

Philadelphia MetroKids

Media Guide 2026

Smart. Local.
Parenting
in Greater
Philadelphia.



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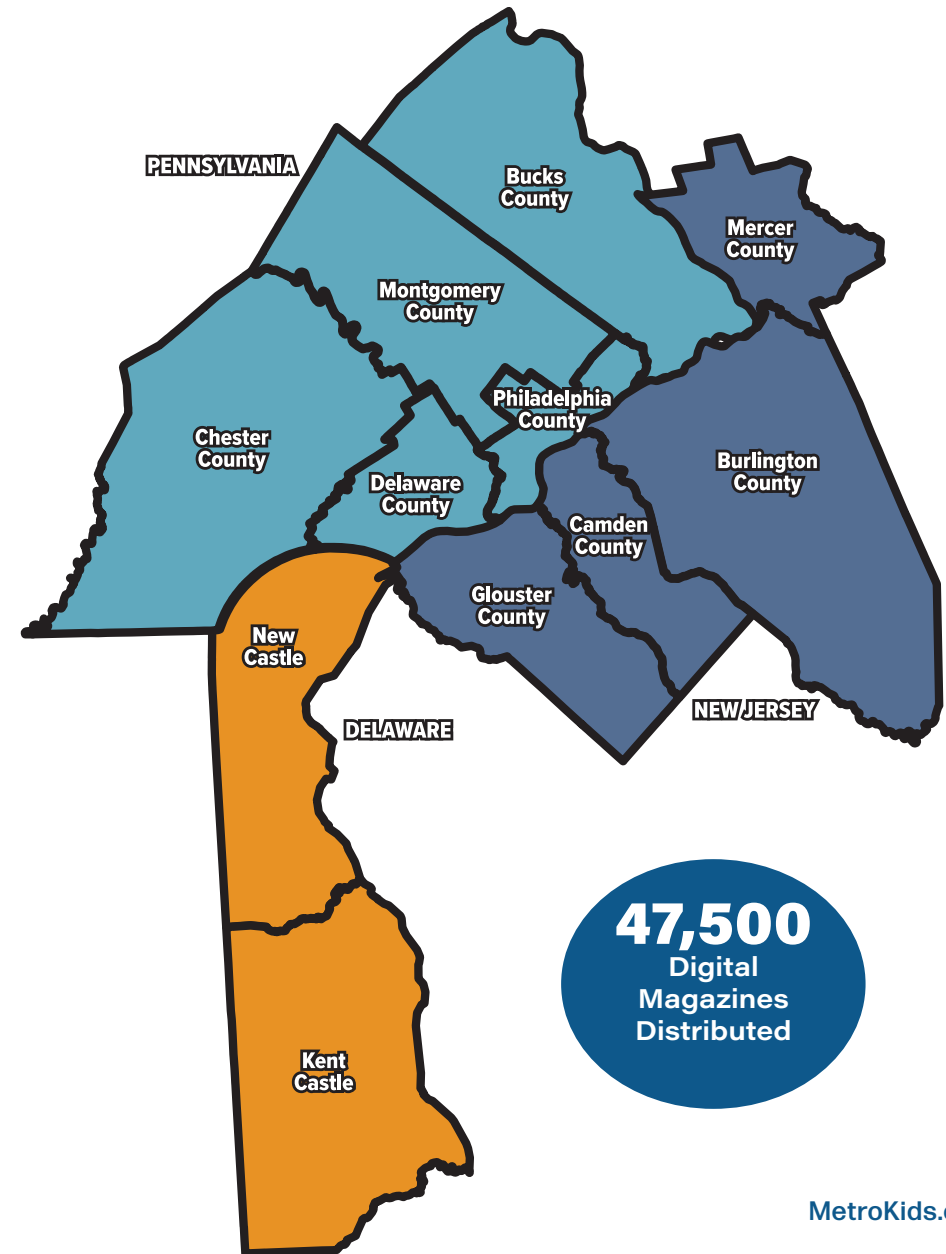
Magazine Reach

Philadelphia MetroKids is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in the greater Philadelphia metro.

Magazine Audience

Targeted Email

- 100% Female
- 100% Children Ages 0-12
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+
- 95% Use Ads in Metro Kids to Make Buying Decisions





2026 Editorial Calendar

Monthly coverage includes health, education, home & garden, parenting, inclusive, travel and fun.

February/March

Sales Deadline
Camera Ready Ads Due

January 14
January 16

Magazine

- Big Book for Families
- Camps and Summer Programs
- Disability Awareness
- Dental Health

Directories: Camps and Activities, Dental, Education, Preschool and Day Care

August/September

Sales Deadline
Camera Ready Ads Due

July 15
July 17

Magazine

- Big Book of Education
- The Arts and After School Activities
- Family Wellness

Directories: Arts and After School Activities, Medical

April/May

Sales Deadline
Camera Ready Ads Due

March 11
March 13

Magazine

- Fitness / Sports
- Mother's Day
- Parties
- Performing Arts

Directories: Camps and Activities, Sports, Performing Arts

October/November

Sales Deadline
Camera Ready Ads Due

September 16
September 18

Magazine

- ADHD
- Adoption
- Fall Festivals, Thanksgiving and Holiday Countdown
- Favorite Schools
- Inclusive Resource Guide

Directories: Independent Schools, Preschool and Day Care, Winter Party Guide, Orthodontics

June/July

Sales Deadline
Camera Ready Ads Due

May 13
May 15

Magazine

- Welcome Summer
- Father's Day
- Favorite Doctors and Dentists
- Pregnancy
- Specialized Learning

Directories: Pregnancy, Specialized Learning

December/January

Sales Deadline
Camera Ready Ads Due

November 11
November 13

Magazine

- Camps
- Reader's Choice
- Family Health

Directories: Camps, Medical