

35TH
ANNIVERSARY

BATON ROUGE

PARENTS®

TOTAL MONTHLY
MEDIA REACH

140,000+

60,000

MONTHLY
BATON ROUGE PARENTS
READERSHIP

23,000

BRPARENTS.COM
MONTHLY VISITORS

38,000

eNEWS
SUBSCRIBERS

28,000

SOCIAL MEDIA
FOLLOWERS



Scan the code to
explore products
and markets.

NATIONAL AWARDS



FAMILY
RESOURCE
GROUP INC.

Markets Served

Baton Rouge, LA | New Orleans, LA | Cincinnati, OH | Birmingham, AL | Denver, CO
225.292.0032 | 3636 S. Sherwood Forest Blvd., Ste 540, Baton Rouge, LA 70816 |
familyresourcegroupinc.com

MONTHLY PRINT READERSHIP

**LONGEST RUNNING
PARENTING MAGAZINE
IN LOUISIANA**

**MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES**



SINCE 1990



MEET OUR READERS

When 140,000+ 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 5	77%
5-12 years	56%
13-18 years	11%

HIGHEST LEVEL OF EDUCATION

Graduated college.....	71%
Completed postgraduate	9%

ADVERTISING RATES



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

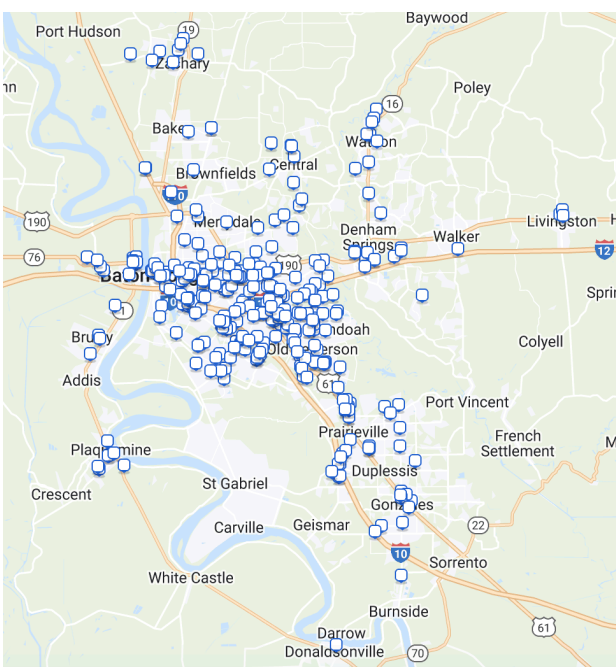
Back Cover Full Page
8.75 X 11.25
0.125 Margin
0.5 Bleed
Back Cover
Specs Only

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.

DEADLINES:

Ad Space on the 15th*
Artwork on the 20th*
*of prior month



STRATEGIC DISTRIBUTION

Readers love the printed issues of *Baton Rouge Parents Magazine* and continue to ask for it with an astounding **97% PICKUP RATE!** Our distribution stretches across multiple parishes including East Baton Rouge, Ascension, Livingston, West Baton Rouge, and Iberville. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more. Baton Rouge Parents is the only magazine locally distributed at McDonalds, with **40+ participating locations.**





140,000+ TOTAL MONTHLY MEDIA REACH

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



2025 EDITORIAL CALENDAR

BATON ROUGE

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	SPECIALTY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE SCHOOLS AND CHARTER SCHOOLS	FACES AND PLACES	EDUCATION DIRECTORY, FACES, PLACES DIRECTORY	DEC 10	DEC 12
FEB	EARLY LEARNING ISSUE	EARLY LEARNING GUIDE	CAMP GUIDE	EARLY LEARNING DIRECTORY, CAMP DIRECTORY	JAN 15	JAN 20
MAR	TRAVELING ABROAD, COLLEGE PREP				FEB 15	FEB 20
APR	COLLEGE PREP, AUTISM MONTH		EXCEPTIONAL NEEDS	FAMILY FAVORITE NOMINATIONS, EXCEPTIONAL NEEDS	MAR 15	MAR 20
MAY	COLLEGE PREP, TEACHER APPRECIATION, WATER SAFETY				APR 15	APR 20
JUN	STAYCATIONS, COLLEGE PREP, KIDS EAT FREE, SENIOR SENDOFF	SENIOR SENDOFF	SPRING PINK & BLUE		MAY 15	MAY 20
JUL	BIRTHDAY ISSUE		FACES AND PLACES	FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS	JUN 15	JUN 20
AUG	BACK TO SCHOOL ISSUE, AFTER SCHOOL ISSUE	AFTER-SCHOOL ACTIVITIES	RESOURCE GUIDE	THE COVER KID EVENT	JUL 15	JUL 20
SEP	GRANDPARENTS, SUICIDE AWARENESS, SKIN CARE AWARENESS				AUG 15	AUG 20
OCT	FALL FAMILY FUN ISSUE, DYSLEXIA AWARENESS COVERKIDS ANNOUNCEMENT	EXCEPTIONAL NEEDS		EXCEPTIONAL NEEDS RESOURCE DIRECTORY	SEPT 15	SEPT 20
NOV	ADOPTION AND INFERTILITY, HOLIDAY GIFT GUIDE, FAMILY FAVORITE WINNERS	FAMILY FAVORITE WINNERS	FALL PINK & BLUE	FAMILY FAVORITE WINNERS, FAMILY FAVORITE WINNER'S CIRCLE	OCT 15	OCT 20
DEC	SPARKLY GEAUX GUIDE, RING IN THE NEW YEAR			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 15	NOV 20

Editorial calendar subject to change without notice. Last updated 9.12.2024

BIANNUAL
ANCILLARY
PUBLICATIONS

40,000

PRINT
READERSHIP

DISTRIBUTION

Winter Issue Distribution Begins
January 2025

Summer Issue Distribution Begins
July 2025

ADVERTISING RATES



SINCE 2020

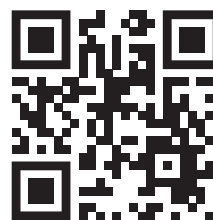
Readership: 40,000+

Market Coverage: East
Baton Rouge, Ascension,
Livingston, West Baton
Rouge, Iberville

FACES & PLACES OF GREATER BATON ROUGE

Faces & Places of Greater Baton Rouge is a biannual standard size issue that celebrates the many industry leaders and businesses that make our Baton Rouge community vibrant.

Distribution Locations: Direct mail, chambers of commerce, libraries, museums, healthcare offices, and more. **We also distribute to local Realtors to hand out to those moving to the area.**



Scan to visit
facesandplaces.com



Our Lady of the Lake
Children's Hospital



<p>Front Cover Sponsor</p> <p>LOGO</p>	<p>Full Page/ Inside Front Cover/ Inside Back Cover 7.46 X 9.96</p>	<p>1/4 Page 3.64 X 4.85</p> <p>1/2 Horizontal 7.46 X 4.85</p>
<p>2 Page Spread 15.67 X 9.96 Gutter: 0.75</p>	<p>Back Cover Full Page 8.75 X 11.25</p> <p>0.125 Margin 0.5 Bleed Back Cover Specs Only</p>	

DISTRIBUTION

Spring Issue Distribution
Begins June 2025

Fall Issue Distribution
Begins November 2025



SINCE 1994

Readership: 40,000+

Market Coverage:
East Baton Rouge,
Ascension, Livingston

BATON ROUGE'S ONLY MAGAZINE FOR NEW OR EXPECTANT PARENTS

Pink & Blue has been a trusted ongoing biannual magazine for new or expectant parents since 1994. This publication is filled with expert advice columns, trending baby items, and Louisiana pregnancy news.

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

***Pink & Blue* is also the only publication to be distributed at Woman's Hospital's Baby Grand event.**

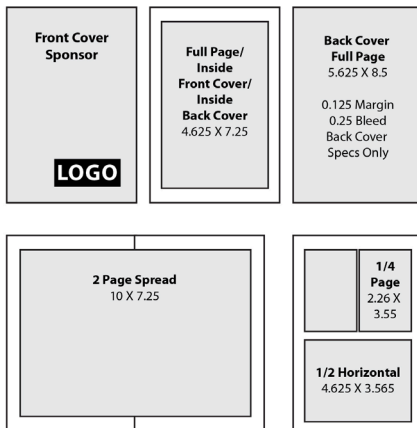
ANNUAL
ANCILLARY
PUBLICATIONS

40,000

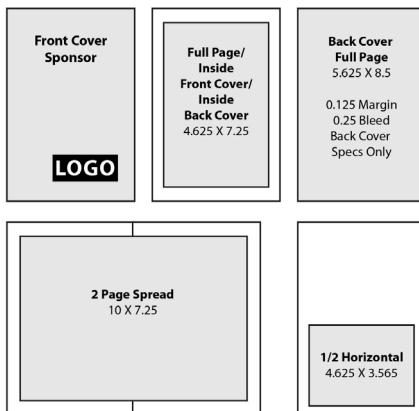
PRINT
READERSHIP

DISTRIBUTION

Begins August 2025

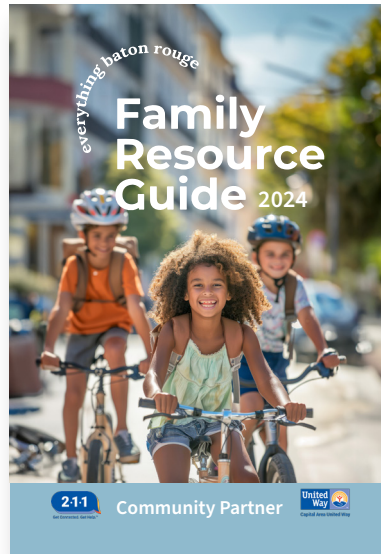


ADVERTISING RATES



DISTRIBUTION

Begins February 2025



SINCE 2022

Readership: 40,000+

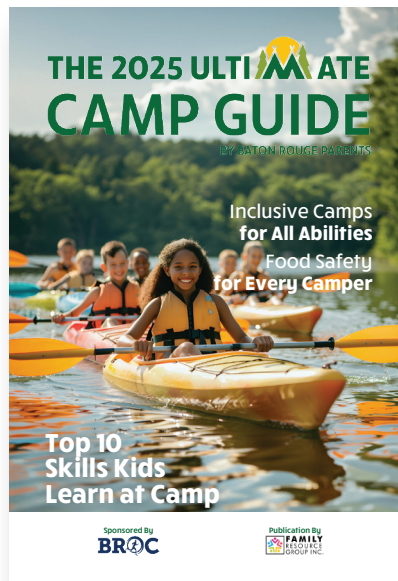


FAMILY RESOURCE GUIDE

Family Resource Guide is a compact digest size guide published annually in August that provides all of the information parents need to make decisions for their children's health, well-being, schooling, and everything in between.

Market Coverage: East Baton Rouge, Ascension, Livingston, West Baton Rouge, Iberville,

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



SINCE 2021

Readership: 40,000+

THE ULTIMATE CAMP GUIDE

The Ultimate Camp Guide is a helpful digest size guide published annually, providing up-to-date information on local and overnight camps in the Baton Rouge area, as well as highlighting out-of-state camps.

Market Coverage: East Baton Rouge, Ascension, Livingston

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

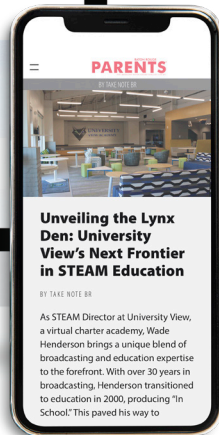
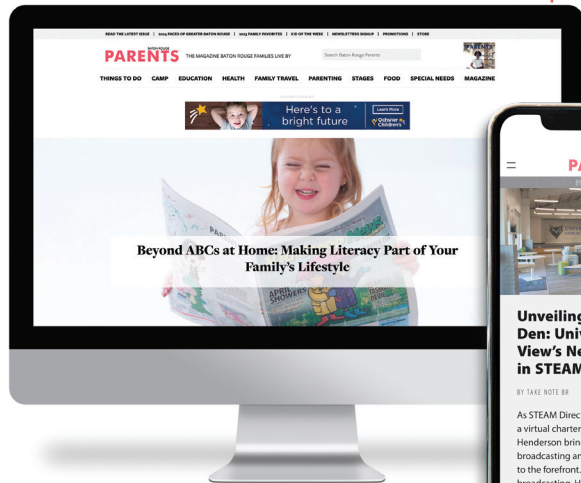
brparents.com

BATON ROUGE'S
MOST
COMPREHENSIVE
EVENT CALENDAR

1,000+
MONTHLY
EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletters



1

BRPARENTS.COM

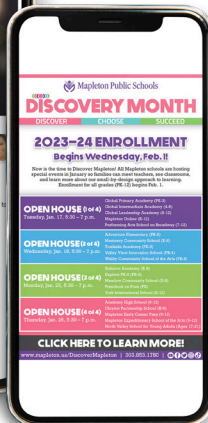
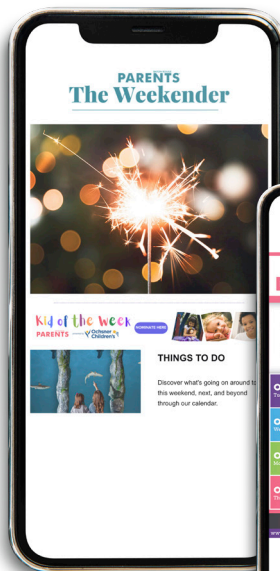
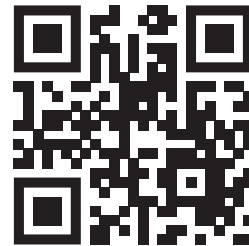
Our website averages **23,000** monthly viewers and **290,000** annual page views. Our readers visit brparents.com actively looking for things to do and businesses to trust in the area.

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 NEWSLETTERS

The Weekender and Win Wednesday newsletters have organically grown to **38,000+ opted-in subscribers** with a click-through rate of **9.8%**.

Delivery: Wednesdays (Win Wednesday) and Thursdays (The Weekender)

4

PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

- Targeted Emails
- Programmatic Ads
- Pre-roll
- Geofencing
- Search Engine Optimization
- Search Engine Marketing



THE COVER KID EVENT

The Cover Kid Event is an annual event, where children ages 2-17 show up to wow the judges, and hopefully be chosen as the face of one of the upcoming magazine issues. Each year, our community looks forward to gathering to celebrate Cover Kids, where kids of all shapes, sizes, ethnicities, and abilities are welcomed to audition for the cover or pages of the magazine. The Cover Kid Event is not a talent show or beauty contest, but instead, an opportunity to showcase some of the future world changers in Baton Rouge.

Vendor and sponsorship opportunities available.



MEET YOUR TEAM

CRYSTAL BARRET

Sales Manager
(225) 603-3394
crystal@frg.inc

Crystal has been a driving force at Family Resource Group for five years, bringing nearly two decades of expertise in advertising sales. Her energy, passion, and commitment to her clients are truly unmatched. Crystal doesn't just sell ads—she builds powerful partnerships, going above and beyond to craft strategies that fuel success. With her on your side, your brand is in expert hands!

BOOK A TIME



RYN WHITESIDE

Team Development Lead and Senior Account Executive
(225) 747-4073
ryn@frg.inc

Ryn has been with Family Resource Group for over five years, where she uses her sales expertise and passion for building relationships. Her dynamic, enthusiastic personality and go-getter attitude help her create impactful branding and advertising solutions for businesses in the Greater Baton Rouge area and beyond. Outside of work, she is a proud mother of three children who motivate and inspire her daily. Ryn is also deeply passionate about supporting the community, especially when it comes to bridging resources for those with special needs.

BOOK A TIME



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