CollegiateParent

Media Kit

Connect With Our Audience:
Advertise to Parents of College Students

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CollegiateParent Overview

Connecting Brands with Parents of College Students for over 10 Years

CollegiateParent.com is a widely trusted website that connects your brand with parents of college students across the country.

In 2018, parents of college students spent almost $1,000 per student during the back-to-school shopping season.*

The right content mix is important. In a college parent’s media-saturated life, it takes a mix of two things to win their attention and trust:

1. Providing relevant, reliable information to parents looking to support their student.

2. Forging strong, lasting relationships between your brand and parents of college students.

Align your brand with the source trusted most by college parents by sponsoring a university’s parent publication, or an informative native ad on any of CollegiateParent’s platforms.

With CollegiateParent.com, marketing to parents of college students has never been easier. Our media kit describes opportunities for advertisers to reach this unique, valuable audience.

Audience & Demographics

Connecting brands with parents for over 10 years.

Visitors to CollegiateParent.com are highly targeted and arrive mainly via browser bookmarks, targeted search engine queries, social media interactions, weekly email newsletters, and highly relevant inbound links. In short, our website is uniquely positioned to offer an audience that is receptive to your advertising message.

Connect with Campus Communities
We have partnerships with universities across the country.

Speak Directly to Parents
By sponsoring content, or reach thousands of subscribers directly each week by sponsoring a newsletter.

Get Noticed
With an average time on page of over four minutes for our top articles, your digital ads will get the attention they deserve.

Meet Parents Where They Are
We offer a multi-platform advertising approach including digital ads, print publications, video, email, and more.

It Works!
There’s a reason we see an 80% renewal rate with our advertising partners year after year.

Your Target, Our Users

Serving university markets* across the U.S., reaching over 1 million parents in 2020.

*4 year not for profit colleges & universities in the US, source NCES.gov
Audience Metrics

No matter your industry, CollegiateParent can put you in touch with parents of college students.

The following information describes the size and scale of CollegiateParent.com’s audience.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>668,343</td>
</tr>
<tr>
<td>Unique Users</td>
<td>582,774</td>
</tr>
<tr>
<td>Page views</td>
<td>856,830</td>
</tr>
<tr>
<td>Average Time On Page</td>
<td>03:40</td>
</tr>
</tbody>
</table>

*July 1, 2020–July 31, 2021

Email List Metrics

Get granular with our digital marketing and print strategies, and discover how we can create an advertising campaign scaled to fit your budget and goals.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loop Subscribers</td>
<td>21,500</td>
</tr>
<tr>
<td>Open Rate Average</td>
<td>18%</td>
</tr>
<tr>
<td>CTR Average</td>
<td>3%</td>
</tr>
</tbody>
</table>
Demographics

Our demographic data represents user information from 2018 email survey, Facebook user data, and Google Analytic data. Here is a breakdown of the demographics of CollegiateParent.com’s audience.

**Age:**
- 18-24: 11.85%
- 25-34: 12.10%
- 35-44: 15.04%
- 45-54: 40.65%
- 55-64: 15.74%
- 65+: 4.63%

**Gender:**
- Female: 74.4%
- Male: 25.6%

**Education:**
- No college: 15%
- Associate’s degree: 11.4%
- Bachelor’s degree: 30.3%
- Master’s degree: 16.4%
- Professional degree: 3.2%
- Doctorate degree: 4%

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Female: 74.4% | Male: 25.6%
Household Income:

Here is a breakdown of the demographics of CollegiateParent.com's audience.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40-50k</td>
<td>4%</td>
</tr>
<tr>
<td>$50-75k</td>
<td>8%</td>
</tr>
<tr>
<td>$75-100k</td>
<td>8%</td>
</tr>
<tr>
<td>$100-125k</td>
<td>12%</td>
</tr>
<tr>
<td>$125-150k</td>
<td>12%</td>
</tr>
<tr>
<td>$150-250k</td>
<td>37%</td>
</tr>
<tr>
<td>$250-350k</td>
<td>8%</td>
</tr>
<tr>
<td>$350-500k</td>
<td>4%</td>
</tr>
</tbody>
</table>

82% of our audience is married.

Device Usage:

- Mobile: 54.12%
- Desktop: 39.69%
- Tablet: 6.11%
Digital Marketing

Every university and college we work with has a presence on our website in the form of digital flipbook style publications, informative resources, and a local business directory.

Parents visit our site to read regularly posted content, view the digital versions of our publications, and visit the business listings in the directory.

No matter where they are in the site, we can show users your banner ads or native ads. And because we have the ability to create audiences of website visitors based on the pages they visit, we can retarget these users and serve your ads across thousands of websites and apps that parents and students are surfing in real time.

CollegiateParent.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience.

Digital marketing options include:

- Native Ads
- Banner Ads
- Email Marketing
- Retargeting Ads
- Directory Listings
- Featured Listings
- Email Newsletter
- Online Video Package
Display Advertising

You indicate the school and provide the banner ads and destination URL and/or directory description and business logo.

We show your ads only to our website visitors who are interested in that school.

Banner
PLACEMENT:
Individual School Page

Badge
PLACEMENT:
Individual School Page
Business Directory

Your ad stays at the top of the Directory Listings on the school pages of your choice, always keeping your company top of mind with CollegiateParent’s visitors.

Featured Profile

PLACEMENT

Greenhouse Apartments
770-423-1379 | 3886 George Busbee Pkwy | Kennesaw GA 30144
Welcome home to Greenhouse Apartments at Kennesaw, where quality living meets affordability. We are just steps from KSU and we offer a variety of 1, 2 and 3 bedroom homes perfect for any lifestyle.
Click here to visit Greenhouse Apartments

Business Listing

PLACEMENT

University Rentals
254-754-1436 | 1111 Speight Ave | Waco TX 76706
The Perfect Apartment in The Perfect Location!
Click here to visit University Rentals
Email Marketing

Build a custom list of people based on your unique targeting goals and reach your audience in their email inbox. The lists we use are permission-based and comply with all laws and best practices regarding email marketing. Choose from pinpoint targeting selects.

We Handle Everything

- Building the list and list scrubbing
- Scheduling and pre-launch testing
- Splash page building and deployment
- Tracking & reporting and data harvesting

Available Targeting

- School name
- State, ZIP code
- Degree program
- Year in school
- Military branches
- Gender, income, age (16–54)
- Parents/faculty & non-students

The Loop Newsletter

100% CollegiateParent-produced content sent out weekly to 15,000+ subscribers. Subscribers are parents who have asked to receive weekly news from CollegiateParent.
Native Advertising

Tell your story to CollegiateParent’s audience. This is the most effective way to introduce your company to the parents of your university’s students. CollegiateParent’s staff can assist in crafting a 400 word story on a subject of your choosing with quotes from you and references to your company. Include photos, graphics etc.

Sample Topics:

- Community involvement
- Company history
- Company’s commitment to a university
- Parent-friendly services
- Video
Retargeting

We can deliver ads to parents and students on campus, in class, and where they live and socialize. Because we target all traffic coming from these areas, we can serve your ads across thousands of websites and apps that they are surfing in real time. This takes the guesswork out of having to pick and choose what individual sites to use.

How It Works

1. Tell us who you want to reach (e.g., lists of colleges, ZIP codes, market areas, competitor locations, and interest categories).

2. Tell us your weekly ad budget and when you want to run your ads.

3. We take your targeting and campaign objectives to build a strategy that will help you achieve your advertising goals.

4. Provide us with your ad creative or third-party ad tags. We’ll start serving your ads and optimizing your spend towards the goals you have set.

Digital Solutions

- Geo-fencing
- Addressable Geo-fencing
- Search Retargeting
- Site Retargeting
- Contextual Targeting
- Programmatic Video
- Native Programmatic Video
Print Marketing

From planners to directories, visitors guides to parent guides, we produce college publications that help parents connect to the campus community.

For over 10 years, we’ve partnered with hundreds of colleges and universities to provide their “go to,” ad-supported print guides for parents and families of students.

College Parent Magazine was launched in 2017. Now in more than 40 markets, the magazines are handed directly to parents at move-in weekend and family weekend events.

CollegiateParent offers numerous print and digital advertising opportunities.
Contact

Contact us to start reaching the college audience today!

For more information, please contact:

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Acquired in 2019, College Marketing Group (CMG), provides brand access to college students using non-traditional media strategies & tactics where traditional advertising fails. To learn more CMG capabilities, visit collegemarketinggroup.com.