

Media kit

Our Kids Go To School | Our Kids Go To Camp

Annual publications that offer you a focus on the most important priority for all parents: the raising of their children and choices related to their education and summer activities.



10th
anniversary

Targeted audience

- Reach well-educated, well-employed, middle-to-upper income, attentive parents with school-aged children

Wide reach

- The Globe and Mail* subscribers
- Our Kids Go To School: 250,000 parents in September
 - Our Kids Go To Camp: 200,000 parents in January

In-person contact

Direct marketing opportunities to connect with parents at Canada's largest private school fairs