



Parents Latina

effective Spring issue

2017

NATIONAL RATES

CIRCULATION: 700,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$103,400	\$77,600
2/3 Page	72,300	54,300
1/2 Page	62,600	46,500
1/3 Page	41,400	31,100

COVERS*	
Second cover	\$118,900
Third cover	113,700
Fourth cover	124,100

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
Spring	Jan 20, 2017	Mar 17, 2017
Summer	Apr 14, 2017	June 9, 2017
Fall	June 30, 2017	Aug 25, 2017
Winter	Sept 15, 2017	Nov 10, 2017