

FIRST TIME PARENT MAGAZINE

Digital Advertising & Content Partnerships Rate Sheet

(Updated 10/12/2026)

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Publication Overview: *First Time Parent Magazine* is a trusted, authority-driven digital resource with a 13-year archival history and established organic search traffic.

- **Our Core Niche & Audience:** We serve a high-intent audience at life's most pivotal crossroads: those **planning for pregnancy**, those currently **pregnant**, parents and caregivers of **children ages 0–5 years old**, and **grandparents** supporting this journey.
- **Editorial Mission:** Every piece of content we publish must be tightly focused on parenting and relevant lifestyle factors that empower first-time parents and grandparents to provide the absolute best care, development, and environment for their little ones.
- **Archival Structure & Visibility:** All articles live in chronological order within our archive. For enhanced visibility, articles can be featured on our dedicated [Free Articles Page](#) or showcased in exclusive premium slots. *Note: Pinned/featured article inventory is strictly capped at a maximum of 2 total spots across the site to maintain high visibility and prevent clutter, and all placements are subject to real-time availability and editorial pre-approval.*
- **Submission Guidelines & Compliance:** All brand-supplied content must strictly adhere to our editorial standards. Review our complete guidelines before submitting: [First Time Parent Magazine Connect & Partner Guide](#).
- **Journalistic & AI Standards:** Aligned with top-tier professional publishing standards, we strictly require **100% human-written content**. Foundational research and grammar tools are acceptable, but raw AI-generated text is not permitted.
- **Advertising Standards & Prohibited Categories:** To protect our family-first readership and maintain absolute trust, we hold a strict advertising policy. **We do not accept ads or partnerships related to:** gambling or betting services, adult content or explicit material, alcohol and related beverages, firearms/weapons/ammunition, politics or political campaigns, online gaming (video games/gambling-adjacent gaming), or any content/products/services not intended for general public consumption.

- **Link & Tracking Policy:** To preserve user trust and site performance, all destination URLs must be clean and secure. Standard UTM analytics tags are welcome; however, convoluted redirect chains, cloaked links, or messy tracking strings are subject to review and may be simplified or declined.
- **FTC & Regulatory Compliance:** In accordance with Federal Trade Commission (FTC) guidelines and international advertising standards (such as the UK ASA), all sponsored articles, paid link insertions, and commercial partnerships will automatically include clear, conspicuous disclosures (e.g., **#Ad**, **#Sponsored**, or a paid partnership label) to maintain absolute editorial integrity and consumer trust.

Official Publication & Editorial Channels:

- Official Website: firsttimeparentmagazine.com
- Free Articles Page: firsttimeparentmagazine.com/free-articles-to-develop-parenting-skills/
- Affiliates & Products Page: firsttimeparentmagazine.com/affiliates-links-products-for-new-mothers-and-new-fathers/
- Facebook: facebook.com/FirstTimeParentMagazine
- Instagram: [@firsttimeparentmag](https://www.instagram.com/firsttimeparentmag)
- X (Twitter): [@FTP_Magazine](https://twitter.com/FTP_Magazine)
- Pinterest: pinterest.com/firsttimeparentmag
- Jill Kelsey (Founder & Editor-In-Chief) LinkedIn: linkedin.com/in/jill-kelsey

Advertising & Partnership Options

Product Type	Summary of Deliverables & Requirements	Rate
1. Link Insertion <i>(Niche Edit)</i>	At end of article under "Related Links". Passes established 13-year domain authority (do-follow). Destination URL must point to an in-niche infant/baby/toddler/parenting website.	\$250 <i>(One-time)</i>

2. Sponsored Article <i>(Brand-Supplied)</i>	Min. 700 words, 100% human-written, 0–5 parenting focus. Choose tier: • Evergreen: Permanent archive link (\$650) • Monthly: 30-day run + Free Articles Page pin (max 2 spots) + newsletter (\$750/mo) • Q4 Holiday: Peak Q4 traffic + Free Articles Page pin + holiday newsletter (\$950/qtr)	\$650 – \$950 <i>(By tier)</i>
3. Homepage Featured Spot <i>(Premium Expert)</i>	Exclusive Footer Spotlight. Premium expert/highlighted content at the bottom of the homepage. Includes min. 700-word article or archive link, feature graphic, and summary copy.	\$1,200 / month <i>(or \$1,500 / qtr)</i>
4. Website Ad Spot <i>(Banner Space)</i>	Dual-Location Display: Bottom right of Free Articles & Affiliates pages. Specs: 1580x1580 px image, 13–15 word headline, 70–80 word copy. Q4 limited to 1 total spot.	\$450 / month <i>(or \$550 / qtr Q4)</i>
5. In-Article Niche Product Callout Box	Mid-Article Native Box: Square image, headline (<10 words), benefit pitch (<50 words), and CTA link inside a relevant archive article to prevent ad clutter.	\$350 / month <i>(or \$450 / qtr)</i>

6. Quarterly Newsletter Sponsored Spotlight	Exclusive Quarterly Broadcast: Curated mention in our limited quarterly newsletter. 50–75 words copy, logo/image, and tracking link. Q1–Q3 (300)/Q4 <i>Peak</i> (450).	\$300 (Q1–Q3) or \$450 (Q4 <i>Peak</i>)
7. Social Syndication Add-On	Multi-Platform Push: Single broadcast across Facebook, Instagram, X, and Pinterest with brand-supplied platform-specific dimensions.	+\$75 (Add-on)

Self-Service Ordering & Asset Submission Instructions

To ensure rapid pre-approval and processing, **brands must submit their chosen option, pre-approval details, all required assets, and Stripe billing information in their very first email.**

Step 1: Mandatory Pre-Approval Disclosure

In your initial email, you must disclose:

- **Brand / Product Name:**
- **Website / Landing Page URL:**
- *Note: All partnerships are subject to strict editorial pre-approval. Products and content must directly support pregnancy planning, pregnancy, children ages 0–5, or grandparents providing the absolute best care for their little ones (and strictly adhere to our prohibited content and link policies).*

Step 2: Select Your Option & Provide Matching Assets

- **If selecting Link Insertion (\$250):**
 - Target URL (Secure, clean <https://> link pointing to an in-niche infant/baby/toddler/parenting website)
 - Exact Anchor Text (1–4 words, natural phrasing)
 - Target Article URL from our archive (or request a relevant match)
- **If selecting Sponsored Article (Evergreen \$650 / Monthly \$750 / Q4 Holiday \$950):**

- State your selected tier (Evergreen, Monthly, or Q4 Holiday)
 - *Note: Monthly and Q4 tiers include pinned placement on our Free Articles Page, strictly limited to 2 total spots site-wide and subject to availability.*
 - Final article copy (Min. 700 words, 100% human-written, focused strictly on parenting/childcare 0–5)
 - 1 Target URL and associated do-follow backlink
 - Credited high-resolution product or brand imagery
 - Brief 1–2 sentence author/brand bio
- **If selecting Homepage Featured Spot (\$1,200/mo or \$1,500/quarter):**
 - State your preferred duration (Monthly or Q4 Quarter)
 - Final article copy or target URL (Min. 700 words, 100% human-written, 0–5 parenting focus)
 - High-resolution feature graphic/product imagery
 - Headline and concise summary copy
 - 1 Target URL and do-follow backlink
- **If selecting Website Ad Spot (\$450/mo or \$550/quarter):**
 - State your preferred duration (Monthly or Q4 Quarter)
 - *Note: Q4 Website Ad Spot inventory is strictly limited to 1 ad spot total and subject to availability.*
 - High-resolution photo sized precisely to **1580 x 1580 pixels**
 - Headline text (Strictly **13 to 15 words**)
 - Body copy paragraph describing product benefits for early childhood/parenting (Strictly **70 to 80 words**)
 - Destination URL (or specific landing page link)
- **If selecting In-Article Niche Product Callout Box (\$350/mo or \$450/quarter):**
 - State your preferred duration (Monthly or Q4 Quarter)
 - Target article URL from our archive (subject to availability and editorial approval)
 - High-resolution product image (square format)
 - Headline (under 10 words)
 - Product benefit pitch targeted at parents/grandparents of kids 0–5 (maximum 50 words)
 - Destination URL and CTA button text (e.g., "Shop Now", "Learn More")
- **If selecting Quarterly Newsletter Sponsored Spotlight (\$300 for Q1–Q3 / \$450 for Q4):**
 - Target quarterly issue window (Q1, Q2, Q3, or Q4 Peak Holiday)
 - Brand logo or high-resolution square image

- Concise promotional copy (50–75 words max)
- Secure destination URL / Call-to-Action link
- **If adding Social Syndication (+\$75):**
 - Confirm selection of the social syndication add-on and provide your social media handles/tags for proper tagging.
 - Provide assets formatted to the specific platform requirements below:
 - **Facebook:** 1200 x 630 px (landscape) or 1080 x 1080 px (square) image; 80–120 words text.
 - **Instagram:** 1080 x 1080 px (square) or 1080 x 1350 px (portrait) image; 50–75 words caption.
 - **X (Twitter):** 1600 x 900 px image; under 240 characters text.
 - **Pinterest:** 1000 x 1500 px (2:3 vertical ratio) pin image; 50-word description optimized with search keywords.

Step 3: Billing Information for Stripe

To expedite secure invoicing via Stripe, please provide:

- **Billing Contact Name:**
- **Billing Email Address:** (Where the Stripe secure payment link should be sent)
- **Company Name & Address:** (If required for your invoice records)