

coloradoparent

SINCE 1996

TOTAL MONTHLY
MEDIA REACH

192,000+

92,000

MONTHLY
COLORADO PARENT
READERSHIP

21,000

COLORADOPARENT.COM
MONTHLY VISITORS

56,000

eNEWS
SUBSCRIBERS

23,400

SOCIAL MEDIA
FOLLOWERS

NATIONAL AWARDS



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

303.320.1000 | familyresourcegroupinc.com

92,000

MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN COLORADO

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES



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

HIGHEST LEVEL OF EDUCATION

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

ADVERTISING RATES

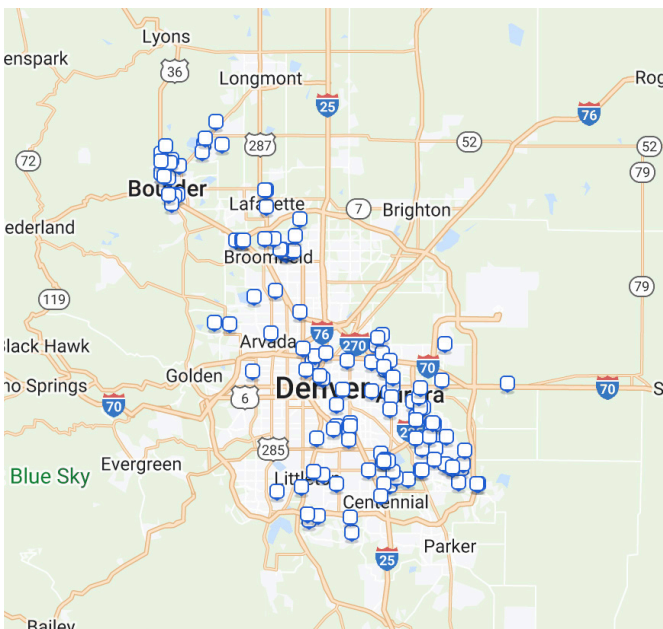


DEADLINES:

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 *Colorado Parent* 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.



2025 EDITORIAL CALENDAR

COLORADO

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	ULTIMATE GUIDE TO SUMMER	EARLY EDUCATION DIRECTORY, ULTIMATE GUIDE TO SUMMER DIRECTORY	JAN 15	JAN 20
MAR	TRAVELING ABROAD, COLLEGE PREP SERIES				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		SPRING EVERYTHING BABY		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	EVERYTHING GUIDE		JUL 15	JUL 20
SEP	GRANDPARENTS, SUICIDE AWARENESS, SKIN CARE AWARENESS		EDUCATION GUIDE		AUG 15	AUG 20
OCT	FALL FAMILY FUN ISSUE, DYSLEXIA AWARENESS	EXCEPTIONAL NEEDS		EXCEPTIONAL NEEDS RESOURCE DIRECTORY	SEPT 15	SEPT 20
NOV	ADOPTION AND INFERTILITY, HOLIDAY GIFT GUIDE, FAMILY FAVORITE WINNERS	FAMILY FAVORITE WINNERS	FALL EVERYTHING BABY	FAMILY FAVORITE WINNERS, FAMILY FAVORITE WINNER'S CIRCLE	OCT 15	OCT 20
DEC	HOLIDAY HAPPENINGS GUIDE, RING THE NEW YEAR			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 15	NOV 20

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.

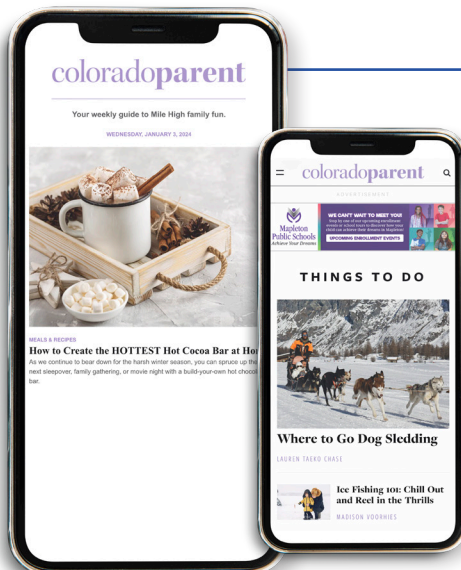
ADVERTISING RATES



3 WEEKLY NEWSLETTER

The *Colorado Parent* 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
- Search Engine Optimization
- Search Engine Marketing

BIANNUAL ANCILLARY PUBLICATIONS

DISTRIBUTION

Winter Issue Distribution Begins
January 2025

Summer Issue Distribution Begins
July 2025

ADVERTISING RATES

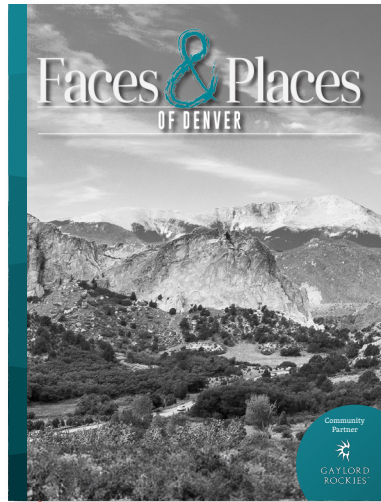


Front Cover Sponsor LOGO	Full Page/ Inside Front Cover/ Inside Back Cover 7.46 X 9.96	1/4 Page 3.64 X 4.85 1/2 Horizontal 7.46 X 4.85
2 Page Spread 15.67 X 9.96 Gutter: 0.75	Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only	

DISTRIBUTION

Spring Issue Distribution
Begins June 2025

Fall Issue Distribution
Begins November 2025



SINCE 2024

Readership: 40,000+

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

FACES & PLACES OF DENVER

Faces & Places of Denver 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: chambers of commerce, libraries, museums, healthcare offices, and more.



Scan to visit
facesandplaces.com



SINCE 2017

Readership: 63,000+

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

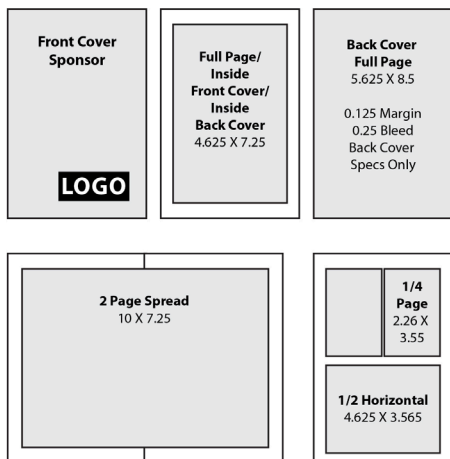
DENVER'S #1 MAGAZINE FOR NEW OR EXPECTANT PARENTS

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



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.



SINCE 2014

EVERYTHING FAMILY GUIDE

Colorado Parent'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 2025

Readership: 39,000+

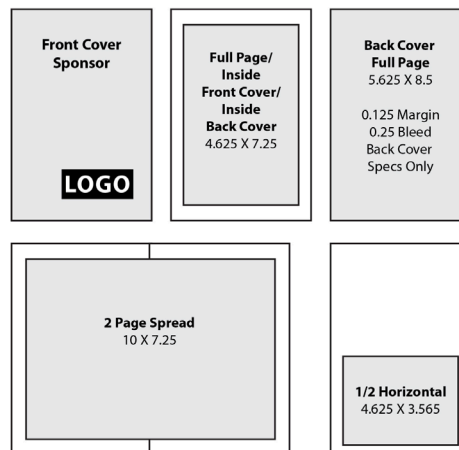


SINCE 2017

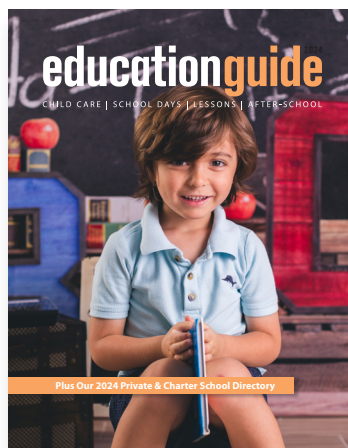
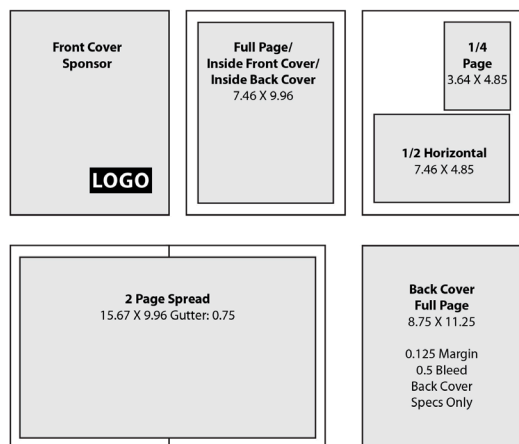
ULTIMATE GUIDE TO SUMMER

The Ultimate Guide to Summer by Colorado Parent 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 2025



Readership: 42,000+



SINCE 2017

EDUCATION GUIDE

Colorado Parent'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 2025

Readership: 42,000+