

# coloradoparent

SINCE 1986

TOTAL MONTHLY  
MEDIA REACH  
**192,000+**

**92,000**

MONTHLY *COLORADO*  
PARENT READERSHIP

**23,000**

COLORADOPARENT.COM  
MONTHLY VISITORS

**56,000**

eNEWS  
SUBSCRIBERS

**23,400**

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, OK

3636 South Sherwood Forest Blvd., Suite 540, Baton Rouge, LA 70816  
303.320.1000 | familyresourcegroupinc.com

# 92,000

MONTHLY PRINT  
READERSHIP

LONGEST RUNNING  
PARENTING MAGAZINE  
IN COLORADO

MOST TRUSTED  
RESOURCE AMONGST  
LOCAL FAMILIES



SINCE 1986



## MEET OUR READERS

When 192,000+ 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 **\$148,689**.

### 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



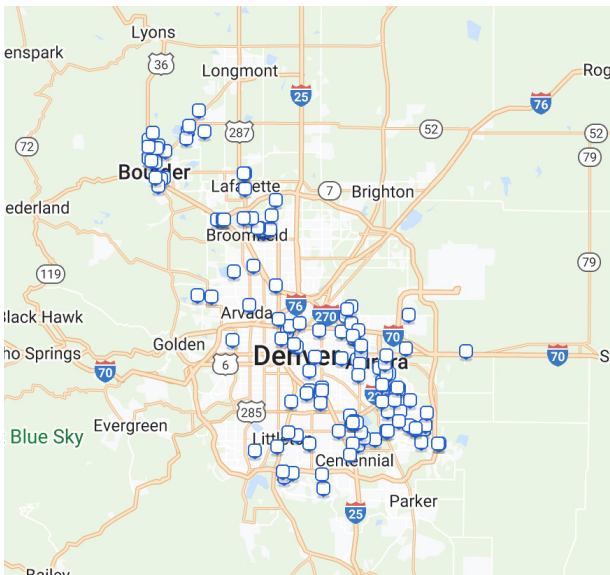
### DEADLINES:

Ad Space on the 1st  
Artwork on the 10th  
of prior month

|                                                   |                                                                       |                                                                                |                                                                                                          |
|---------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>2/3 Vertical</b><br>4.91 X 9.96                | <b>Full Page</b><br>7.46 X 9.96<br><br><b>1/4 Page</b><br>3.64 X 4.85 | <b>1/3 Square</b><br>4.91 X 4.85<br><br><b>1/2 Horizontal</b><br>7.46 X 4.85   | <b>Inside Front Cover/<br/>Inside Back Cover</b><br>7.46 X 9.96                                          |
| <b>2 Page Spread</b><br>15.67 X 9.96 Gutter: 0.75 |                                                                       | <b>1/2 Vertical</b><br>4.91 X 7.32<br><br><b>1/6 Horizontal</b><br>4.91 X 2.31 | <b>Back Cover Full Page</b><br>8.75 X 11.25<br><br>0.125 Margin<br>0.5 Bleed<br>Back Cover<br>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 *Colorado Parent Magazine* and continue to ask for it with an astounding **97% PICKUP RATE!** Our market coverage spans from Fort Collins to Larkspur. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.





**192,000+**  
**TOTAL MONTHLY**  
**MEDIA REACH**

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



## 2026 EDITORIAL CALENDAR

### DENVER

| MONTH | EDITORIAL COVERAGE                                                     | SPECIAL SECTIONS                         | ANCILLARY                | DIGITAL AND EVENTS                              | SPACE RES. | ART DUE |
|-------|------------------------------------------------------------------------|------------------------------------------|--------------------------|-------------------------------------------------|------------|---------|
| JAN   | EDUCATION ISSUE                                                        | PRIVATE AND CHARTER SCHOOLS              | FACES & PLACES®          | EDUCATION DIRECTORY, FACES & PLACES® DIRECTORY  | DEC 1      | DEC 10  |
| FEB   | EARLY EDUCATION ISSUE, PRESCHOOLS MOMS DAY OUT, CAMPS                  | EARLY EDUCATION LISTING                  | ULTIMATE GUIDE TO SUMMER | EARLY EDUCATION DIRECTORY, CAMP GUIDE DIRECTORY | JAN 1      | JAN 10  |
| MAR   | SUMMER TRAVEL, BUNNY SIGHTINGS                                         |                                          |                          |                                                 | FEB 1      | FEB 10  |
| APR   | AUTISM AWARENESS                                                       |                                          |                          | FAMILY FAVORITE NOMINATIONS                     | MAR 1      | MAR 10  |
| MAY   | MENTAL HEALTH, COLLEGE PREP 3-PART SERIES                              |                                          | SPRING EVERYTHING BABY   | 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                                   |                                          | FACES & PLACES®          | FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS       | JUN 1      | JUN 10  |
| AUG   | PERFORMING ARTS / BACK TO SCHOOL, AFTER-SCHOOL ISSUE, EXTRACURRICULARS | AFTER SCHOOL ACTIVITIES, PERFORMING ARTS | EVERYTHING GUIDE         | FAMILY FAVORITE VOTING                          | JUL 1      | JUL 10  |
| SEP   | GRANDPARENTS, SELF-CARE AWARENESS                                      |                                          | EDUCATION GUIDE          |                                                 | 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                  | FALL EVERYTHING BABY     | FAMILY FAVORITE WINNERS, WINNER CIRCLE EVENT    | OCT 1      | OCT 10  |
| DEC   | HOLIDAY EVENTS, NEW YEARS                                              |                                          |                          | 12 DAYS OF CHRISTMAS GIVEAWAYS                  | NOV 1      | NOV 10  |

## BIANNUAL ANCILLARY PUBLICATIONS

### DISTRIBUTION

Winter Issue Distribution  
Begins January 2026

Summer Issue Distribution  
Begins July 2026

### ADVERTISING RATES

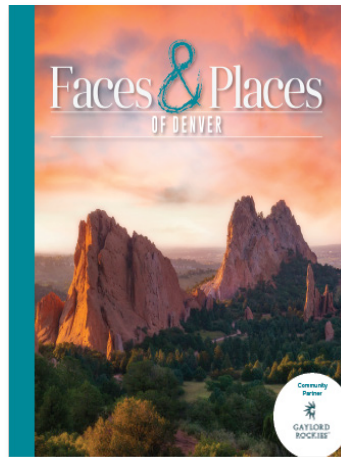


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| <b>Front Cover Sponsor</b><br><br> | <b>Full Page/ Inside Front Cover/ Inside Back Cover</b><br>7.46 X 9.96 | <b>1/4 Page</b><br>3.64 X 4.85<br><br><b>1/2 Horizontal</b><br>7.46 X 4.85                            |
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### DISTRIBUTION

Spring Issue Distribution  
Begins June 2026

Fall Issue Distribution  
Begins November 2026



**SINCE 2024**

**Readership: 40,000+**

#### Market Coverage:

Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

## FACES & PLACES®

*Faces & Places®* is a biannual standard size publication that celebrates the many industry leaders and businesses that make our Colorado community vibrant. It's designed to be a helpful guide on your kitchen table when searching for a new doctor or planning a fun day out with the family while celebrating incredible businesses and individuals.

**Distribution Locations:** Direct mail, chambers of commerce, libraries, museums, healthcare offices, and more.



Scan to visit  
[facesandplaces.com](https://facesandplaces.com)



**SINCE 2017**

**Readership: 63,000+**

**Market Coverage:** Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

## DENVER'S #1 MAGAZINE FOR NEW AND EXPECTANT PARENTS

*Everything Baby* is a biannual standard size magazine for new or expectant parents. Each edition includes a comprehensive resource directory, providing contact information for local services across Colorado to support new parents on their journey.

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

## ANNUAL ANCILLARY PUBLICATIONS

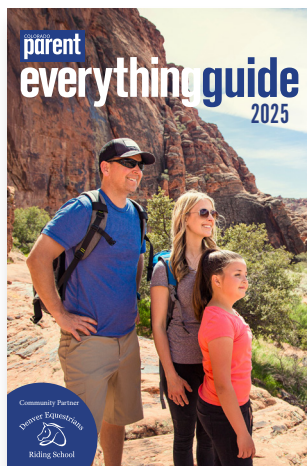
### ADVERTISING RATES



|                                                                                                                     |                                                                         |                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Front Cover Sponsor</b><br><br> | <b>Full Page/ Inside Front Cover/ Inside Back Cover</b><br>4.625 X 7.25 | <b>Back Cover Full Page</b><br>5.625 X 8.5<br><br>0.125 Margin<br>0.25 Bleed<br>Back Cover Specs Only |
| <b>2 Page Spread</b><br>10 X 7.25                                                                                   | <b>1/4 Page</b><br>2.26 X 3.55                                          | <b>1/2 Horizontal</b><br>4.625 X 3.565                                                                |

**Market Coverage:** Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

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



## EVERYTHING FAMILY GUIDE

Colorado Parent Magazine's *Everything Guide* is a convenient digest size resource, perfect for families on the go. Designed for parents and all family members alike, this guide offers a curated selection of the best family-friendly activities, from outdoor adventures to education and health resources.

**DISTRIBUTION**  
Begins August 2026

**SINCE 2014**

Readership: **39,000+**



## ULTIMATE GUIDE TO SUMMER

*The Ultimate Guide to Summer* by Colorado Parent Magazine is the perfect local resource for discovering fun activities during the break. Each year, the guide showcases a wide variety of camps, from performing arts day camps to spiritual overnight retreats.

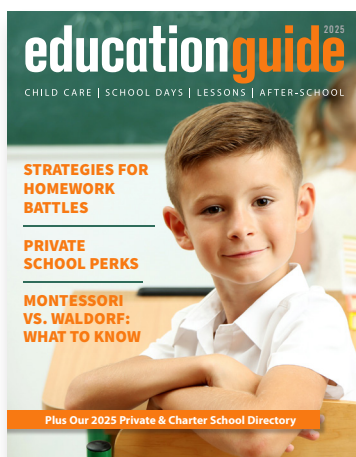
**DISTRIBUTION**  
Begins February 2026

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|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
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**SINCE 2017**

Readership: **42,000+**

|                                                                                                                       |                                                                                                       |                                                                            |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
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## EDUCATION GUIDE

Colorado Parent Magazine's *Education Guide* is a standard size publication designed specifically for parents looking to deepen their understanding of Colorado's education landscape.

**DISTRIBUTION**  
Begins September 2026

**SINCE 2017**

Readership: **42,000+**

COLORADO'S  
MOST  
COMPREHENSIVE  
EVENT CALENDAR

**1,000+**  
MONTHLY  
EVENTS LISTED

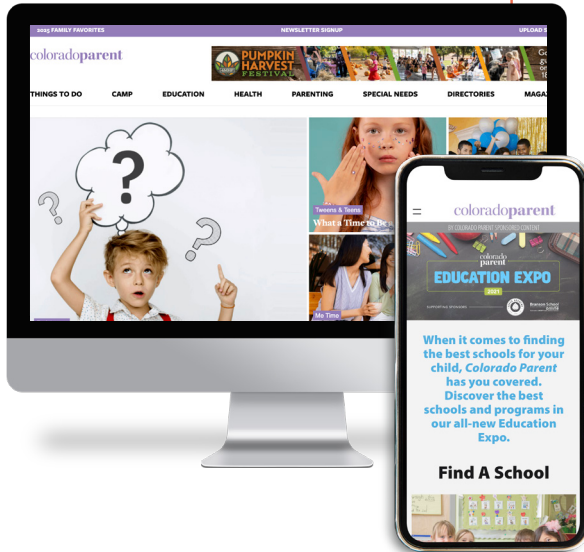
# DIGITAL DELIVERY

## Website, Sponsored Content, Newsletter



### 1 COLORADOPARENT.COM

Our website averages **21,000** monthly viewers and **238,000** annual page views. Our readers visit coloradoparent.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.

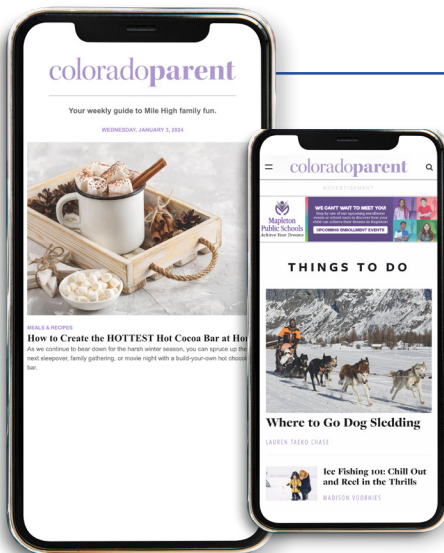
### ADVERTISING RATES



### 3 WEEKLY NEWSLETTER

The *Colorado Parent Magazine* newsletter has organically grown to **56,000+ opted-in subscribers** with a click-through rate of **22%**.

**Delivery:** Wednesdays



### 4 PREMIUM DIGITAL PRODUCTS

**Call to learn more about our premium digital products.**

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

## MEET YOUR TEAM

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



### CAMILLE CAVIN

*Account Executive*  
(225) 618-6919  
[camille@frg.inc](mailto:camille@frg.inc)

With over 10 years of experience in advertising sales, Camille Cavin has spent the past four years driving success at Family Resource Group, specifically the Denver market, helping businesses connect with their ideal audience through strategic advertising solutions. Camille's deep industry knowledge and client-focused approach make her a trusted partner in delivering impactful marketing campaigns.

#### BOOK A TIME



### KAYLEIGH MONTANA

*Account Executive*  
(925) 750-4622  
[kayleigh@frg.inc](mailto:kayleigh@frg.inc)

Since joining Family Resource Group in 2024, Kayleigh Montana has been instrumental in expanding our footprint in the Denver market. As an Account Executive, she leverages her expertise in advertising sales to connect businesses with effective marketing solutions. Her commitment to understanding client needs and delivering tailored strategies has fostered strong partnerships and contributed to our growth in the region.

#### BOOK A TIME

