

# UniversityParent

Media Kit 2015



# Our Mission

Today's parents are closer to their high school and college-aged students than any previous generation.

They're not "helicopter parents." They're engaged, informed 21st-century parents who understand that their support is essential to their students' success. And, like their students, when it comes to products and content, they are media-savvy and discriminating.

UniversityParent connects these parents with the right resources at the right time. We answer almost any question they might have, and in doing so, we help them support and advise their sons and daughters, as well as nurture their own well-being.

Just as their students lean on them, parents rely on UniversityParent for the knowledge they need to navigate this new stage of family life and help their students thrive.



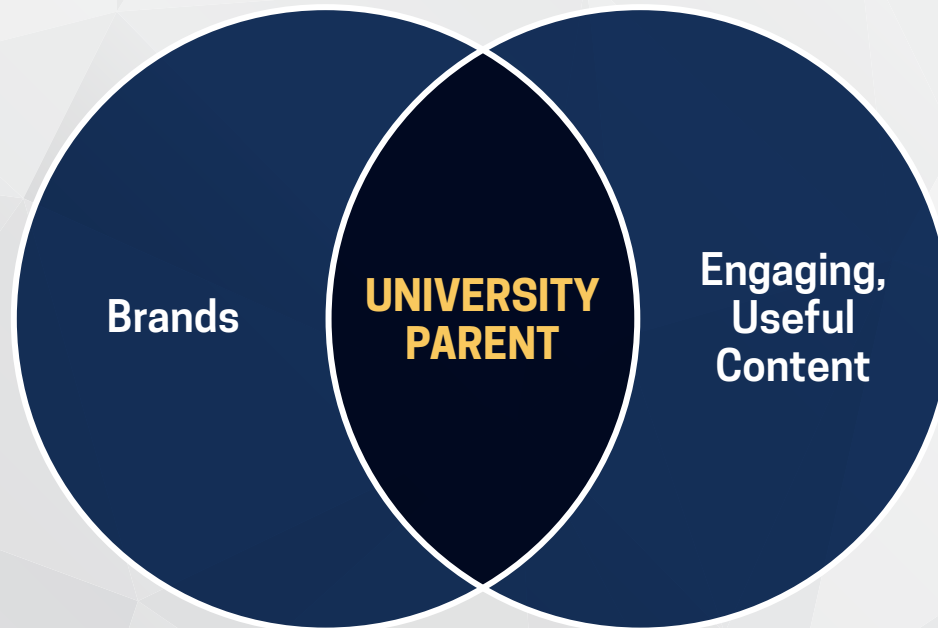
**SARAH SCHUPP**  
Founder & CEO

Sarah Schupp founded UniversityParent in 2004 with a single guide for University of Colorado-Boulder parents. In the years since, UniversityParent has partnered with hundreds of colleges and universities to produce a dynamic library of resources for both high school and college parents.

# We Know Parents

UniversityParent is the trusted resource for college parents, and an invaluable tool for universities and advertisers.

Our success springs from a deep understanding of what parents need based on more than a decade of close engagement with this community. We reach millions of parents each year, and parents contact us daily with their questions. We continue to expand the breadth and depth of opportunities, information and support we provide, linking your brand with our original, high-quality content.

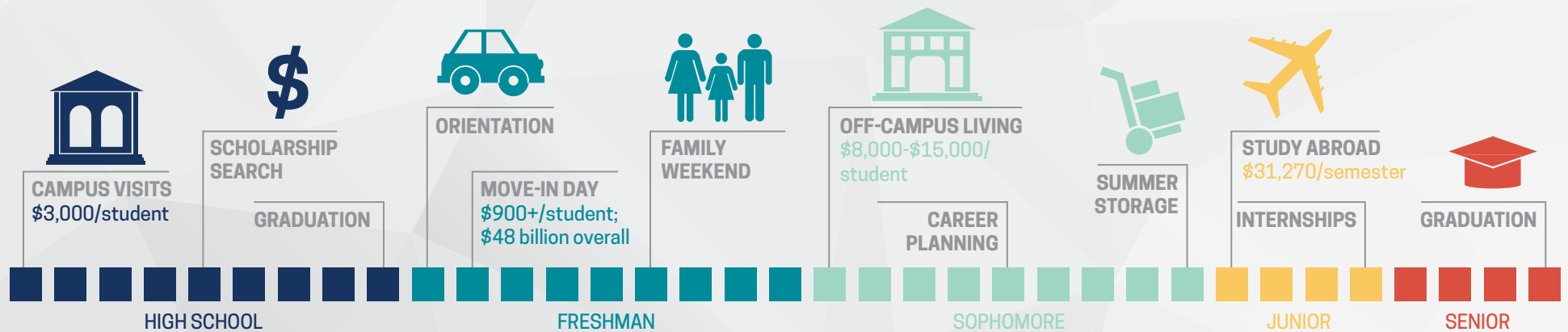


# Why Target Parents?

70% of students talk or text with their parents daily.\*

Two-thirds of college students say they discuss purchasing decisions with their parents, making parents' influence significant. Parents spend more than \$100 billion a year to support their kids every stage of the college journey.

Here's a snapshot:



Data Sources: Clark University Poll of Parents of Emerging Adults, 2013; College Explorer Survey; National Retail Federation; USA Today; Forbes



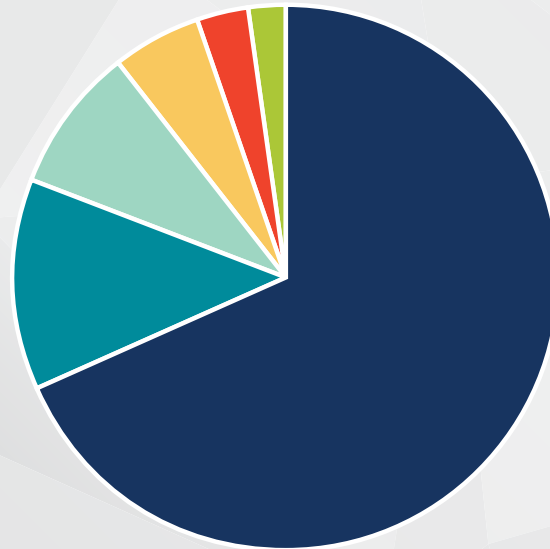
# A Different Kind Of Media Company

UniversityParent provides connection, support & information for more than 2 million parents.

UniversityParent engages audiences because our visitors really care about the subject matter – their children. Because of this, we drive better results for advertisers.

**“University Parent is the single source of information for me and my daughter.”**

— Jeff W.



■ ORGANIC SEARCH  
■ DIRECT  
■ EMAIL

■ PAID SEARCH  
■ REFERRAL  
■ SOCIAL

[How Parents Find UniversityParent.com](https://www.universityparent.com)

Most of our traffic is organic; parents are actively searching for the specific resources that UniversityParent offers.

# Our Marketing Solutions

We've helped more than 10,000 local and national businesses reach this influential market.

Our approach combines brand awareness with reader engagement by aligning your brand with high-quality content that draws parents in and keeps them there. Here are some of the local and national brands that have partnered with UniversityParent.



Don't take our word for it. Here's what our advertisers say:

*"The UniversityParent Guide for CU Families has had the most positive return on investment of any print advertising we have explored."*

—Passion Flower Design

*"As a marketer, I advertise in 100+ sources. UniversityParent was the easiest to advertise in."*

—Courtney Fleishman,  
Hallkeen Management

*"I have been tracking my marketing and am absolutely getting sign-ups from advertising with you."*

—Michael Shelhamer,  
College Student Storage

# Our Marketing Solutions

We will develop a comprehensive strategy to help you reach parents through tactics that resonate with our audience.



Analytics



Search



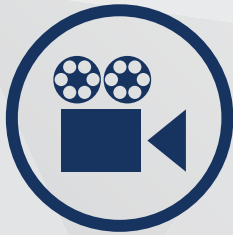
Display



Mobile



Local



Video



Contests



Targeting



Social



Content



Print

# Contact Us



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