

# Parent Fearlessly nola family

SINCE 2006

TOTAL MONTHLY  
MEDIA REACH

110,000+

65,000

MONTHLY  
NOLA FAMILY  
READERSHIP

14,000

NOLAFAMILY.COM  
MONTHLY VISITORS

15,000

eNEWS  
SUBSCRIBERS

17,000

SOCIAL MEDIA



Scan the code to  
explore products  
and markets.

## NATIONAL AWARDS



FAMILY  
RESOURCE  
GROUP INC.

Markets Served

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

3636 South Sherwood Forest Blvd., Suite 540, Baton Rouge, LA 70816  
504.886.0555 | familyresourcegroupinc.com

# 65,000

MONTHLY PRINT  
READERSHIP

LONGEST RUNNING  
PARENTING MAGAZINE  
IN NEW ORLEANS

MOST TRUSTED  
RESOURCE AMONGST  
LOCAL FAMILIES



SINCE 2006

## MEET OUR READERS

When 110,000+ 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 .....55%  
5-12 years .....51%  
13-18 years .....33%

### HIGHEST LEVEL OF EDUCATION

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

## ADVERTISING RATES



### DEADLINES:

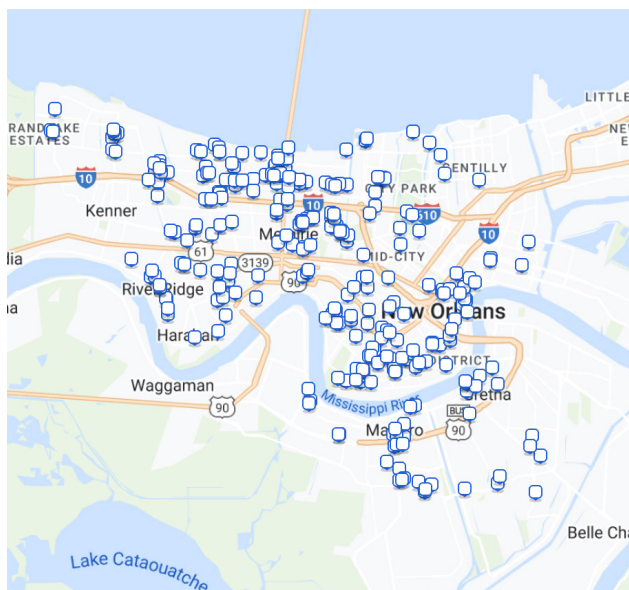
Ad Space due on  
the 1st, Artwork  
due on the 10th

|                                                   |                                                                       |                                                                                |                                                                                                          |
|---------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <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 *Nola Family Magazine* and continue to ask for it with an astounding **97% PICKUP RATE!** Our New Orleans market coverage includes Metairie, Kenner, Harahan, Harvey, Gretna, Central Business District, and more. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.





**110,000+**  
**TOTAL MONTHLY**  
**MEDIA REACH**

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



## 2026 EDITORIAL CALENDAR

### NEW ORLEANS

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

BIANNUAL  
ANCILLARY  
PUBLICATIONS

40,000

PRINT  
READERSHIP

#### DISTRIBUTION

Winter Issue Distribution Begins  
January 2026

Summer Issue Distribution Begins  
July 2026



**SINCE 2024**

**Readership: 40,000+**

**Market Coverage:** Metairie  
and New Orleans

## FACES & PLACES®

*Faces and Places®* made its debut during summer of 2024 and was a smashing success! This magazine is truly one-of-a-kind and showcases the resilient movers, shakers, creators, and iconic landmarks that help make the Big Easy the vibrant cultural hub it is today.

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



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

## ADVERTISING RATES



|                                                                                                                       |                                                                                                       |                                                                            |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <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:** Metairie,  
Central Business District,  
Kenner, Harahan, Harvey,  
Gretna, and more.

## NEW ORLEANS' ONLY MAGAZINE FOR NEW AND EXPECTANT PARENTS

*Pink & Blue* made its debut in the spring of 2024 as a premier resource for new parents and moms-to-be in the Greater New Orleans area. Published biannually in the spring and the fall, it contains fun editorial contents on seasonal products, baby names, and the latest Louisiana pregnancy news.

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

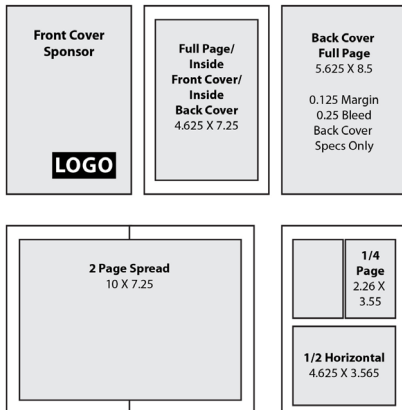
ANNUAL  
ANCILLARY  
PUBLICATIONS

40,000

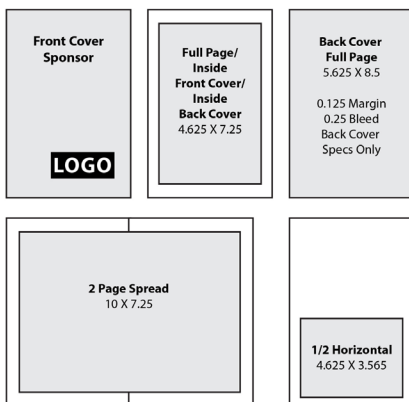
PRINT  
READERSHIP

#### DISTRIBUTION

Begins August 2026

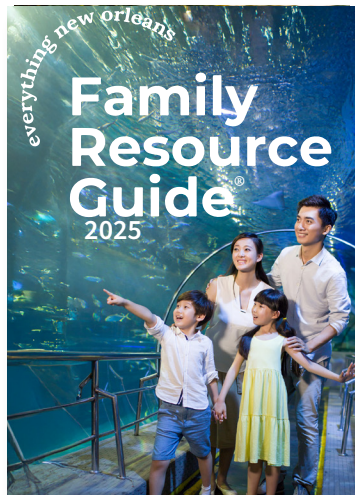


#### ADVERTISING RATES



#### DISTRIBUTION

Begins February 2026



SINCE 2006

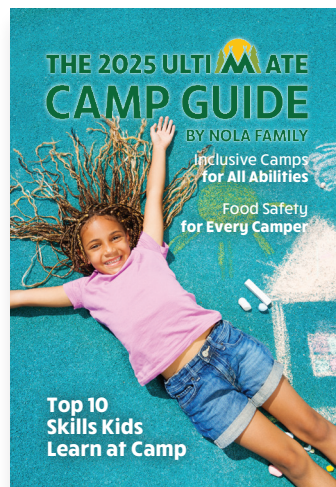
Readership: 40,000+

## FAMILY RESOURCE GUIDE

*Family Resource Guide* conveniently provides everything you need to know when it comes to family-friendly outings in New Orleans and its surrounding areas. This compact guide lists contact information for a range of resources, including everything baby, culture, education, fun, healthcare, nonprofit, and more.

**Market Coverage:** Metairie, New Orleans, Kenner, Marrero, Harahan, River Ridge, Harvey, Gretna, and more.

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



SINCE 2006

Readership: 40,000+

## THE ULTIMATE CAMP GUIDE

*The Ultimate Camp Guide* is a digest size publication that serves as the only print resource in the Greater New Orleans area when it comes to annually publishing and advertising local children's summer camps.

**Market Coverage:** Metairie, New Orleans, Kenner, Marrero, Harahan, River Ridge, Harvey, Gretna, and more.

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

nolafamily.com

NEW ORLEANS'  
MOST  
COMPREHENSIVE  
EVENT CALENDAR

1,000+  
MONTHLY  
EVENTS LISTED

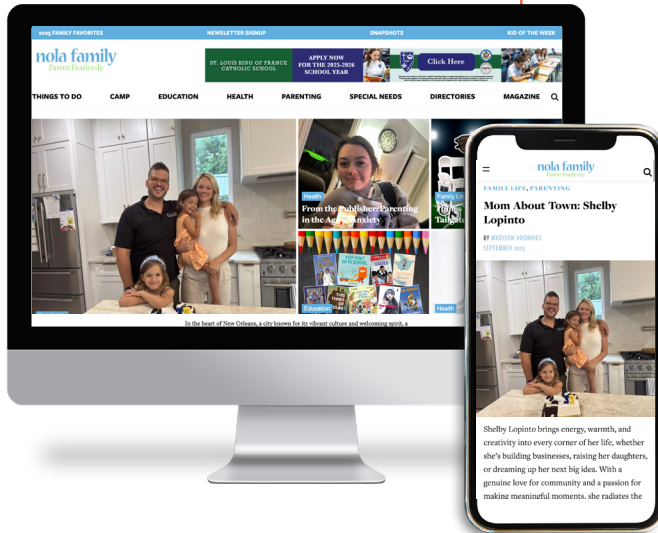
## DIGITAL DELIVERY

Website, Sponsored Content,  
Newsletter



### 1 NOLAFAMILY.COM

Our website averages **14,000** monthly viewers and **170,000** annual page views. Our readers visit nolafamily.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

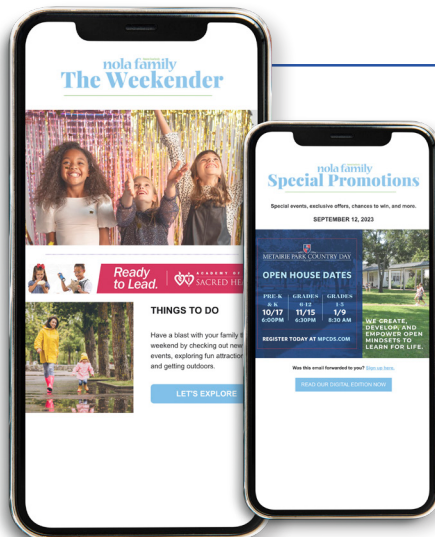
Nola Family Magazine's newsletter has organically grown to **15,000+ opted-in subscribers** with a click-through rate of **12%**.

Delivery: Thursdays

### 4 PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

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



## MEET YOUR TEAM



### **JENNIFER HOFFMANN**

*Account Executive*  
(504) 910-1100  
jennifer@frg.inc

Jennifer has been with the Family Resource Group for over three years, where her passion for New Orleans and connecting with clients has been key to her success in helping businesses thrive. She finds joy in supporting others and is always eager to embrace new challenges. Jennifer looks forward to partnering with you to reach a new audience and helping grow your brand.

**BOOK A TIME**



### **MARTINE MELANCON**

*Account Executive*  
(504) 401-8812  
martine@frg.inc

With over a decade of experience as a sales professional, Martine's success stems from her dedication to helping clients achieve their goals through tailored, results-driven strategies. She invests time in understanding each client's unique needs, fostering strong, lasting partnerships built on trust and collaboration. Creative, strategic, and committed to your success, Martine delivers marketing plans that drive real growth.

**BOOK A TIME**



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