

CINCINNATI family

SINCE 1997



TOTAL MONTHLY
MEDIA REACH

140,000+

48,000

MONTHLY
CINCINNATI FAMILY
READERSHIP

43,000

CINCINNATIFAMILYMAGAZINE.COM
MONTHLY VISITORS

18,000

eNEWS
SUBSCRIBERS

31,400

SOCIAL MEDIA
FOLLOWERS

NATIONAL AWARDS



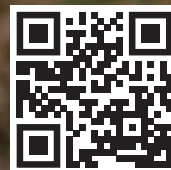
13x



14x



3x



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and markets.



FAMILY
RESOURCE
GROUP INC.

Markets Served

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

513.322.5052 | familyresourcegroupinc.com

48,000

MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN OHIO

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES



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

HIGHEST LEVEL OF EDUCATION

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

ADVERTISING RATES



DEADLINES:

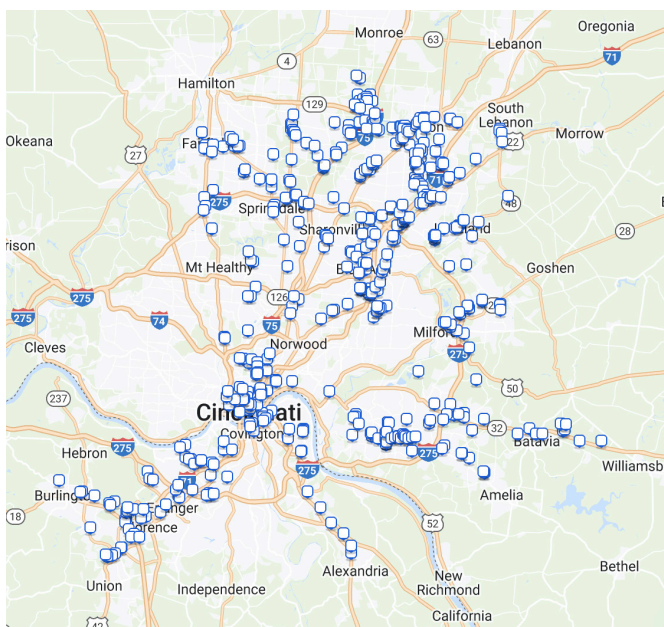
Ad Space on the 15th*

Artwork on the 20th*

*of prior month

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 *Cincinnati Family* and continue to ask for it with an astounding **97% PICKUP RATE!** Our Ohio market coverage includes Mason, Montgomery, Blue Ash, West Chester, Liberty Township, Springfield Township, Fairfield, Tri County, West Chester, Batavia, Beechmont, Milford, Florence, Union, Burlington, Fort Mitchell, Crescent Springs, Covington, and Newport. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.





140,000+
TOTAL MONTHLY
MEDIA REACH

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



2025 EDITORIAL CALENDAR

CINCINNATI

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE SCHOOLS AND CHARTER SCHOOLS		EDUCATION DIRECTORY	DEC 10	DEC 12
FEB	EARLY EDUCATION ISSUE	EARLY EDUCATION GUIDE		EARLY EDUCATION DIRECTORY, CAMP DIRECTORY	JAN 15	JAN 20
MAR	COLLEGE PREP SERIES, TRAVELING ABROAD				FEB 15	FEB 20
APR	AUTISM AWARENESS, COLLEGE PREP SERIES			FAMILY FAVORITE NOMINATIONS	MAR 15	MAR 20
MAY	COLLEGE PREP SERIES, TEACHER APPRECIATION, WATER SAFETY				APR 15	APR 20
JUN	STAYCATIONS, COLLEGE PREP SERIES, KIDS EAT FREE, SENIOR SENDOFF	SENIOR SENDOFF			MAY 15	MAY 20
JUL	BIRTHDAY ISSUE			FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS	JUN 15	JUN 20
AUG	THE BACK TO SCHOOL & AFTER SCHOOL ISSUE	AFTER-SCHOOL ACTIVITIES		KIDCHELLA	JUL 15	JUL 20
SEP	GRANDPARENTS, SUICIDE AWARENESS, SKIN CARE AWARENESS				AUG 15	AUG 20
OCT	FALL FAMILY FUN ISSUE, 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		FAMILY FAVORITE WINNERS	OCT 15	OCT 20
DEC	HOLIDAY HAPPENINGS GUIDE, RING IN THE NEW YEAR			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 15	NOV 20

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter



1 CINCINNATIFAMILYMAGAZINE.COM

Our website averages **43,000** monthly viewers and **509,000** annual page views. Our readers visit cincinnati**family**magazine.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.

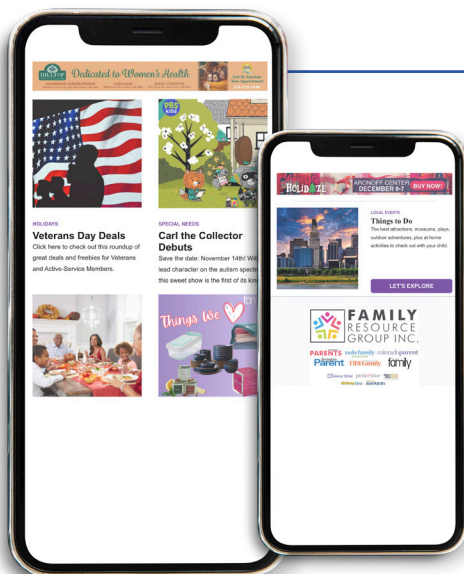
ADVERTISING RATES



3 WEEKLY NEWSLETTER

Cincinnati Family's weekly email newsletter has organically grown to **18,000+** opted-in subscribers.

Delivery: Thursdays



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