



## DEMOGRAPHICS

We print 5,000 copies per issue every month!

Growing Up in Santa Cruz is distributed free at 400 locations, including schools, libraries, doctor's offices, cafes, shopping centers and grocery stores. Our pass along is 16,500 people or 3.3 readers per copy.

**Our median household income is \$89,986.**

**Our female population is 50.3 percent.**

**Our median age is 29.**

The Growing Up in Santa Cruz readership is smart, well-educated, affluent and seeks the best for themselves and their children. For over 25 years we have delivered quality information about children and their lives in Santa Cruz County, and perhaps the best endorsement we have is that many of our advertisers are private and public schools that see results from advertising with us.

### **Santa Cruz County overall population: 267,792**

- There are 96,275 households in Santa Cruz County.
- 60.3% of all households are family households.
- 22,144 have children under 18.
- 2.7 people average per household.
- 88.3% high school graduates.

**Conclusion? This is an affluent town with the kinds of consumers that your upmarket business is looking for and we capture that audience with our news magazine!**





## MONTHLY ADVERTISING STATS

### NEWSLETTER

Subscribers	1,200
Open Rate	45%
Click Rate	3%

### WEBSITE

Sessions	3.5k
Pageviews	4.7k

### PRINT

Distribution	5k
Reach	16.5k

### FACEBOOK

Reach	1,400
Follows	2,500
Engagement	220

### INSTAGRAM

Reach	1,400
Follows	1,600
Engagement	150

Through December 2023





# GrowingUp

## Catch the Social Media Wave

Growing Up in Santa Cruz videos have already reached more than 200,000 viewers in just three months. Promote your business to thousands of viewers in the area each week. Our team of professionals will handle all the details from shooting, editing and posting.

advertising@growingupsc.com  
(408) 656-1519

Viewers	June	July	August
Instagram	30,366	55,182	13,343
TikTok	12,196	22,525	9,456
Facebook	11,735	14,167	12,527
YouTube	17,929	6,334	9,114
<b>TOTAL</b>	<b>72,226</b>	<b>98,208</b>	<b>44,440</b>





	<b>Themes &amp; Special Issues</b>	<b>Advertising Plan</b>
<b>January</b>	GUIDE: <b>School Guide</b>	
<b>February</b>	<b>Children's Dental Health Month</b> GUIDE: <b>Preschools &amp; Child Care</b> GIFT GUIDE: <b>Valentine's Day</b>	
<b>March</b>	GUIDE: <b>Special Needs</b> GUIDE: <b>Teen Resource</b>	
<b>April</b>	<b>Kid's Day Guide</b> GUIDE: <b>Summer Activity</b>	
<b>May</b>	GUIDE: <b>Pet Guide</b> GIFT GUIDE: <b>Mother's Day</b> GUIDE: <b>Summer Activity</b>	
<b>June</b>	<b>Best Of (Nominate and Vote)</b> <b>Dads Who Make a Difference</b> GIFT GUIDE: <b>Dads and Congrats Grads</b>	
<b>July</b>	<b>Best Of (Winners)</b> GUIDE: <b>Party and Celebration</b>	
<b>August</b>	GUIDE: <b>Back to School</b>	
<b>September</b>	GUIDE: <b>Back to School</b>	
<b>October</b>	<b>Halloween, Fall Festivals</b> <b>Fire Safety</b> GUIDE: <b>Pregnancy and Birth</b> GIFT GUIDE: <b>Babies</b>	
<b>November</b>	GUIDE: <b>Health</b> GUIDE: <b>Holiday</b>	
<b>December</b>	GUIDE: <b>Family</b> GUIDE: <b>Holiday</b>	

### AD DEADLINE 15<sup>TH</sup> OF THE MONTH

#### GUIDES

With the purchase of a 1/4 page ad or larger, advertisers receive a FREE 100 word description. Or for the smaller 3/16 or 1/8 size ad, advertisers receive a FREE 50 word listing. The word listing does need to pertain to the theme of the guide. The guide is published in the publication for one month and on our website for 12 months.

#### GIFT GUIDE

\$100 for 50 words (plus name and contact info) plus image (300 DPI square).

#### CALENDAR

Events that are free or cost less than \$10 may be submitted for inclusion in the monthly calendar. Enter your event on our website at [growingupsc.com/events/community/add](http://growingupsc.com/events/community/add). Contact your sales representative regarding advertising in the special events and open house section or promoting a paid event on the calendar.

## ADVERTISING RATES 2024

AD SIZE	DIMENSIONS (WIDTH x HEIGHT)	1x	3x	6x	12x
Full Page	9.5" x 12.5"	<b>\$1,599</b>	<b>\$1,382</b>	<b>\$1,311</b>	<b>\$1,147</b>
3/4 Vertical	7" x 12.5"	<b>\$1,273</b>	<b>\$1,101</b>	<b>\$1,047</b>	<b>\$917</b>
3/4 Horizontal	9.5" x 9.32"				
1/2 Vertical	4.63" x 12.5"	<b>\$887</b>	<b>\$791</b>	<b>\$751</b>	<b>\$673</b>
1/2 Horizontal	9.5" x 6.12"				
3/8 Vertical	4.63" x 9.32"	<b>\$735</b>	<b>\$642</b>	<b>\$615</b>	<b>\$547</b>
3/8 Horizontal	7" x 6.12"				
1/4 Page	4.63" x 6.12"	<b>\$560</b>	<b>\$499</b>	<b>\$483</b>	<b>\$428</b>
3/16 Vertical	2.19" x 9.32"	<b>\$487</b>	<b>\$435</b>	<b>\$420</b>	<b>\$372</b>
3/16 Horizontal	7" x 2.94"				
1/8 Vertical	2.19" x 6.12"	<b>\$421</b>	<b>\$378</b>	<b>\$361</b>	<b>\$315</b>
1/8 Horizontal	4.63" x 2.94"				
1/16 Page	2.19" x 2.94"	<b>\$299</b>	<b>\$276</b>	<b>\$252</b>	<b>\$231</b>

Inside Glossy Front and Back Covers **20% Premium**

Preferred Page **15% Premium**

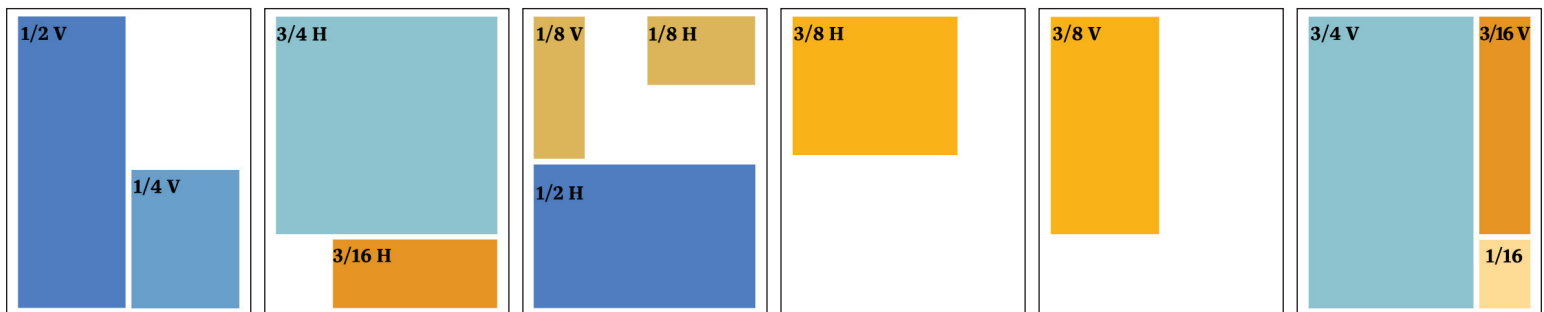
Front Cover (Display Ad Required) **\$1,760**

Back Cover **\$1,760**

Online Logo in Guide **\$30**

Rates listed are per issue. All runs must be consecutive. 1 hour of free ad design included. Additional design time \$60/hr. Actual print size may vary by a few percent.

## AD DEADLINE 15<sup>TH</sup> OF THE MONTH





(Website Rates are Monthly)

WEB BANNER ADS 1200X200	
	Monthly Rate
Top Banner	<b>\$386</b>
Middle Banner	<b>\$297</b>
Lower Banner	<b>\$238</b>

TARGET BANNER ADS 1200X200	
	Monthly Rate
Top Banner	<b>\$386</b>
Middle Banner	<b>\$297</b>
Lower Banner	<b>\$238</b>

WEB SIDE ADS 600X400	
	Monthly Rate
Top Position	<b>\$297</b>
Position 2	<b>\$238</b>
Position 3-4	<b>\$208</b>
Position 6-7	<b>\$178</b>

DOUBLE WEB SIDE ADS 600X800	
	Monthly Rate
Top Position	<b>\$386</b>
Position 2	<b>\$297</b>
Position 3-4	<b>\$238</b>
Position 6-7	<b>\$243</b>

(Newsletter Rates are Weekly)

NEWSLETTER ADS 600X400 (Sent Every Friday)	
Rectangular Image	<b>\$178</b>

NEWSLETTER ADVERTORIAL	
200 Words + Image (in Friday Newsletter)	<b>\$238</b>
400 Words + Image (Independent Email on Tuesday)	<b>\$475</b>

All newsletters are posted on our website and promoted through our Instagram and Facebook profiles @growingupsc  
One hour design included. \$60/hour additional production time.

P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | [advertising@growingupsc.com](mailto:advertising@growingupsc.com)