marketing materials, enhancing their packaging and promotional efforts with a mark of distinguished quality and reliability.

As your sales representative how your product can get a **Today's Parent Approved** designation.



Signature and Custom Events

Whether it's promoting one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

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2026 MEDIA KIT

MARKETING, AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content. Opportunity for print, digital and/or social post-event coverage.

Affiliate Marketing

By seamlessly integrating affiliate marketing links into our sponsored content programs, we unlock the potential to drive incremental revenue for our partners. Additionally, our premium placements, exemplified by listicle features, provide brands with prime real estate in targeted commerce content. What sets us apart is our commitment to accessibility; we proudly support all major affiliate platforms.

How we activate affiliate partnerships:

- Integrate affiliate marketing links in sponsored content program to drive incremental revenue.
- Sponsor premium placements (ex. listicle placements) in targeted commerce content for 3 or 6 months.
- We support all major affiliate platforms including Rakuten, Impact, Skimlinks and ShareASale.

SJC

Rakuten

SKIMLINKS

impact
.com

ShareASale

2026 MEDIA KIT





MEET SJC MEDIA

Today's Parent is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 23 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

Beyond media.

SJC

Contact Us

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