



BATON ROUGE

PARENTS[®]

35TH
ANNIVERSARY

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

NATIONAL AWARDS



12x



15x



19x



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

225.292.0032 | 3636 S. Sherwood Forest Blvd., Baton Rouge, LA 70816 | familyresourcegroupinc.com

60,000

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 577%
5-12 years56%
13-18 years11%

HIGHEST LEVEL OF EDUCATION

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

ADVERTISING RATES

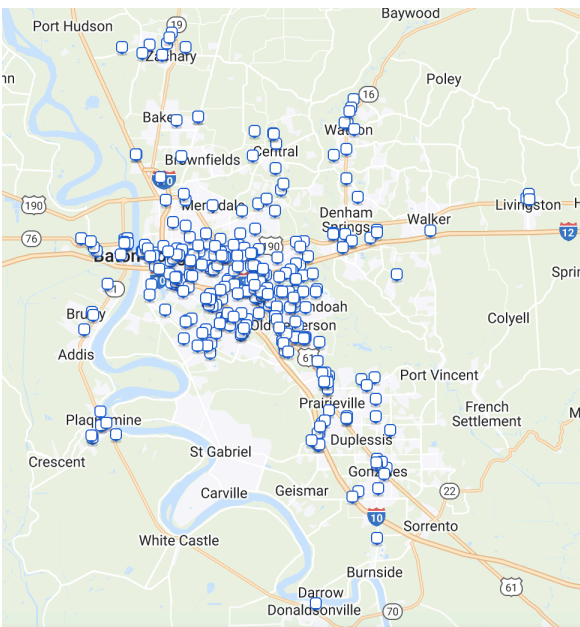


DEADLINES:

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

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 BR Parents 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. BR 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	ANCILLARY	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 EDUCATION ISSUE	EARLY EDUCATION GUIDE	CAMP GUIDE	EARLY EDUCATION DIRECTORY, CAMP DIRECTORY	JAN 15	JAN 20
MAR	TRAVELING ABROAD, COLLEGE PREP SERIES				FEB 15	FEB 20
APR	COLLEGE PREP SERIES, AUTISM MONTH		EXCEPTIONAL NEEDS	FAMILY FAVORITE NOMINATIONS, EXCEPTIONAL NEEDS	MAR 15	MAR 20
MAY	COLLEGE PREP SERIES, TEACHER APPRECIATION, WATER SAFETY		SPRING PINK & BLUE		APR 15	APR 20
JUN	STAYCATIONS, COLLEGE PREP SERIES, KIDS EAT FREE, SENIOR SENDOFF	SENIOR SENDOFF			MAY 15	MAY 20
JUL	BIRTHDAY ISSUE		FACES AND PLACES	FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS	JUN 15	JUN 20
AUG	THE BACK TO SCHOOL & 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	HOLIDAY HAPPENINGS GUIDE, RING IN THE NEW YEAR			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 15	NOV 20

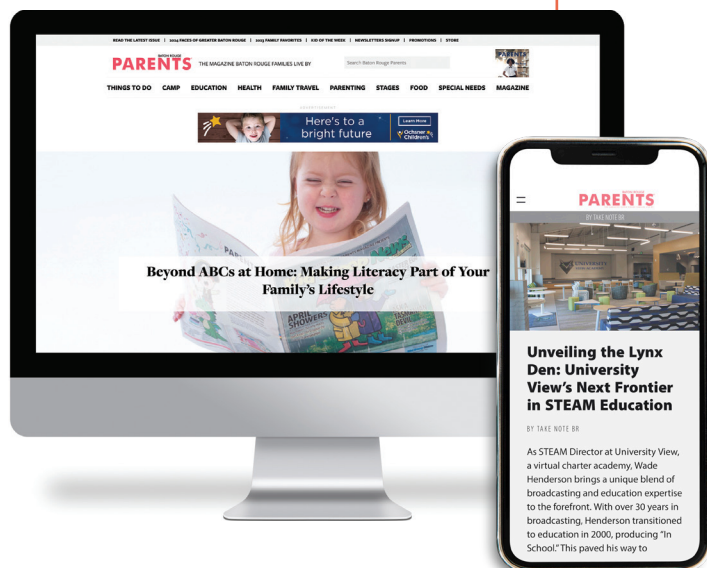
brparents.com

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%**.

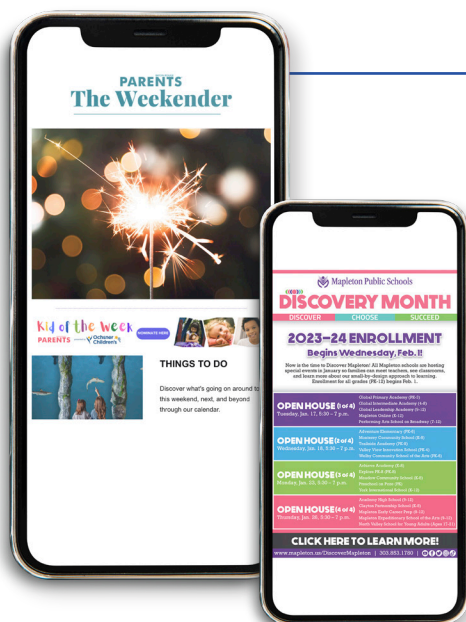
Delivery: Wednesdays (Win Wednesday) and Thursdays (The Weekender)

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



BIANNUAL
ANCILLARY
PUBLICATIONS

40,000

PRINT
READERSHIP


DISTRIBUTION

Winter Issue Distribution Begins
January 2025

Summer Issue Distribution Begins
July 2025

ADVERTISING RATES

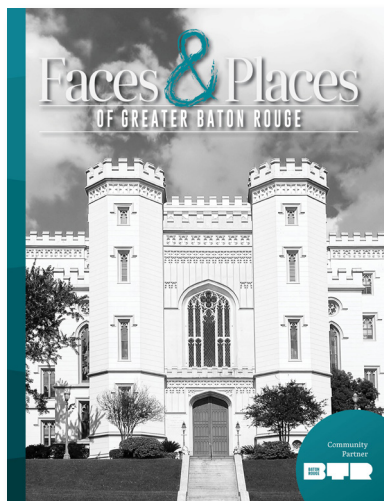


Front Cover Sponsor 	Full Page/ Inside Front Cover/ Inside Back Cover 7.46 X 9.96	1/4 Page 3.64 X 4.85 1/2 Horizontal 7.46 X 4.85
2 Page Spread 15.67 X 9.96 Gutter: 0.75		Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only

DISTRIBUTION

Spring Issue Distribution
Begins June 2025

Fall Issue Distribution
Begins November 2025



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: 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



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 on going 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

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

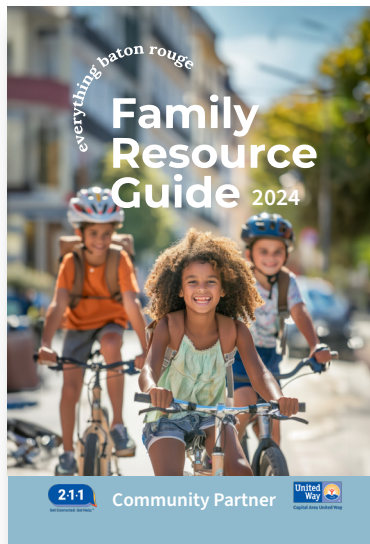


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2 Page Spread 10 X 7.25	1/2 Horizontal 4.625 X 3.565
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DISTRIBUTION

Begins February 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.

THE 2024 ULTIMATE CAMP GUIDE

The Gift of
Summer Camp

Camper
Classified

103+ Summer
Camps for a
Perfect Summer

Sponsored By 

Publication By 

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.