

## SITE OVERVIEW

**NYMETROPARENTS.COM** is the site that parents use to find the most comprehensive information, guides, resources and activities for their families in the Metropolitan NY and Fairfield markets. Our extensive database of calendar activities and articles provide insight from subject matter experts – and our award winning editorial team. NYMETROPARENTS.COM delivers the largest number of users online in our category through extensive online promotion and Search Engine Optimization. You can rely on parents seeking our guidance when searching for local information on what to do and where to spend.



### SITE STATS (OCTOBER 2010)\*

Unique Visitors/month	200,000
Page views/month	1.6 million
Average page views per visit	5.3
Visits per month	1.5 million
Microsites visits/month	300,000

### ADVERTISING OPPORTUNITIES INCLUDE

- Premium Placements  
Home Page | Category Pages | Sub Category Pages
- Dedicated Microsites
- Listings
- Event Calendar Promotion
- NYMetroParents Newsletter E-Blast
- Dedicated Custom E-Blasts
- Display Advertising



\*Source: AW Stats, October 2010