CANADIAN PARENT

REAL FAMILIES. A BRIGHTER TOMORROW.

2026 MEDIA KIT

Connecting brands with Canadian families through audience reach, first-party data and original parent insights.



REAL PARENTS

ACTIONABLE INSIGHTS

MEANINGFUL PARTNERSHIPS

450,000+

CANADIAN PARENTS NATIONWIDE

CANADIANPARENT.CA

PARTNERING FOR A STRONGER CANADA

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CANADIAN PARENT

AT A GLANCE

Canada's trusted connection to modern parents.

Canadian Parent is a leading digital platform for Canadian families, bringing together a large, engaged and permission-based audience through parenting content, original research and targeted brand partnerships.

450,000+
OPTED-IN MEMBERS NATIONWIDE

282,000+
RECENTLY ENGAGED MEMBERS

20,000+
NEW MEMBERS JOINING MONTHLY

75%
EXPECTING OR BABY UNDER 8 WEEKS AT REGISTRATION

CANADIAN FOCUS
A truly national audience, from coast to coast.

PERMISSION-BASED
A direct relationship with families who have chosen to hear from us.

PARENT-CENTRED
Relevant content, original research and opportunities designed for real families.

BUILT FOR BRANDS
A flexible platform to reach, understand and acquire Canadian parents.



AUDIENCE & DEMOGRAPHICS

REACH FAMILIES BY LIFE STAGE

Canadian Parent reaches families across Canada, with a strong concentration of expecting and new parents — giving brands access to families during important purchasing and decision-making stages.

66.5%
of recent new members were expecting at registration

Based on recent Canadian Parent registrations, September 2026.

Supporting a brighter tomorrow for every family. ♡

MEMBER LIFE-STAGE DISTRIBUTION

22.5%	24.5%	19.5%	13.8%	9.0%	8.0%	2.5%
1st Trimester	2nd Trimester	3rd Trimester	Baby 0–3 months	Baby 4–12 months	Child 1–2 years	Child 2–3 years

1st Trimester › 2nd Trimester › 3rd Trimester › Newborn › Baby › Toddler

NATIONAL REACH

Our members are located across Canada, with the strongest representation in Ontario.

Ontario	43%
Quebec	16.5%
Alberta	14.5%
British Columbia	11.2%
Saskatchewan	4.8%
Manitoba	4.5%

Additional members across Atlantic Canada and the territories.

AUDIENCE TARGETING

Connect with the right families through our detailed audience targeting options.

- Expected due date
- Pregnancy trimester
- Child age
- Geography
- Language

92% English

8% French



ADVERTISING & MEDIA

REACH CANADIAN PARENTS

Canadian Parent gives brands direct access to an owned, permission-based Canadian parent audience through dedicated email and custom digital campaigns. Campaigns can be targeted by pregnancy trimester, expected due date, child age, geography and language — allowing brands to reach families at highly relevant moments.

DEDICATED EMAIL CAMPAIGNS

Reach Canadian Parent members directly with a 100% dedicated advertiser email, built around your brand, offer or campaign objective. Audience segments can be selected based on the families most relevant to the campaign.

DEDICATED BRAND CAMPAIGN PAGES

Brands can receive their own full-page experience within Canadian Parent, designed around a specific objective.

- Brand offers & link-outs
- Custom brand promotions
- Giveaway & data-acquisition campaigns

PRECISION AUDIENCE TARGETING

- Pregnancy trimester
- Expected due date
- Child age
- Province / postal geography
- Language

450,000+
OPTED-IN MEMBERS

282,000+
RECENTLY ENGAGED MEMBERS

200,000+
MONTHLY WEBSITE USERS

20,000+
NEW MEMBERS EACH MONTH

MEASURABLE CAMPAIGNS

Depending on the campaign, Canadian Parent can provide reporting across metrics such as email delivery, opens, clicks, traffic, engagement, conversions and leads.

Delivery · Opens · Clicks · Traffic · Engagement · Conversions · Leads

Campaigns are built around the brand, audience and objective - not a one-size-fits-all media package.

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LEAD GENERATION &

FIRST-PARTY DATA



Qualified Canadian parents. Real opportunities.

We help brands connect with the right Canadian families through custom opt-in programs, delivering high-quality, first-party data at scale.

10,000+

LEADS/MONTH FOR INDIVIDUAL PROGRAMS

TARGETED. OPTED-IN. CANADIAN.

Connect with engaged parents based on your ideal audience criteria.

CUSTOM LEAD GENERATION SOLUTIONS

- **Custom advertiser opt-ins**
  Dedicated signup pages and tailored messaging.
- **Custom qualification questions**
  Capture the information that matters most to you.
- **Target before generating the lead**
  Reach specific parent segments (e.g., pregnancy stage, child age, location, language).
- **Flexible delivery options**
  API, database or scheduled file delivery.
- **Custom pricing**
  Solutions designed around your goals and volume.

HOW IT WORKS

1. DEFINE
Your target audience and data requirements.

2. LAUNCH
We create a custom opt-in experience.

3. COLLECT
Receive high-quality, permission-based leads.

4. GROW
Turn data into meaningful results.

More than leads. Real families and real potential.

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RESEARCH & PARENT INSIGHTS

UNDERSTAND WHAT CANADIAN PARENTS THINK

Ongoing research captures parent perspectives on family life, education, technology, products and changing attitudes toward raising children.

Individual studies regularly attract thousands of responses, creating timely insights for brands, agencies, media and organizations.

8,106
responses

Should Energy Drinks Be Banned for Kids Under 16?

7,389
responses

Is Modern Parenting Harder Than It Was 30 Years Ago?

6,788
responses

Should Elementary School Students Be Allowed to Use AI Tools Like ChatGPT for Schoolwork

5,672
responses

What Baby Item Ended Up Being the Biggest Waste of Money?

AN ONGOING SOURCE OF PARENT INSIGHTS

New research is published regularly, creating original data that can be explored, referenced and cited.

BUILT FOR MEDIA, BRANDS & ORGANIZATIONS

Media & Publishers

Original data and context for stories about Canadian families.

Brand & Agencies

Insights into parent attitudes, behaviours, purchase considerations and emerging trends.

Organizations

Custom research around specific questions, topics and audience segments.

METHODOLOGY AT A GLANCE

Canada-wide community · Voluntary online polling · One response per account · Published field dates and respondent counts

Polls use self-selected, non-probability samples. Results reflect participating community members and are not weighted or designed to represent all Canadian parents nationally.

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CUSTOM RESEARCH & BRAND PARTNERSHIPS

BUILD SOMETHING MEANINGFUL WITH CANADIAN PARENT

Create custom programs combining audience access, original research, first-party data and media exposure.

Programs can be built around a specific question, audience, campaign objective or long-term brand initiative.

SPONSORED & CUSTOM RESEARCH

Commissioned Research
Custom studies around a topic, category or consumer question.

Research Sponsorships
Sponsor planned research aligned with a relevant parenting or family topic.

Targeted Audiences
Reach respondents by pregnancy stage, child age, geography or language.

Published Findings
Create original insights that can be shared, referenced and cited.

LONG-TERM BRAND PARTNERSHIPS

Larger programs can span multiple campaigns, research initiatives or an entire category.

- Annual research partnerships
- Multi-study research programs
- Lead-generation programs
- Consumer activations
- Category sponsorships
- Dedicated email and media campaigns
- Branded campaign experiences
- Ongoing audience insights

EXAMPLE PARTNERSHIPS New Parent Research Partner | Family Finance Partner | Baby & Toddler Insights Partner

RESEARCH + REACH + ACQUISITION

INSIGHT
Understand parents

→

REACH
Connect with the right families

→

ACQUISITION
Generate traffic, opt-ins and qualified leads

Bring research, media and customer acquisition together within one partnership.

BUILT AROUND YOUR OBJECTIVES

From a single sponsored study to an ongoing annual or category partnership, programs are built around your audience, objectives and desired outcomes.

Sponsored research follows our published methodology. Sponsorship and brand involvement are disclosed where applicable.

DISCUSS A CUSTOM PARTNERSHIP

PERFORMANCE AT SCALE



Proven reach.
Measurable engagement.

Campaigns are built to generate measurable outcomes — from traffic and engagement to research participation and qualified customer acquisition.

222,000+
Outbound clicks generated for a single advertiser
January – August 2026

10,000+
Qualified leads delivered per month
For individual advertiser programs

25–35%
Typical reported email open rates
January – August 2026

1,000-10,000+
Responses to individual polls
Depending on topic and field period

Campaigns built around measurable objectives

Depending on the program, we can report on metrics including:

- Email delivery
- Opens
- Clicks
- Traffic
- Engagement
- Leads
- Conversions
- Poll participation

From hundreds of thousands of outbound clicks to high-volume lead generation and thousands of research responses, we have the audience and infrastructure to support campaigns at meaningful scale.



WHY CANADIAN PARENT

More than media. A direct connection to Canadian families.

We bring together audience reach, first-party data, research and measurable customer acquisition within one national parent platform. For brands, this creates opportunities that go far beyond traditional advertising.

WHAT SETS US APART

An owned, permission-based audience
450,000+ opted-in members gives us a direct relationship with families - not just rented audiences.

Access to new and expecting parents
Our audience is concentrated around pregnancy, newborn and early-childhood life stages- when families are making important decisions.

Precision life-stage targeting
Reach families by trimester, expected due date, child age, geography and language.

Research + media + acquisition
Understand an audience, communicate with it and generate measurable customer acquisition within the same partnership.

Built for measurable outcomes
From 222,000+ outbound clicks for a single advertiser to 10,000+ qualified leads per month, programs are designed around clear business objectives.

A Canadian focus
Our platform, audience and research are built for Canadian families, giving national and regional brands a dedicated way to engage parents across the country.

FLEXIBLE BY DESIGN

We develop programs around your audience, objectives and desired outcomes — not a fixed menu of advertising products.

Reach | Insights | Acquisition | Partnership

Whether the goal is to reach Canadian families, understand what parents think, acquire new customers or build a long-term brand partnership, we can create a program around it.

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LET'S WORK TOGETHER

Connect with Canadian families

Whether you want to build awareness, drive qualified traffic, generate leads, understand Canadian parents or create a larger brand partnership, we can build a program around your objectives.

ADVERTISE WITH US

Reach Canadian families through dedicated email, custom campaign pages and targeted link-out programs.

EXPLORE ADVERTISING

COMMISSION RESEARCH

Develop custom polling and parent insights around your category, audience or business questions.

DISCUSS RESEARCH

BUILD A BRAND PARTNERSHIP

Create a larger sponsorship, research program or ongoing partnership combining reach, insights and customer acquisition.

EXPLORE PARTNERSHIPS

Tell us who you want to reach and what you want to accomplish. We'll build the right program around it.

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