



[www.singleparentlink.com](http://www.singleparentlink.com)

3982 Powell Rd, Suite 178  
Powell OH 43065  
Phone: 614.614.6141

### ABOUT US—WHY ADVERTISE WITH SINGLE PARENT LINK?

Single Parent Link is the only Central Ohio online community where single parents can go to network, seek advice and get connected to local resources. We understand that life as a single parent can be uniquely joyful, maddening, rewarding and challenging. Single Parent Link is dedicated to providing single parents with the information and help they need to be strong, be successful and be social.

Single Parent Link focuses on three areas of critical importance to the single parent:

- [Be Strong](#) provides links to information and resources that will help single parents get what they need to be physically healthy and emotional and psychologically well.
- [Be Successful](#) gives information about achieving success in work and career and provides links to help single parents gain financial security.
- [Be Social](#) links single parents to information and resources that will help them have fun and socialize, with family and with other single parents.

Most importantly, Single Parent Link focuses on creating a community where single parents can feel comfortable getting real. No one knows the particular challenges facing the single parent better than other single parents, and we know there are as many single parent realities as there are single parents.

Advertisers can reach a broad audience through the content area most applicable to their products or services targeted to single parents. With advertising options from the home page to individual sections of the site to the forum, it is easy to find a fit that provides maximum visibility to this audience.

### OUR AUDIENCE

The number of single parents in the Central Ohio area has continued to increase over the past few years, with a diverse spectrum of demographics. Single Parent Link appeals to a broad audience of single parents--single through separation, divorce, death of a spouse or by choice. Typically, the site appeals to an age group of all racial and ethnic backgrounds, ages 22-46 with a family size of 2 to 5 and a wide range of income bases.

According to 2010 U.S. Census Data, the number of single parents in the Columbus area has increased significantly in the past decade, with the number of households

[Be Strong](#). [Be Successful](#). [Be Social](#).



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with children headed by single dads rising almost 22 percent from 2000 to 2010. The number of married couples raising kids continued to decline--in 2000, married couples led almost 71 percent of the Ohio households with kids but by 2010, that number had dropped to just below 65 percent.

Also, the data showed that the number of unmarried partners, with kids or without, living with a head of household rose 36 percent statewide. In Central Ohio, Franklin County had the lowest percentage of households with kids headed by married couples: 60.5 percent. Delaware County had the highest percentage, at 83.6 percent. Pickaway County had the highest percentage of households with children headed by single dads: 9.7 percent. Delaware County had the lowest, at 5 percent.

With a broad audience and vast subject matter content, advertisers can easily reach their desired consumers in the section most applicable—be strong, be successful or be social.

### OUR NUMBERS

Monthly Unique Visitors	580
Monthly Page Views	2,634
Average Time On Site	2:50
Pages Per Visit	3.75
Registered Site Users	63
Facebook Followers	93
Twitter Followers	36

### ADVERTISING OPTIONS

Standard banner sizes are as follows:

Size	125 x 125	468 x 60	300 x 250	120 x 600	160 x 600	728 x 90
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Please contact Kelly Taylor at [ktaylor@singleparentlink.com](mailto:ktaylor@singleparentlink.com) or 614.558.3302 for advertising rates.