

Birmingham Parent

SINCE 2004

TOTAL MONTHLY
MEDIA REACH

94,000+

56,000

MONTHLY
BIRMINGHAM PARENT
READERSHIP

7,000

BIRMINGHAMPARENT.COM
MONTHLY VISITORS

10,000

eNEWS
SUBSCRIBERS

22,700

SOCIAL MEDIA
FOLLOWERS



Scan the code to
explore products
and markets.



FAMILY
RESOURCE
GROUP INC.

Markets Served

Baton Rouge, LA | Birmingham, AL | Cincinnati, OH | Denver, CO | New Orleans, LA | Oklahoma City, OK

3636 South Sherwood Forest Blvd., Suite 540, Baton Rouge, LA 70816
205.624.2405 | familyresourcegroupinc.com

56,000

MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN ALABAMA

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES



● SINCE 2004

MEET OUR READERS

When 95,000+ parents interact with our products, family is at the forefront of their minds. Our readers are mostly women, **25-54 years of age**, highly educated, with an average household income of **\$110,000**.

OUR READERS' CHILDREN

Under 558%
5-12 years61%
13-18 years39%

HIGHEST LEVEL OF EDUCATION

Graduated college.....46%
Completed postgraduate24%

ADVERTISING RATES



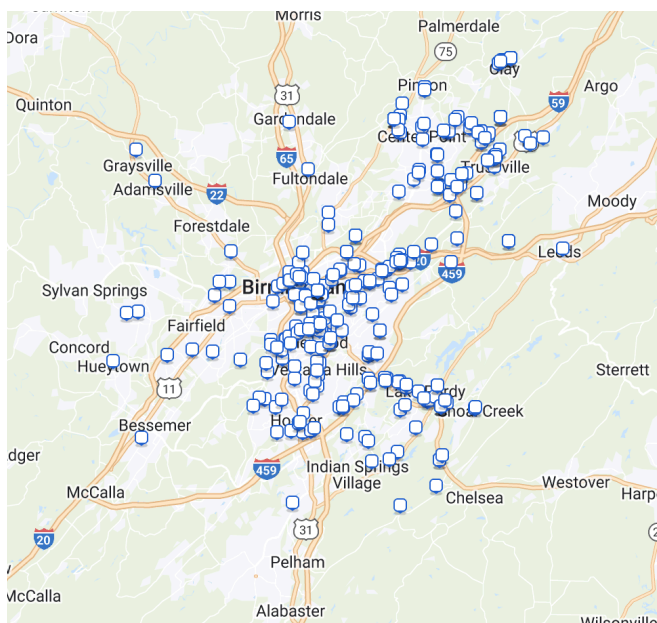
DEADLINES:

Ad Space due on
the 1st, Artwork
due on the 10th

2/3 Vertical 4.91 X 9.96	Full Page 7.46 X 9.96 1/4 Page 3.64 X 4.85	1/3 Square 4.91 X 4.85 1/2 Horizontal 7.46 X 4.85	Inside Front Cover/ Inside Back Cover 7.46 X 9.96
2 Page Spread 15.67 X 9.96 Gutter: 0.75		1/2 Vertical 4.91 X 7.32 1/6 Horizontal 4.91 X 2.31	Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only

2 in 3 of our readers have purchased a product based on an ad seen in the magazine.

73% of adults prefer reading a magazine in print.



STRATEGIC DISTRIBUTION

Readers love the printed issues of *Birmingham Parent Magazine* and continue to ask for it with an astounding **95% PICKUP RATE!** Our market coverage includes Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, and Homewood. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.

BAPTIST
HEALTH

BOYS & GIRLS CLUBS
OF AMERICA

Children's
of Alabama

goldfish
swimschool

PUBLIC
libraries
IN JEFFERSON COUNTY
40 Libraries · 1 County · 1 Card

Shelby County Schools
Prepared for the Journey

URGENT CARE
for
CHILDREN

Chevron

McWane
Science Center

SHELBY COUNTY
Libraries



95,000+
TOTAL MONTHLY
MEDIA REACH

Editorial, special sections, and ancillary publications across all platforms.



2026 EDITORIAL CALENDAR

BIRMINGHAM

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE AND CHARTER SCHOOLS		EDUCATION DIRECTORY	DEC 1	DEC 10
FEB	EARLY EDUCATION, PRESCHOOLS MOMS DAY OUT	EARLY EDUCATION LISTING	<i>CAMP GUIDE</i>	EARLY EDUCATION DIRECTORY, CAMP GUIDE DIRECTORY	JAN 1	JAN 10
MAR	SUMMER TRAVEL, BUNNY SIGHTINGS			EXCEPTIONAL LIVES EXPO	FEB 1	FEB 10
APR	AUTISM AWARENESS			FAMILY FAVORITE NOMINATIONS	MAR 1	MAR 10
MAY	MENTAL HEALTH, COLLEGE PREP 3-PART SERIES		<i>SPRING PINK & BLUE</i>	FAMILY FAVORITE NOMINATIONS	APR 1	APR 10
JUN	DAY TRIPS, COLLEGE PREP 3-PART SERIES, SENIOR SEND OFF	SENIOR SEND OFF			MAY 1	MAY 10
JUL	BIRTHDAY, COLLEGE PREP 3-PART SERIES		<i>FACES & PLACES®</i>	FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS, FACES & PLACES DIRECTORY	JUN 1	JUN 10
AUG	PERFORMING ARTS / BACK TO SCHOOL, AFTER-SCHOOL ISSUE, EXTRACURRICULARS	AFTER SCHOOL ACTIVITIES, PERFORMING ARTS	<i>FAMILY RESOURCE GUIDE</i>	FAMILY FAVORITE VOTING	JUL 1	JUL 10
SEP	GRANDPARENTS, SELF-CARE AWARENESS				AUG 1	AUG 10
OCT	FALL FUN, EXCEPTIONAL NEEDS	EXCEPTIONAL NEEDS LISTINGS			SEP 1	SEP 10
NOV	FAMILY FAVORITE WINNERS, TOY / GIFT GUIDE	FAMILY FAVORITE WINNERS	<i>FALL PINK & BLUE</i>	FAMILY FAVORITE WINNERS	OCT 1	OCT 10
DEC	HOLIDAY EVENTS, NEW YEARS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 10

BIANNUAL
ANCILLARY
PUBLICATION

38,000

PRINT
READERSHIP



SINCE 2025

Readership: 38,000+

BIRMINGHAM'S NEWEST AND ONLY MAGAZINE FOR NEW AND EXPECTANT PARENTS

Published biannually in spring and fall, *Pink & Blue* provides local resources, seasonal products, health and wellness tips, and guidance on making every pregnancy a success. This publication is filled with expert advice columns, trending baby items, and local pregnancy news.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

Distribution Locations: OB/Gyn offices, birthing hospitals, ultrasound clinics, doctor's offices, daycares, grocery stores, hospitals, retail shops, and more.

BAPTIST
HEALTH



GRANDVIEW
MEDICAL CENTER

ARDENT
PRESCHOOL & DAYCARE

HENDERSON & WALTON
WOMEN'S CENTER, PC

KIDDIE ACADEMY,
EDUCATIONAL CHILD CARE

URGENT CARE
for
CHILDREN

Small Steps
Pediatrics

THE CHILDREN'S
PLACE

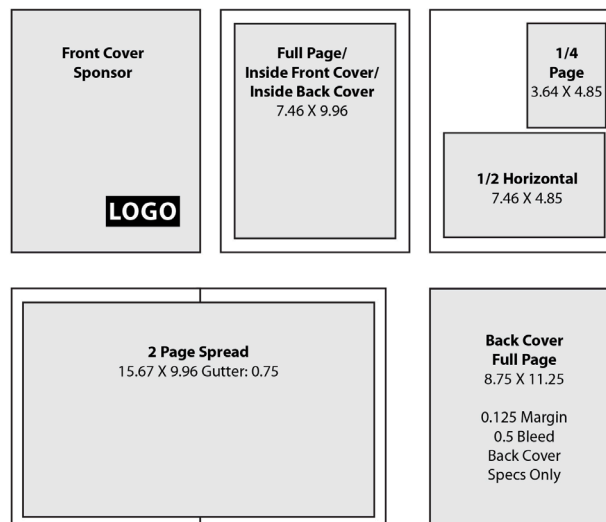
UAB MEDICINE
Knowledge that will change your world

DISTRIBUTION

Spring Issue Distribution
Begins June 2026

Fall Issue Distribution
Begins November 2026

ADVERTISING RATES



ANNUAL
ANCILLARY
PUBLICATIONS

38,000

PRINT
READERSHIP

DISTRIBUTION

Begins August 2026

Front Cover Sponsor 	Full Page/ Inside Front Cover/ Inside Back Cover 4.625 X 7.25	Back Cover Full Page 5.625 X 8.5 0.125 Margin 0.25 Bleed Back Cover Specs Only
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2 Page Spread 10 X 7.25	1/4 Page 2.26 X 3.55 1/2 Horizontal 4.625 X 3.565
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ADVERTISING RATES

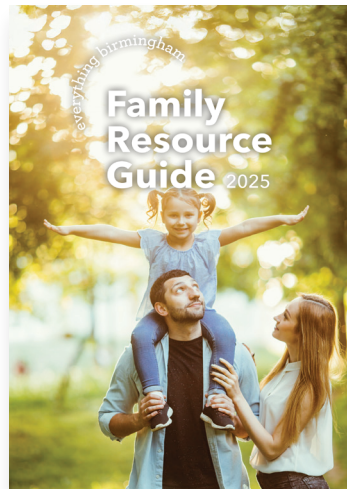


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2 Page Spread 10 X 7.25	1/2 Horizontal 4.625 X 3.565
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DISTRIBUTION

Begins February 2026



SINCE 2025

Readership: 38,000+

FAMILY RESOURCE GUIDE

Family Resource Guide is a publication that families hold onto throughout the year. This annual publication provides directories of health services, infant care, education services, attractions, nonprofits, and more—bringing all of Birmingham into one digest size guide.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

Distribution Locations: local schools, healthcare offices, libraries, restaurants, grocery stores, retail stores, and more.

**BAPTIST
HEALTH**

**BOYS & GIRLS CLUBS
OF AMERICA**

**Children's
of Alabama**

**goldfish
swimschool**

**PUBLIC
libraries**
40 Libraries - 1 County - 1 Card

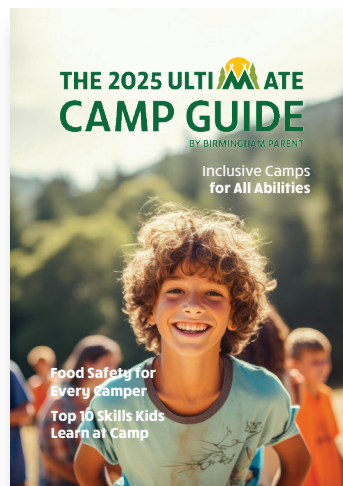
Shelby County Schools
Prepared for the Journey

**URGENT CARE
for
CHILDREN**

Chevron

**McWane
Science Center**

**SHELBY COUNTY
Libraries**



**THE 2025 ULTIMATE
CAMP GUIDE**

BY BIRMINGHAM PARENT

**Inclusive Camps
for All Abilities**

**Food Safety for
Every camper
Top 10 Skills Kids
Learn at Camp**

SINCE 2025

Readership: 38,000+

THE ULTIMATE CAMP GUIDE

The Ultimate Camp Guide is Birmingham's most comprehensive resource for camps in the area and beyond, providing directories of day camps and overnight camps. The directory listings include pertinent information on each camp, including ages accepted, session dates, and rates.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

Distribution Locations: local schools, healthcare offices, libraries, restaurants, grocery stores, retail stores, and more.

birminghamparent.com

ALABAMA'S
MOST
COMPREHENSIVE
EVENT CALENDAR

700+
MONTHLY
EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter

1 BIRMINGHAMPARENT.COM

Our website averages **7,000** monthly viewers and **85,000** annual page views. Our readers visit birminghamparent.com actively looking for things to do and businesses to trust in the area.

2 SPONSORED CONTENT

- Sponsored content specially created to drive traffic to your business.
- Featured on our homepage for one month, then remains on our site indefinitely.
- Delivery also includes a newsletter and social media post.

ADVERTISING RATES



3 WEEKLY NEWSLETTER

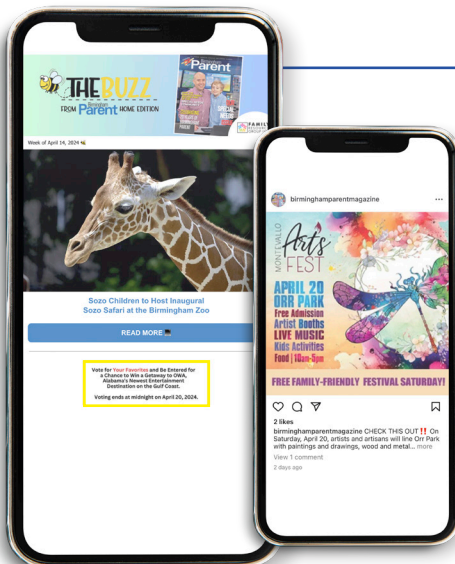
Birmingham Parent's Buzz newsletter has organically grown to **12,000+ opted-in subscribers**.

Delivery: Sundays

4 PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

- | | |
|--------------------|---------------------------|
| • Targeted Emails | • Optimization |
| • Programmatic Ads | • Search Engine Marketing |
| • Pre-roll | • GeauxIQ |
| • Geofencing | • Contests |
| • Search Engine | |



FACES & PLACES®

Faces & Places® is a brand-new annual section that celebrates the people and businesses shaping our local community. From standout professionals and small business owners to community leaders and innovators, this special issue highlights the faces and stories that make Birmingham a great place to live, work, and raise a family.



MEET YOUR TEAM

KAYLA FRICKS

Senior Account Executive
(706) 767-7979
kayla@frg.inc

Kayla has been a valuable member of the *Birmingham Parent Magazine* sales team for over 12 years, and her advertising expertise spans a wide range of media, including newspapers, television, direct mail, and magazine sales. As a dedicated member of the FRG family, Kayla shares our common objective of providing clients with clear and concise information to help guide their marketing decisions for their products, services, and events. Her wealth of experience and commitment to client success make her a true asset to any team.

BOOK A TIME



Let our expert team craft a powerful, tailored advertising campaign designed to elevate your brand and achieve your goals.