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# THE PARENT LIST

## MEDIA KIT

### 2025

FOUNDER OPPORTUNITY  
Limited launch  
pricing available

*Where Families Trust and Your  
Business Thrives.*



## Who we are

At The Parent List, we build connections. We are a curated digital hub for families in West Central Florida, **designed to bridge the gap between overwhelmed parents and the resources that can truly make a difference.**

We're not another noisy platform. We're a trusted companion in the parenting journey.

## Why advertise with us?

Because we meet families where it matters: In their questions, in their stress. In their 2am Google searches. And guess what? They don't want fluff. They want real solutions. That's where **your business** comes in.

By advertising with us, you align your brand with a platform that families trust, respect, and return to not just scroll past.

- Hyper-local reach.
- Emotional resonance.
- Practical value.

Whether you're a therapist, a café owner, a tutor, or any business/service that helps parents life's easier, The Parent List is where you need to be.

## Our audience

- Parents between ages 25–45
- Families with kids ages 0–15
- Based in Pasco, Pinellas, and Hillsborough counties.

**Values:** reliability, community, accessibility.

Actively searching for services, programs, and events that align with their real-life needs

## What makes us different?

We don't do junk traffic.

We do meaningful traffic.

We don't rely on gimmicks. We rely on intentional design + real connection. We don't try to be everything to everyone.

We are **hyper-focused on parents.**

You're not just buying ad space.

You're joining a movement that's changing how families find support and how local businesses grow.



## LAUNCH RATES (valid through September 15)

Ad Type	Placement	Founding Rate
Rotating Banner	Homepage (970x150)	\$75/month
Fixed Banner	Homepage (970x150)	\$90/month
Square Banner	Homepage / Directory (300x250)	\$60/month
Vertical Banner	Blog / Community (300x250)	\$50/month
Horizontal Banner	Blog / Community (728x90)	\$65/month
Featured Resource Card	Directory Highlight Section	\$55/month
Email Mention (Add-on)	Newsletter spotlight (optional)	\$20/month

**\*\*Custom bundles available.**

**Founding partners get priority placement.**



## FOUNDING PARTNER PERKS

For the first 10 businesses that join before September 15:

- “Founding Partner” badge on your listing
- Social media welcome post (graphic + tag)
- Featured mention in our newsletter
- Early access to future promotions and media kits
- Preferred pricing for 2026 advertising packages (10% off)

### WE DON'T JUST SELL SPACE. WE SELL IMPACT

We care about your growth, because if you thrive, our families win too.

### READY TO BE WHERE THE FAMILIES ARE?

Start here [👉 Partner Interest Form](#)

Questions? Let's talk: [advertising@theparentlist.com](mailto:advertising@theparentlist.com)

This isn't just a platform. It's a movement. And smart businesses don't just follow trends, *they become part of the village.*