



PMA Membership APPLICATION

Thank you for your interest in applying for membership in the Parenting Media Association (formerly PPA). This package contains all necessary forms to complete and send in for consideration. There is a checklist at the end – please be sure to submit all requested materials to the following address:

PMA, 1970 E. Grand Ave, Ste 330, El Segundo, CA 90245

Phone: 310/364-0193

Fax: 310/364-0196

administrator@parentingpublications.org

www.parentingpublications.org



Dear Colleague:

Thank you for your interest in submitting an application for membership in the Parenting Media Association (PMA). PMA is committed to fostering high quality standards in local and regional parenting publications.

PMA is a growing and vibrant association, dedicated exclusively to the problems and concerns of local and regional parenting publications. Among our goals are to promote high quality local and regional parenting publications and the provision of targeted professional development programs. We are particularly pleased with our efforts to provide meaningful member services, including:

- An email newsletter with information and trends from our members and the industry designed to keep members abreast of significant developments affecting parenting publications.
- An annual editorial and design awards competition managed by the School of Journalism at the University of Missouri. This is the only broad based competition to recognize excellence in our industry.
- An annual Fall Leadership Seminar which brings together industry leaders to stimulate thinking and to lead discussions about our industry and to provide a forum to discuss and share ideas on improving operations and generating profits.
- A Promotion Information Program in which members exchange samples of their latest promotional efforts including media kits, event promotional products, house ads, etc.
- On-going training and education sessions for key publication staff including an Annual Convention in the Spring with sessions directed at the needs of major departments including Sales, Editorial, Design/Production, and Management.
- Conducting periodic industry specific research which, in the recent past, has included such efforts as a financial bench-marking survey with customized comparisons of each publication's performance to the total sample.
- Sponsorship of a national reader survey involving all member publications in which each publication has the opportunity to obtain a report on their own readers at a significant cost savings.

The biggest benefit of PMA, however, is the opportunity to join a network of experienced publishers who freely share their history, ideas and knowledge. Many a members has received a jumpstart on a new program or initiative, or avoided a serious mistake in implementing a new idea, by having the opportunity to bounce ideas off this pool of experienced and talented colleagues. Members interact via meetings, conferences and through participation in an email exchange program sponsored by PMA.

PMA has come to represent integrity and quality in terms of the circulation, demographics and editorial product of the parenting publications among its members.

We invite you to become part of this movement!

PMA 2011-2012 DUES WORKSHEET

(July 1, 2011 - June 30, 2012)

The dues structure is based on the total circulation of your parenting publication(s) plus a per publication fee for the second and subsequent publication. If you own more than one publication, add the circulation of each together for a total circulation and match that total to the dues category listed below. For those publishers who own more than one title, there is an additional fee of \$110 per title after the first publication--add that amount to the dues amount determined by the dues schedule. Only those publications for which dues or a fee has been paid may be listed in the on-line membership roster, participate in the Awards Program, etc.

For those publications whose dues renewal payment is received by August 15, 2011, you receive a 5% reduction as a prompt payment discount (see schedule below – the discount has been accounted for below).

PMA ANNUAL MEMBERSHIP DUES ARE CALCULATED USING THE FOLLOWING SCALE:

If your total circulation is:	Annual Dues	If payment is in by 8/15/11
1 to 20,000.....	\$ 795	\$ 755
20,001 to 30,000.....	\$ 985	\$ 935
30,001 to 40,000.....	\$ 1,065	\$1,010
40,001 to 60,000.....	\$ 1,160	\$1,100
60,001 to 80,000.....	\$ 1,230	\$1,170
80,001 to 100,000.....	\$ 1,400	\$1,330
100,001 to 110,000.....	\$ 1,490	\$1,415
110,001 to 120,000.....	\$ 1,650	\$1,570
120,001 to 150,000.....	\$ 1,975	\$1,876
150,001 to 200,000.....	\$ 2,470	\$2,350
200,001 to 300,000.....	\$ 3,285	\$3,120
300,001 to 500,000.....	\$ 4,925	\$4,680
500,001 to 750,000.....	\$ 6,575	\$6,245
750,001+.....	\$ 8,210	\$7,800

Total Circulation of all parenting publications: _____

Dues Amount from the Scale above: \$ _____

List each Publication owned by your firm and add \$100 fee for the second and subsequent publication.

<u>Publication:</u>	<u>Circulation</u>	
1) _____	_____	\$ (NO ADD'L FEE)
2) _____	_____	\$ _____
3) _____	_____	\$ _____
4) _____	_____	\$ _____

(add additional sheet if necessary)

Total Additional Fees \$ _____

COMBINED TOTAL (dues plus additional fees) \$ _____

This form is information only. You will be billed for pro rata share of dues once approved for membership.



Membership Guidelines

The Parenting Media Association (PMA) is a national trade association of regional parenting publications throughout the United States, Canada and Australia.

The organization provides opportunities for member networking and professional development and increases awareness of the regional parenting publication industry. To maintain the association's reputation for quality and integrity, all existing and prospective PMA member publications are expected to exhibit high levels of journalistic excellence and ethical business practices.

To qualify for membership in the Parenting Media Association, a publication must be recommended for membership by the Membership Committee following a careful review of the applicant's compliance with the standards and criteria set forth below. Once approved for membership, each member publication is expected to comply with these standards and criteria on an ongoing basis.

Business Practices

Member publications must exhibit professionalism and use ethical business practices to enhance the usefulness and strengthen the character of the PMA. Member publications must:

- Have been published for at least one year
- Publish at least 4 issues per year.
- Be professionally printed.
- Have a circulation audit by an independent audit firm or provide a copy of an audit commitment letter.
- Publish a rate card and/or media kit with circulation numbers and a printing frequency that correspond with audit figures.

Editorial

The editorial content of member publications must be dedicated to topics and subjects directed at the local parenting community in their regional markets.

- Member publications must maintain a minimum of 35% editorial content overall; maximum of 65% advertising overall.
- At least 75% of editorial content must relate directly to parenting, families and/or topics relating to children of various ages.
- At least 60% of editorial content must be locally generated and/or locally focused or be of specific local interest to the publication's readership.

Editorial and Advertising Mix

Member publications must exhibit a clear distinction between advertising and editorial content.

- Layout, design and typeface of advertising pages should be distinctly different than editorial pages. The main typeface of the magazine's editorial content should not be used in advertisements or special advertising sections.
- Advertisements that look like editorial content should be clearly and prominently marked "Advertisement" or "Advertising Section" horizontally at the center of the top of every page or advertisement in the section. The type should be at least equal in size or weight to the publications normal body type. The term "Advertorial" is not acceptable.
- Editorial space should not be sold or bartered in exchange for advertising.

- Advertising pages should not be placed adjacent to editorial as the result of improper involvement or to imply editorial endorsement of particular advertisers.

Additional Requirements of Membership

In addition to the standards and criteria above, members of the PMA agree to abide by the Bylaws of the Association and the policies of the association established by vote of member publications from time to time. Member publications agree to abide by the following specific requirements of membership, in addition to the standards and criteria set forth above:

- Submit on a timely basis the annual dues renewal payment and such forms as may be necessary to renew membership each year including copy of the most recent circulation audit or a copy of an audit commitment letter, current ad rate sheet and a completed directory form.
- Participate in the Reader Survey conducted by PMA every two years on behalf of all member publications. Members are required to print a copy of the common survey form in the designated issue of their publication. A copy of the tabulated results of the survey is provided to all member publications.
- Donate up to two color pages of ad space each year to be used by the association in a national donated space program. The donated space is available to the association to sell at a discount to introduce new advertisers to Parenting Publications. Member publications may earn the 15% sales commission for selling the donated space to a qualified buyer.

Parenting Media Association

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El Segundo, CA 90245

Phone: 310/364-0193, Fax: 310/364-0196

administrator@parentingpublications.org

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PARENTING MEDIA ASSOCIATION

Application for Membership

Publication _____

Publisher _____ Email _____

Publication Owner (Individual's name or Company) _____

Is the parenting publication part of a larger group of publications? Yes ___ No ___

If yes, how many total publications are in the group? _____

How long has the owner (individual or company) been in business? _____

Contact Person (If different from publisher) _____

Address _____

Phone _____ Fax _____ URL _____

Editor _____ Email _____

Sales Manager _____ Email _____

Circulation _____

Area of Distribution: _____

Date of First Issue (month/year) _____

Number of Issues Printed per Year _____

Format: Tab ___ Short Tab ___ Magazine ___

Frequency: Weekly ___ Monthly ___ Bi-Monthly ___ Other ___

* Audited: Yes ___ No ___ Pending ___ • Audit Company _____

Business References

Name _____ Phone _____

Company Name _____

Address _____

Name _____ Phone _____

Company Name _____

Address _____

**Note: Circulation audit is now a requirement of membership in PMA. See the Audit Commitment Form. You have the option of participating in a Group Audit or having the audit done on your own. This information and appropriate copies need to be submitted to PMA. If you commit to participate in the Group Audit, you should provide copies of the three most recent printer invoices indicating quantity printed with this application.*

Please enclose 17 copies of the most recent issue, copy of current ad rate card and media kit--plus a copy of your circulation audit report or a copy of a letter from the audit company accepting your publication for audit – if you are committing to participate in the Group Audit, provide copies of 3 recent printer statements indicating quantity printed - with the completed application form and the application fee of \$175 made payable to “PMA”. Mail to C. James Dowden, Executive Director, Parenting Media Association, 1970 E. Grand Ave, Ste 330, El Segundo, CA 90245.



Audit Commitment Form

As a requirement of membership, each publication must have a circulation audit. Each publication has the option of having an audit done on their own by one of several audit companies acceptable to PMA or by participating in the Group Audit coordinated for PMA by Circulation Verification Council (CVC).

If the audit is done separately from the Group Audit, a copy of the current audit or letter of audit commitment from the audit company must be attached to this form and submitted with membership renewal information.

If you elect to participate in the Group Audit, the audit cycle will be initiated in January and completed in the current membership year. If you were a member during the previous membership year and agreed to participate in the Group Audit, you must have completed the Audit in order to be eligible for continued participation in the Group Audit.

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Please complete the information completely and attach materials to this form as appropriate.

Publication(s): _____

If you are a multiple-publication company, please list each member publication this represents.

Contact person: _____

We may need to be in contact regarding the audit information.

Email/phone for contact person: _____

Check one:

We are currently audited and will be staying with our current audit company.
? Provide name of your current audit company: _____
? A copy of your current (within last 18 months) audit **must** accompany this form.

We are currently committed to having an audit done and will proceed with this arrangement.
? Provide name of the audit company contracted with: _____
? A copy of a commitment letter from the audit company **must** accompany this form.

We are going to participate in the Group Audit through CVC. (Must be approved by Dec 31)
? By checking this option, you agree to cooperate with PMA and CVC in steps necessary to conduct a circulation audit for your publication during the period January 1 thru June 30.



Application Check List

Thank you for your interest in the Parenting Media Association!! When sending in membership application for consideration year, please be sure to send ALL the following materials:

___ Completed Application form

___ Check, made payable to PMA, or credit card information for \$175 application fee. You do not need to send dues at this time – when approved, you will be billed for pro rata share of dues for the membership year.

___ Copy of current Ad Rate card

___ Copy of current Media Kit

___ 17 copies of the most recent issue of your publication.

___ Copy of your most recent circulation audit or a copy of an audit commitment letter*

___ If not audited and going to participate in Group Audit through PMA, copies of 3 printer statements indicating quantities printed must be provided with application.

**Note: Circulation audit is now a requirement of membership in PMA. You have the option of participating in a Group Audit or having the audit done on your own. This information and appropriate copies need to be submitted to PMA.*

Please send all of the above materials to
PMA, 1970 E. Grand Ave, Ste 330, El Segundo, CA 90245

Thank you again for your interest in joining PMA!