



# Parents Latina

**RATEBASE:** 850,000  
**FREQUENCY:** 6 TIMES A YEAR

## EDITORIAL MISSION

*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.

## AUDIENCE PROFILE

Readership	3,400,000	Speaks mostly English at home, but some Spanish	75%
Median Age	35 years	Speaks only English at home	25%
Median Household Income	\$51,371		
Own Home	41%		
Median Home Value	\$203,728		
Female:Male Ratio	83:17		