

# 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

205.624.2405 | [familyresourcegroupinc.com](http://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 5 .....58%  
5-12 years .....61%  
13-18 years .....39%

### HIGHEST LEVEL OF EDUCATION

Graduated college..... 46%  
Completed postgraduate ..... 24%

## ADVERTISING RATES

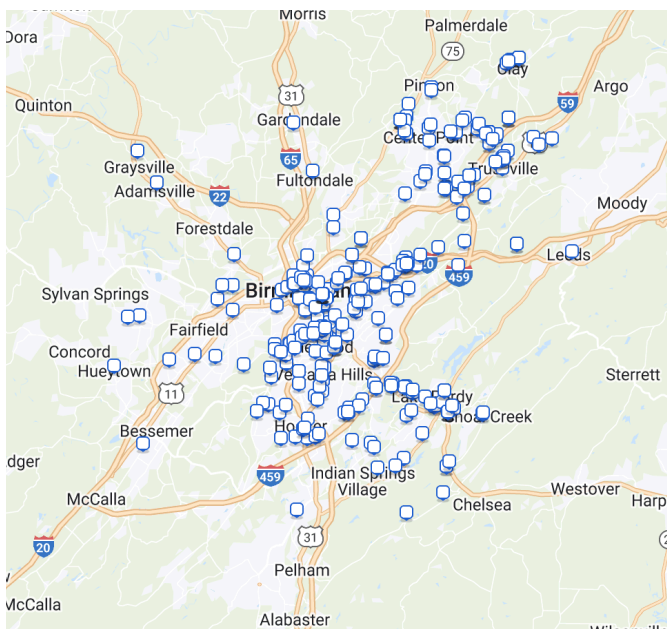


### DEADLINES:

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

<b>2/3 Vertical</b> 4.91 X 9.96	<b>Full Page</b> 7.46 X 9.96  <b>1/4 Page</b> 3.64 X 4.85	<b>1/3 Square</b> 4.91 X 4.85  <b>1/2 Horizontal</b> 7.46 X 4.85	<b>Inside Front Cover/ Inside Back Cover</b> 7.46 X 9.96
<b>2 Page Spread</b> 15.67 X 9.96 Gutter: 0.75		<b>1/2 Vertical</b> 4.91 X 7.32  <b>1/6 Horizontal</b> 4.91 X 2.31	<b>Back Cover Full Page</b> 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* 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  
swim school**

**PUBLIC  
libraries**  
48 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.



## 2025 EDITORIAL CALENDAR

### BIRMINGHAM

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

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.

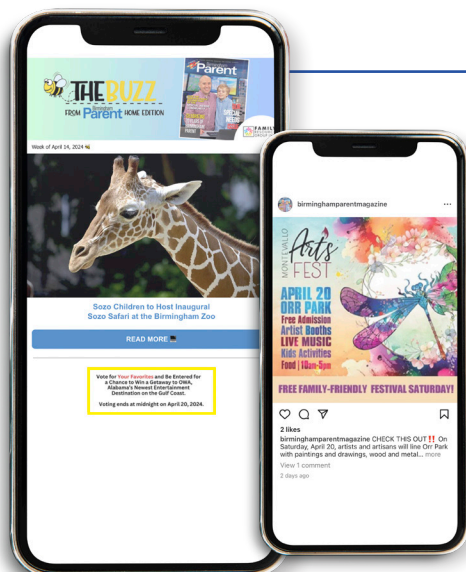
### ADVERTISING RATES



### 3 WEEKLY NEWSLETTER

Birmingham Parent's Weekender 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
- Programmatic Ads
- Pre-roll
- Geofencing
- Search Engine Optimization
- Search Engine Marketing

BIANNUAL  
ANCILLARY  
PUBLICATION

38,000

EXPECTED PRINT  
READERSHIP



DEBUTES IN 2025

Expected Readership:  
38,000+

## BIRMINGHAM'S NEWEST AND ONLY MAGAZINE FOR NEW OR 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 2025

Fall Issue Distribution  
Begins November 2025

### ADVERTISING RATES



Front Cover  
Sponsor

LOGO

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  
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0.125 Margin  
0.5 Bleed  
Back Cover  
Specs Only



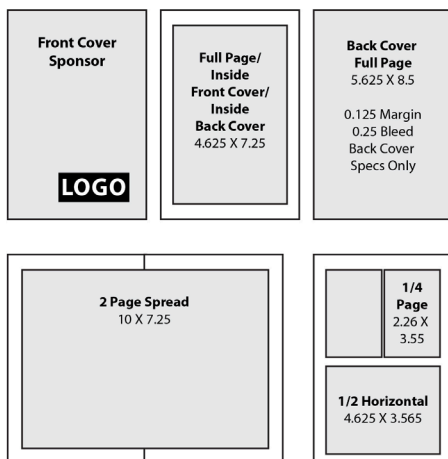
ANNUAL  
ANCILLARY  
PUBLICATIONS

38,000

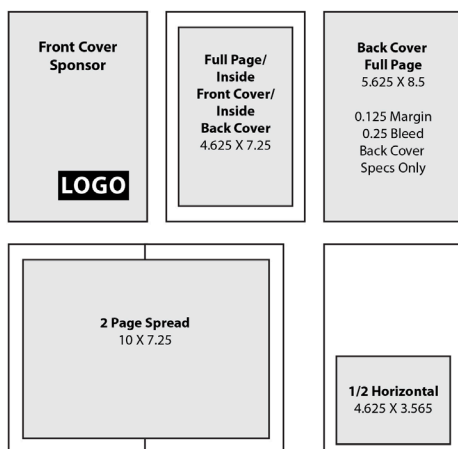
EXPECTED PRINT  
READERSHIP

## DISTRIBUTION

Begins August 2025

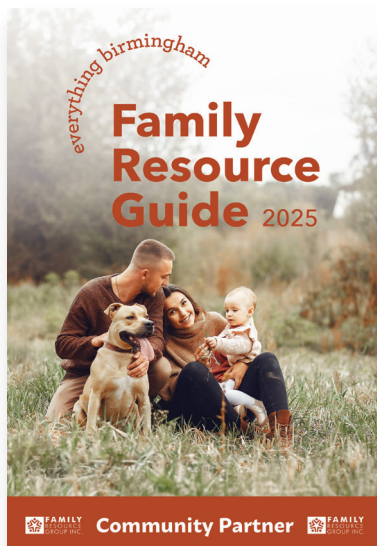


## ADVERTISING RATES



## DISTRIBUTION

Begins February 2025



DEBUTES IN 2025

Expected Readership:  
38,000+

# FAMILY RESOURCE GUIDE

*Everything Birmingham: 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 • 3 County • 1 Card

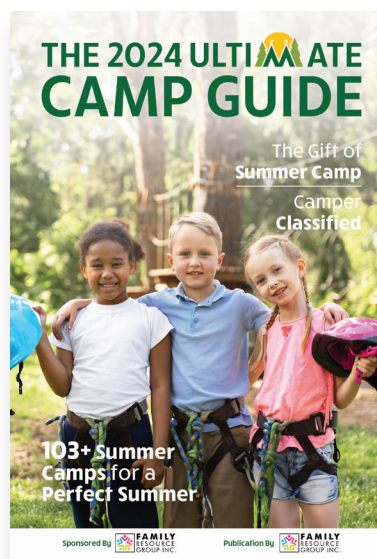
Shelby County Schools  
Prepared to be Healthy

URGENT CARE  
CHILDREN

Chevron

McWane  
Science Center

SHELBY COUNTY  
Libraries



DEBUTES IN 2025

Expected Readership:  
38,000+

# THE ULTIMATE CAMP GUIDE

*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.