



Package the Power of Print

We print 5,000 copies per issue every month!

Growing Up in Santa Cruz is distributed free at about 100 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.

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. Ask us about our print and digital bundles for the best reach and price!





GrowingUp

Catch the Social Media Wave

Growing Up in Santa Cruz videos have reached more than 200,000 viewers. Promote your business to thousands of viewers in the area. Send us your videos and we will post on our social media sites. Videos should be under three minutes long.

advertising@growingupsc.com
(408) 656-1519

	2023 Viewers
Instagram	100,000
TikTok	46,000
Facebook	40,000
YouTube	35,000





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 2024



	Themes & Special Issues	Advertising Plan
January	GUIDE: School Guide K-12	
February	Children's Dental Health Month GUIDE: Child Care, Preschool and Pre-K GIFT GUIDE: Valentine's Day	
March	GUIDE: Teen Resource GUIDE: Summer Activity	
April	Kid's Day Guide GUIDE: Summer Activity	
May	GUIDE: Pet Guide GIFT GUIDE: Mother's Day GUIDE: Summer Activity	
June	Best Of (Nominate and Vote) Dads Who Make a Difference GUIDE: Home and Garden GIFT GUIDE: Dads and Congrats Grads	
July	Best Of (Winners) GUIDE: Party and Celebration GUIDE: Special Needs	
August	GUIDE: Back to School	
September	GUIDE: Back to School Baby Photo Contest Nominations	
October	Halloween, Fall Festivals, Fire Safety GUIDE: Pregnancy and Birth	
November	GUIDE: Health GUIDE: Holiday	
December	GUIDE: Family GUIDE: Holiday	

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. Add a logo or square photo for \$40 or \$60 for both a logo and picture.

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. Promote your event in a dedicated section in print, in the newsletter and online for \$100 with any print ad purchase. Contact your sales representative regarding advertising in the special events and open house section or promoting a paid event on the calendar.

ADVERTISING RATES 2025

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

Ask us about print and digital bundles for the best reach and price!

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.

Inside glossy front and back covers **20% Premium**

Preferred page **15% Premium**

Front cover (includes 1/4 page ad) **\$1,760**

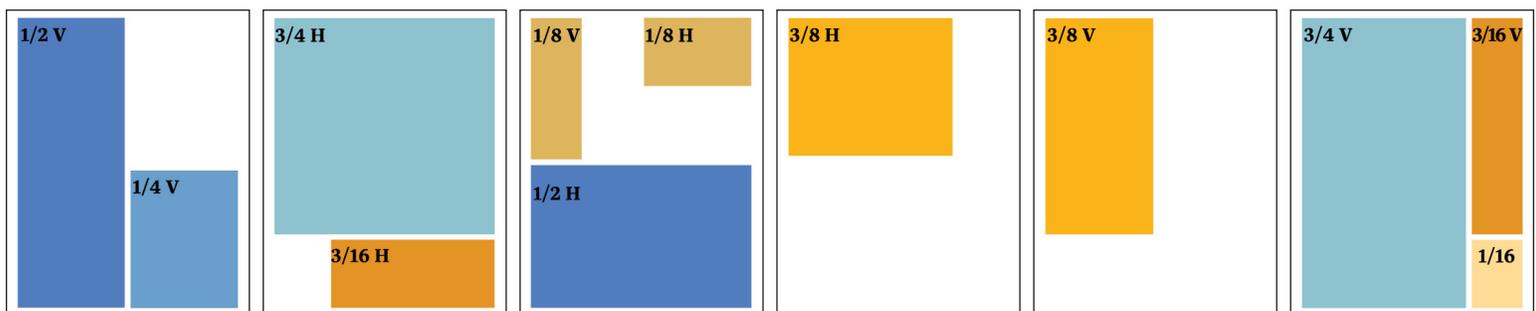
Back cover **\$1,760**

Logo or photo in guide **\$40**

Logo and photo in guide **\$60**

Promoted calendar listing (with paid ad) **\$100**

AD DEADLINE 15TH OF THE MONTH





(Website Rates are Monthly)

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

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

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

(Newsletter Rates are Weekly)

NEWSLETTER ADS 600X400 (Sent Every Friday)	
Rectangular Image	\$178

NEWSLETTER ADVERTORIAL	
200 Words + Image (in Friday newsletter)	\$238
400 Words + Image (Dedicated email sent on Tuesday. Due the previous Thursday.)	\$475

VIDEOS	
Targeted video ads. Reach thousands of viewers.	\$100

All newsletters are posted on our website and promoted through our Instagram and Facebook profiles @growingupsc