



2022

CollegiateParent Media Kit

Connect With Our Audience:
Advertise to Parents of
College Students

For more information, please contact:

Jack Thompson
Vice President, Marketing
jthompson@collegiateparent.com
(704) 940-0375

Contents

Overview	3
Audience & Demographics.....	4
Digital Marketing	8
Display Advertising	9
Business Directory	10
Email Marketing	11
Native Advertising	12
Retargeting	13
Print Marketing.....	14
Contact	15

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.

*Source: <https://nrf.com/insights/holiday-and-seasonal-trends/back-school>.

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

668,343
Sessions

582,774
Unique Users

856,830
Page views

03:40
Average Time
On Page

**July 1, 2020–July 31, 2021*

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.

Unique Monthly Pageviews	62,000
Pageviews/Month	70,000
Sessions	55,000

Email List Metrics

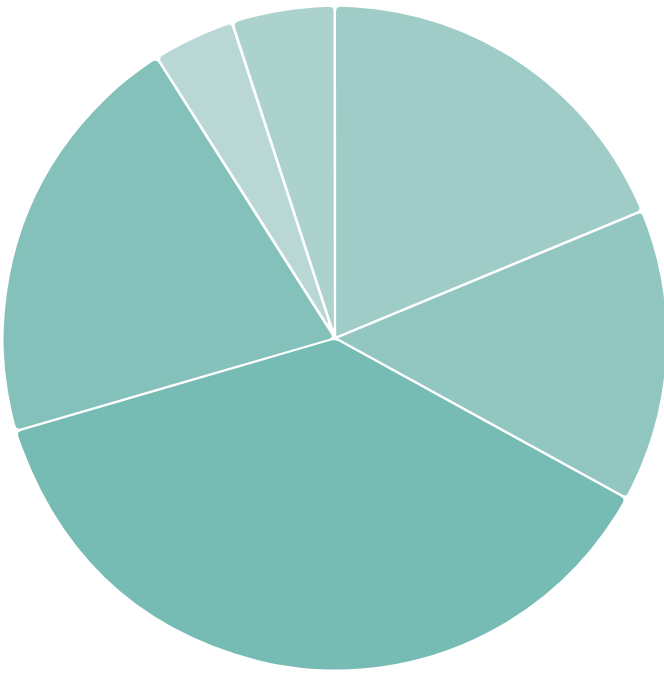
Loop Subscribers	21,500
Open Rate Average	18%
CTR Average	3%

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.



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.



Education:

- No college..... 15%
- Associate’s degree..... 11.4%
- Bachelor’s degree30.3%**
- Master’s degree..... 16.4%
- Professional degree..... 3.2%
- Doctorate degree 4%

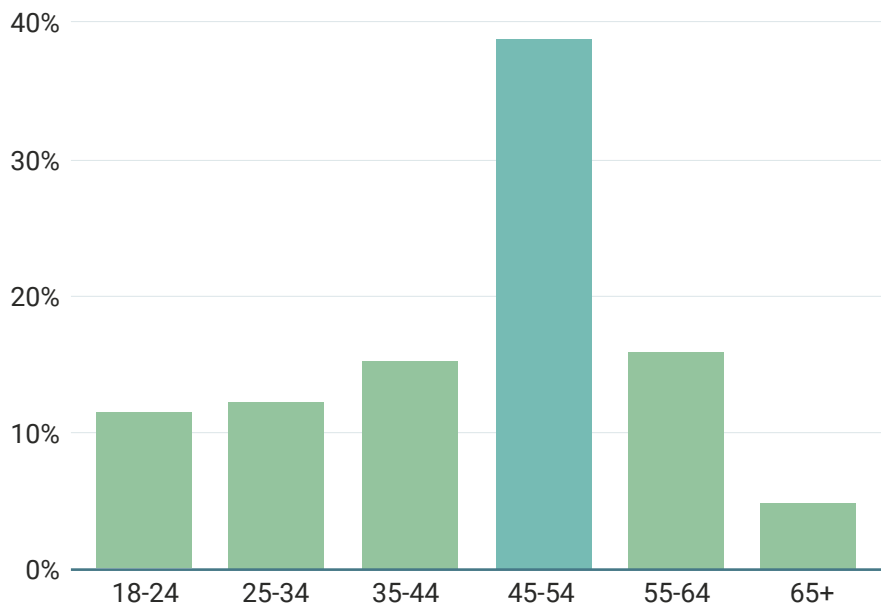
Gender:

- Female74.4%**
- Male 25.6%



Age:

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



Household Income:

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

\$40-50k	4%
\$50-75k	8%
\$75-100k	8%
\$100-125k	12%
\$125-150k	12%
\$150-250k	37%
\$250-350k	8%
\$350-500k	4%



Device Usage:



54.12%

Mobile



39.69%

Desktop



6.11%

Tablet

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:

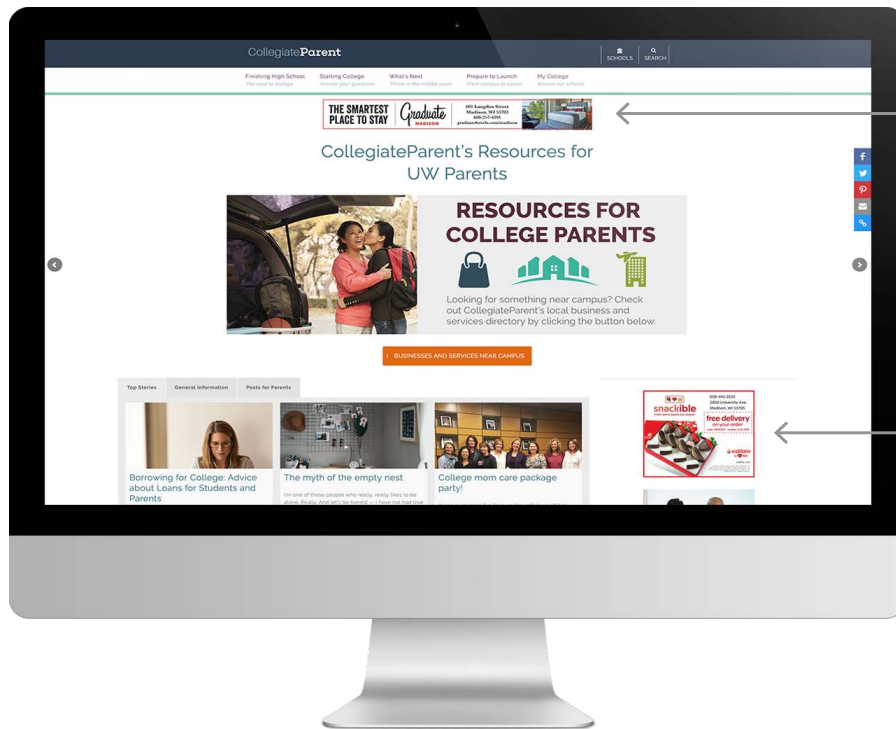
- Native Ads
- Banner Ads
- Email Marketing
- Retargeting Ads
- Directory Listings
- Featured Listings
- Email Newsletter
- Online Video Package



Display Advertising

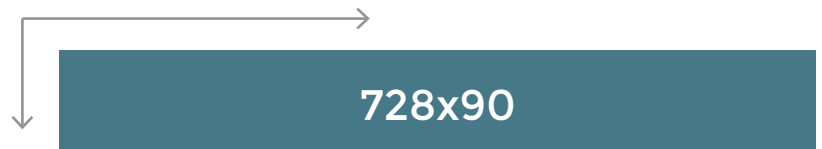
You indicate the school and provide the banner ads and destination URL and/or directory description and business logo.

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



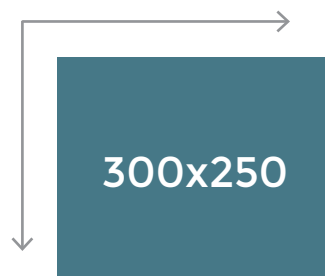
Banner

PLACEMENT:
Individual School Page



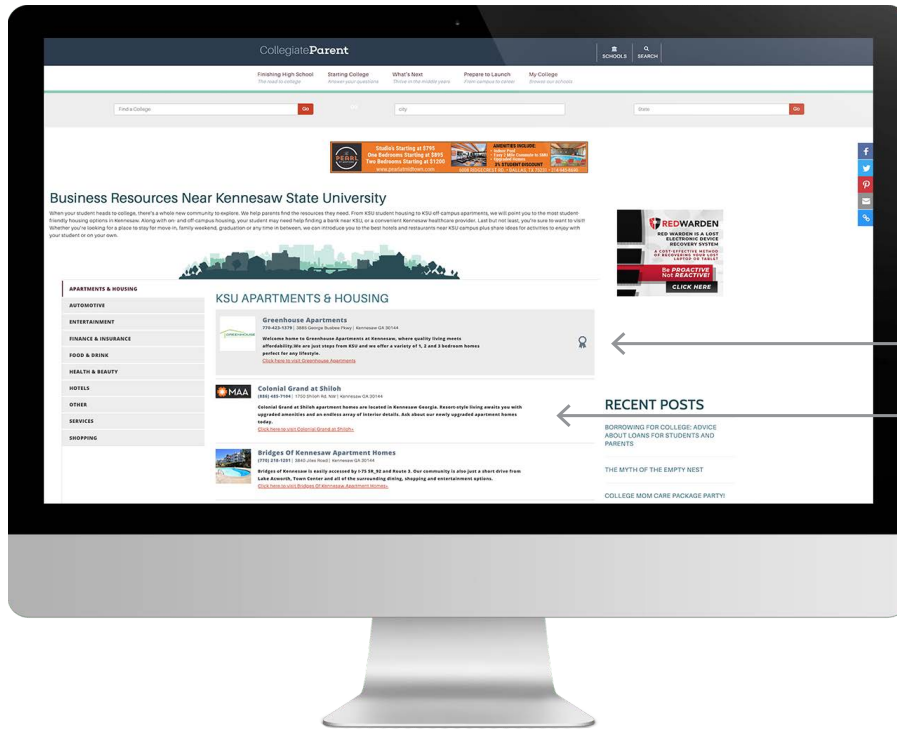
Badge

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 | 3885 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.



October 16, 2018 [View this email in your browser](#)

 from CollegiateParent




October is when the college lifestyle really starts to hit your student. They've been studying like crazy for midterms, socializing at fun fall events, and thriving in sports, jobs and clubs. Meanwhile, germs are spreading like wildfire in the residence halls. Check out the articles below for advice about guiding your student through illnesses they experience away from home.

TLC will be in order, of course — you might want to send comforting items like tea, fuzzy socks and throat lozenges, along with over-the-counter meds, a thermometer and a first aid kit if they don't have one. Or check out the pre-built care packages from Freshman Fun Box and use the discount code below for 10% off!

Know another parent who'd love this newsletter? [LOOP IN A FRIEND!](#)

 **SEND A HELLO FROM HOME**
Spoil your student from miles away with a Freshman Fun Box!
[Get 10% off now with code: MIDTERMS»](#) 

Stay in the loop!
Did you receive this email from a friend? [Join our email list](#) and stay in the loop!

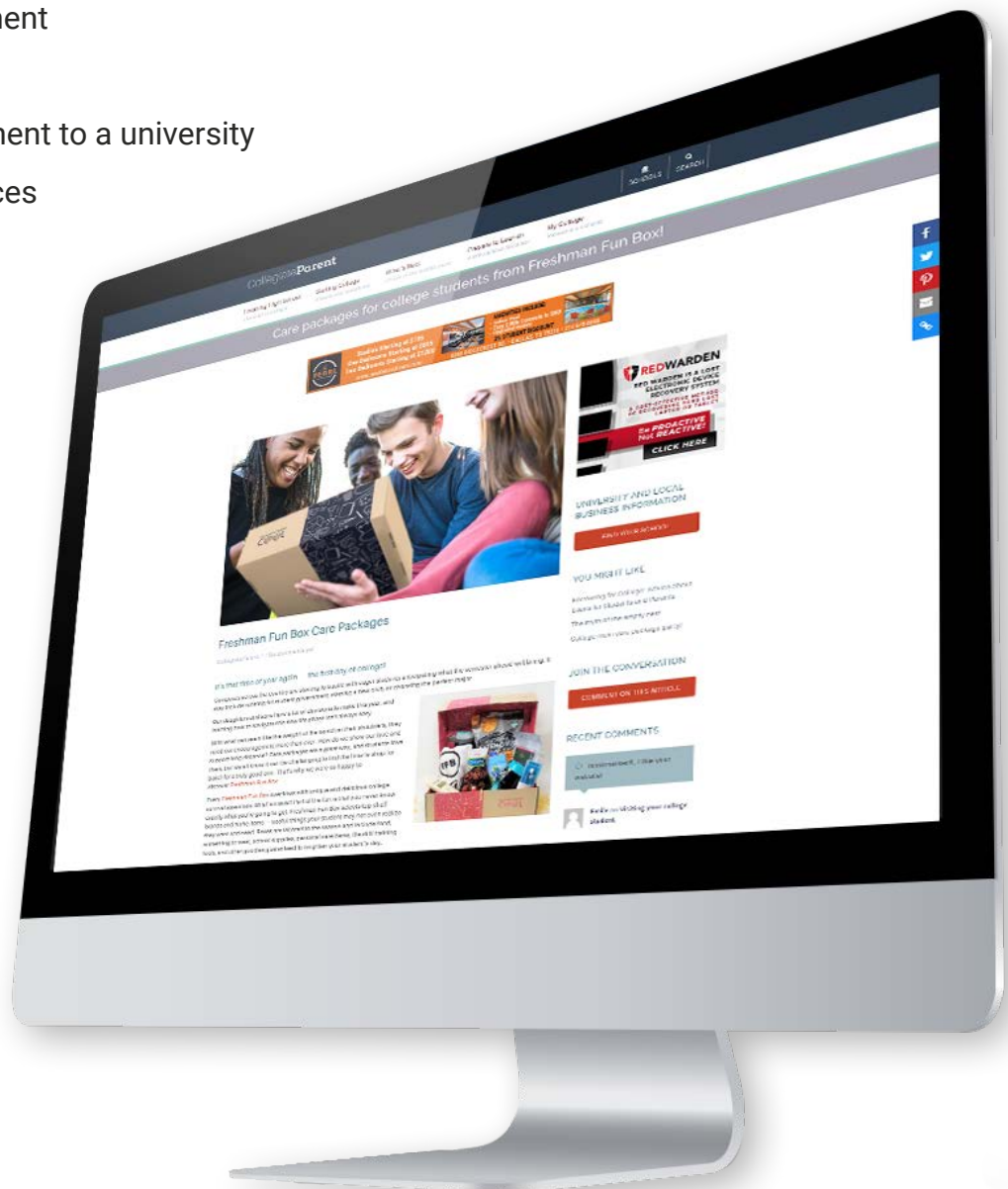
  

Native Advertising

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



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





CollegiateParent

Contact

Contact us to start reaching
the college audience today!

For more information, please contact:

Jack Thompson
Vice President, Marketing
jthompson@collegiateparent.com
(704) 940-0375

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.



COLLEGE MARKETING
GROUP