GrowingUp
DEMOGRAPHICS

We print 5,000 copies per issue every month!

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

Our median household income is $109,266.
Our female population is 50.3 percent.
Our median age is 40.

The *Growing Up in Santa Cruz* readership is smart, well-educated, affluent and seeks the best for themselves and their children. For more than 25 years we have provided thoughtful, locally-rooted coverage of children's lives and family culture in Santa Cruz County. That long-term track record speaks for itself—with many of our advertisers being private and public schools that see results from advertising with us.



Our audience is affluent, well-educated and deeply engaged in family life:
Santa Cruz County overall population: 262,021

- There are 96,873 households in Santa Cruz County.
- 63.3% of all households are family households.
- 22,117 have children under 18.
- 2.7 people average per household.
- 86.7% high school graduates.

The bottom line? Santa Cruz County is an affluent, educated community—exact the kind of audience your premium brand wants to reach. And we connect you directly to them through our trusted, long-running family news magazine.



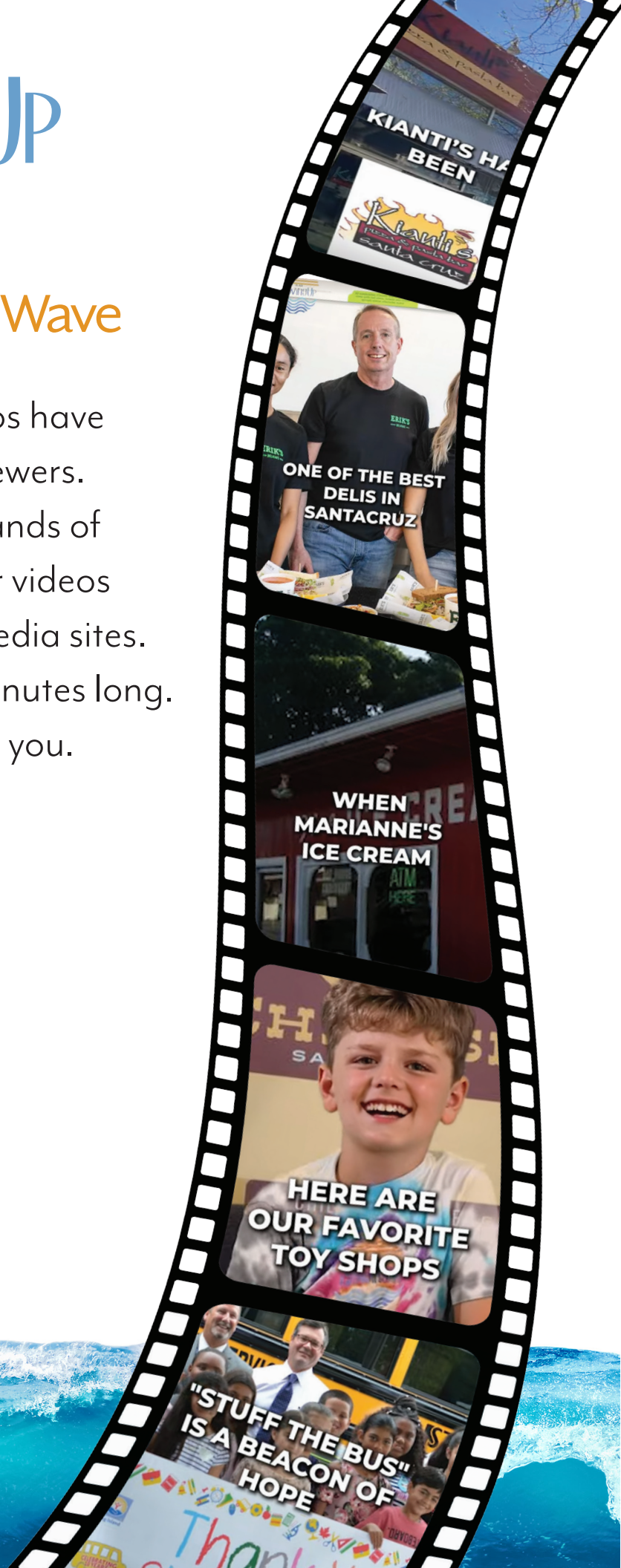
GrowingUp

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. We can also produce a video for you.

advertising@growingupsc.com
(408) 656-1519

	2025 Viewers
Instagram	100,000
TikTok	46,000
Facebook	40,000
YouTube	35,000



GrowingUp

MONTHLY ADVERTISING STATS

NEWSLETTER

Subscribers	1,900
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 2025

P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | advertising@growingupsc.com

GrowingUp

ADVERTISING CALENDAR 2026

	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 Nomimations**	
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.

P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | advertising@growingupsc.com

GrowingUp

PRINT ADVERTISING RATES

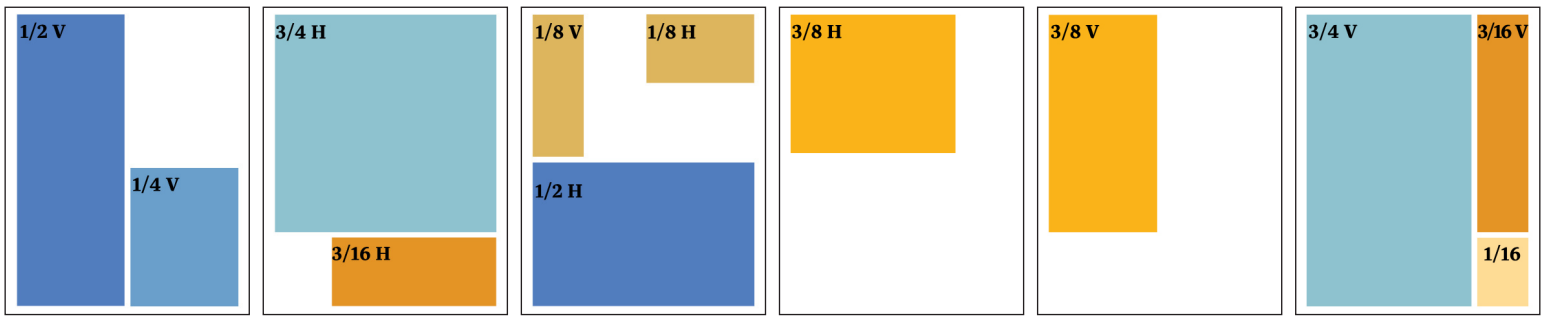
AD SIZE	DIMENSIONS (WIDTH x HEIGHT)	1 month	3 months	6 months	12 months
Full Page	9.5" x 12.5"	**$1,599**	**$1,382**	**$1,311**	**$1,147**
3/4 Vertical	7" x 12.5"	**$1,273**	**$1,101**	**$1,047**	**$917**
3/4 Horizontal	9.5" x 9.32"				
1/2 Vertical	4.63" x 12.5"	**$887**	**$791**	**$751**	**$673**
1/2 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**
Sponsored page (includes 1/4 page ad) **$1,150**
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**



P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | advertising@growingupsc.com

GrowingUp
DIGITAL ADVERTISING RATES

WEB BANNER ADS 728X90

Top Banner	**$386**
Middle Banner	**$297**
Lower Banner	**$238**

WEB SIDE ADS 600X400

Top Position	**$297**
Position 2	**$238**
Position 3-4	**$208**
Position 6-7	**$178**

(Website Rates are Monthly)

DOUBLE WEB SIDE ADS 600X800

Top Position	**$386**
Position 2	**$297**
Position 3-4	**$238**
Position 6-7	**$243**

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**

(Newsletter Rates are Weekly)

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

TARGETED VIDEOS

Customer provided	**$300**
Produced by Growing Up	**$500**

P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | advertising@growingupsc.com

Growing Up

BE PART OF WHAT MAKES SANTA CRUZ SHINE!

Our readers love businesses that care about the community — and so do we. When your brand sponsors a community content page in Growing Up in Santa Cruz, you're not just buying ad space — you're showing that you're invested in the people, families and places that make Santa Cruz special.

These pages highlight local stories, tips, and activities that readers truly engage with. Whether it's parenting advice, family outings, contests or seasonal promotions, our team can help you design and write a feature that reflects your values and connects you directly to your audience.

Community partnerships like Comcast, Bay Federal Credit Union, and Shopper's Corner have used this format to showcase their support for local families while strengthening their brand image. Readers remember businesses that show up for the community — and these pages are the perfect way to do just that.



Ideas for pages include:

- Sponsored columns written by your business or our editorial team
- Contests, giveaways, or family-friendly promotions that spark engagement
- Helpful tips or how-to features that position your business as a trusted expert

Every community page is professionally designed and shared both in print and online, ensuring your message reaches thousands of local readers who value authentic local connections.

Show Santa Cruz that you're not just in the community — you're part of it.

P.O. Box 3505, Santa Cruz, CA 95063 | 408.656.1519 | advertising@growingupsc.com