

# metro family

2020/2021 MEDIA KIT



**OKLAHOMA CITY'S #1 RESOURCE FOR PARENTS**

“We love helping  
local families find  
fun ways to connect  
and grow together.”

SARAH TAYLOR,  
PUBLISHER



## OKC's #1 Pathway to Parents

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MetroFamily Magazine is central Oklahoma's prime source for family fun and parenting resources.

Each month we provide our loyal audience with encouragement, inspiration, resources and camaraderie as they navigate both the challenges and beauty of parenthood, from babyhood through high school and beyond. We engage consistently with a widely diverse range of local families to ensure we're meeting their needs with our subject matter and through representation.

Our award-winning content celebrates local parents and kids enhancing our communities, educates readers on societal issues relevant to their lives and encourages families to play, learn and grow together. Our popular calendar of events is a must-read for parents and grandparents planning family fun, and our comprehensive directories inform readers' choices on everything from schools and doctors to birthday parties and after-school activities. Our readers remain deeply engaged because our products and content relate to their highest priorities — their children.

Welcome to the Family,

*Erin*

Erin Page  
Managing Editor



# Award-Winning Guide to Local Family Fun



**CURRENT COVID DISTRIBUTION PLAN:** Over 12,000 free copies of MetroFamily Magazine are distributed primarily in Edmond, North OKC, Nichols Hills, South OKC/Moore, Midwest City, Mustang, Yukon and Norman. Distribution spots include all metro YMCAs, libraries, grocery stores (Whole Foods, Sprouts, Natural Grocers & Uptown Grocers) and Jimmy's Egg restaurants.

On our award-winning website, we have more than 93,000 monthly online readers (48% increase from last year) consuming 151,000 pages of content per month (53% increase from last year).



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## Meet the MetroFamily

Our deepest desire is to support family relationships — to help families grow and thrive. Here are some stats the give a glimpse into the lives of our metro families.

# 78%

of audience frequently purchase products or services from ads seen in MetroFamily.

# 90%

of audience is college educated, with 58% having degrees.

# 86%

of audience is between ages 25-54, skewed younger than most print publications.

# 61%

of audience earn more than \$75,000. Average household income is \$117,423.

# 60%

of families keep MetroFamily magazine for more than 3 weeks before discarding

\*Stats from 2019 CVC Audit

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# Return on Investment

## What Advertisers Say:

"We've seen immediate results from our work with you, which is truly rare!!! Typically it's a couple of months, if at all, that we can attribute new business to a specific advertising or marketing project. We are so blessed in our business, and continue to see growth. We survey a select group of our new clients to see how they heard about us...and we're hearing 'Metro Family Magazine.' Clearly we were missing out on your tremendous clients, and are so happy to be helping them now."

*-Lynn Soriano, co-owner, K9 University*

For the last 3 years, MetroFamily Magazine, both in print and online, has been my family's go to for all things OKC for families. From the community events on the calendar to the service advertisements at the back, it keeps us engaged in our wonderful community. You will always find me picking up a copy any time a new one is released. I'm so thankful that I found MetroFamily Magazine!

*-Jenny Scott, Owner of The Casa OKC*

## What Readers Say:

From an independent, University-hosted reader survey:

- I love your magazine and look forward to reading it every month
- I love that you stay true to your values
- It is truly informative! Love it!!!
- MetroFamily always has the latest and greatest ideas and information and we really appreciate everything you guys do and all the info and fun you give.
- Everything that is printed I find useful. You have everything I want to know and read about.
- I love the magazine and look forward to each issue to plan the months fun activities.
- Love the calendar.
- I recommend this magazine to all my friends.





# Editorial Calendar

## **OCTOBER 2020**

Fall Fun Issue

Space: 9/15/2020

Ads Due: 9/17/2020

On Newsstands: 9/30/20

## **NOVEMBER 2020**

Giving Back

& Party Guide

Space: 10/13/2020

Ads Due: 10/16/2019

On Newsstands: 10/29/2020

## **DECEMBER 2020**

Holiday Fun Issue

Space: 11/11/2020

Ads Due: 11/13/2020

On Newsstands: 11/30/2020

## **JANUARY 2021**

Education Guide

Space: 12/11/2020

Ads Due: 12/15/2020

On Newsstands: 1/4/2021

## **FEBRUARY 2021**

The "LOVE" Issue

Space: 1/19/2021

Ads Due: 1/21/2021

On Newsstands: 2/4/2021

## **MARCH 2021**

Spring Break Fun

Space: 2/16/2021

Ads Due: 2/18/2021

On Newsstands: 3/3/2021

## **APRIL 2021**

Summer Camps & Activities

Space: 3/15/2021

Ads Due: 3/18/2021

On Newsstands: 3/31/2021

## **MAY 2021**

All About Mom &

100 Days of Summer

Space: 4/13/2021

Ads Due: 4/16/2021

On Newsstands: 4/28/2021

## **JUNE 2021**

All About Dad & Summer Fun

Space: 5/11/2021

Ads Due: 5/14/2021

On Newsstands: 5/26/2021

## **JULY 2021**

Everything Guide (Annual)

Space: 6/14/2021

Ads Due: 6/17/2021

On Newsstands: 6/30/2021

## **AUGUST 2021**

Back to School &

After-School Guide

Space: 7/13/2021

Ads Due: 7/16/2021

On Newsstands: 7/28/2021

## **SEPTEMBER 2021**

Teens/Tweens

Space: 8/16/2021

Ads Due: 8/19/2021

On Newsstands: 9/1/2021



# Print Rates

<b>Full page*</b>	<b>\$1899</b>
<b>2/3*</b>	<b>\$1499</b>
<b>1/2*</b>	<b>\$1299</b>
<b>1/2</b>	<b>\$1099</b>
<b>1/3V or H*</b>	<b>\$900</b>
<b>1/3 square</b>	<b>\$699</b>
<b>1/4</b>	<b>\$475</b>
<b>1/8H</b>	<b>\$249</b>
<b>1/16</b>	<b>\$149</b>

**\*These sizes are only one ad per page, meaning you get 100% share of voice on that page.**

## **Special Placement Fees**

Additional \$350 for back cover, \$250 for inside front cover, \$200 for inside back cover and page 3, 10% special placement fee for other page requests.

## **NEW Featured Calendar Listing in print**

Highlight your event in our calendar above the rest! For \$475 (or \$249 in conjunction with other advertising) your event will have an outline and other design elements so it stands out against the other event choices. Limited space available (only six featured events per issue).

## **Custom Package Discounts\***

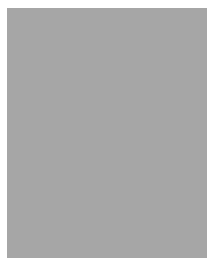
- If spend \$3,000+, get 6% off
- If spend \$4,000+, get 7% off
- If spend \$5,000+, get 8% off
- If spend \$6,000+, get 9% off
- If spend \$7,000+, get 10% off
- If spend \$8,000+, get 11% off
- If spend \$9,000+, get 12% off
- If spend \$10,000+, get 13% off

\*Contact your ad rep to inquire about discounts for larger ad buys.  
Includes all products, print, digital, etc. Non-profits receive an additional 1% off.



# 2020/2021 Print Specifications • MetroFamily

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## **Full page full bleed ad**

Trim: 8.375" X 10.875"

Bleed: 8.875" X 11.375"

Safety margin: 8" X 10.5"

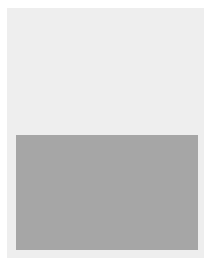


## **2/3 page full-bleed ad**

Trim: 5.4" X 10.875"

Bleed: 5.9" X 11.375"

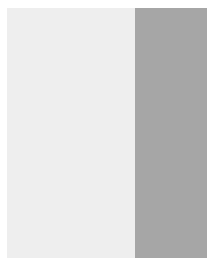
Safety margin: 5" X 10.5"



## **Half page ad**

Trim: 7.375" X 4.75"

Bleed: None



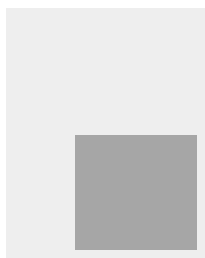
## **1/3 page vertical ad**

Trim: 2.85" X 10.875"

Bleed: 3.35" X 11.375"

Safety margin:

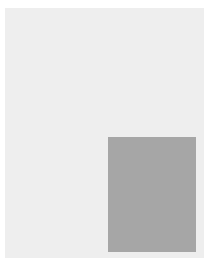
2.425" X 10.5"



## **1/3 page square ad**

Trim: 4.8542" X 4.75"

Bleed: None



## **1/4 page ad**

Trim: 3.625" X 4.75"

Bleed: None

## **Ad Submissions**

- The required file format is CMYK, high-resolution (300dpi) PDF with fonts embedded or an EPS file with its fonts converted to paths (outlines). All elements in RGB or spot colors will be converted to CMYK. This process can result in changes of color appearance.
- Do not use crop marks.
- All text and important graphics should be included within the safety margin.
- Send ads to your ad executive. If the file is bigger than 14mb, please let us know and we will provide a dropbox.com folder to place the ad.

## **Additional ad sizes:**

- 1/8 ad: 3.625" wide x 2.3125" tall
- 1/16 ad: 1.75" wide x 2.3125" tall (logo, CTA and contact info only)

## **Conditions of Advertising**

The publisher reserves the right to refuse any advertisement at any time. The advertiser assumes total liability for ad content and full responsibility for any claims, expenses or losses arising from such content. Liability for any production error(s) appearing in advertisements produced by MetroFamily Ad Production Dept. are limited to a corrected repeat insertion upon payment of incorrect ad. Credit may be extended to established businesses with a signed contract and approved credit application. Prepayment is required for all political, transient, and single event ads, and for all ads valued under \$300 (payment expected by credit/debit card). Ad space ordered but not on a signed contract with approved credit must be paid prior to publication. MasterCard, Visa, American Express and Discover credit card payments are accepted. Invoices are due upon receipt. Invoices will be considered delinquent and subject to an interest charge of 1.5% per month (18% annual) on accounts 30 days past due. Frequency rates apply only if the contract is completed according to terms and within time periods specified. Short rate will apply to broken contracts.

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# metrofamilymagazine.com

MetroFamily Magazine's digital content has been completely optimized for mobile viewing and delivers content that is timely and relevant to families on the go.

## E-Newsletters or Dedicated Email Options

Weekday email newsletters get families started on the right foot each day, and provide valuable information about top stories, local events & things to do. Clients can also send an email to our engaged subscribers exclusively about their products or services. It's like hand-delivering a full-page ad to more than 22,000 readers!

## Mobile-Friendly Website

The Parenting Media Association has given the MetroFamily Magazine website several awards for design and content over the years. Digital ads, content marketing articles and Featured and Premium directory listings are available for purchase.

## NEW Video Podcast and Content Marketing

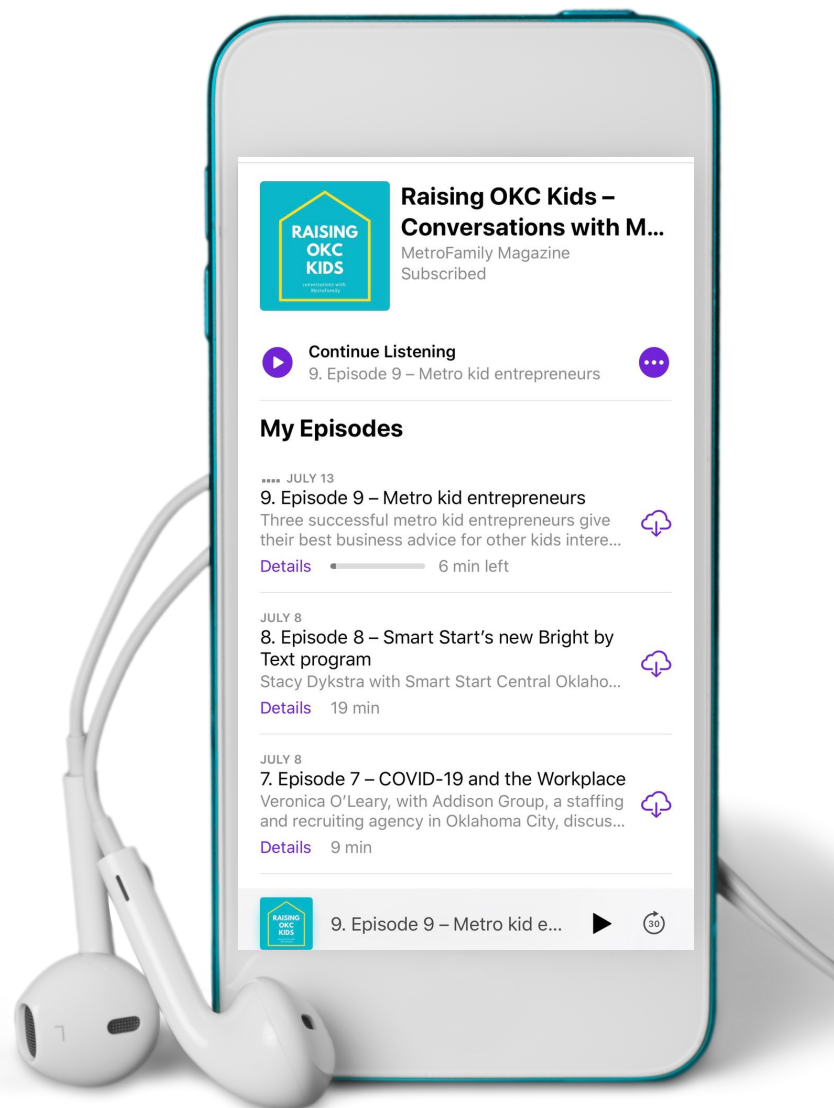
Tell your story! Boost brand awareness and establish your business as an expert in your field by purchasing a content marketing piece, either in print or online, or an interview on our NEW video podcast, Raising OKC Kids. One of our award-winning writers will interview a member of your team and develop an article or podcast interview featuring your brand.

## Social Media

If content is king, then social media is the ace. Let us help further word-of-mouth advertising by taking advantage of paid social media ads (Facebook & Instagram), as well as social media contests.

# 70%

of MetroFamily web traffic is from a mobile device.



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# Digital Rates

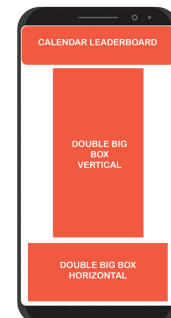
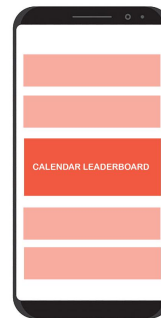
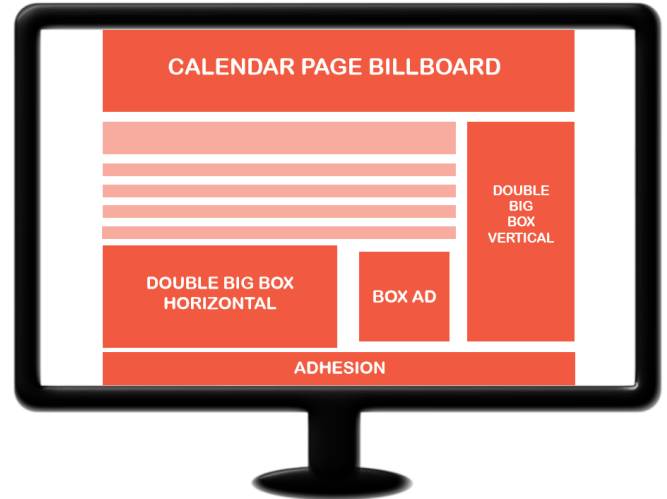
## Monthly Website Ads

### Run of site, desktop and mobile

Box Ad	300x250	\$249
Double Big Box Vertical	300x600	\$349
Double Big Box Horizontal	800x400	\$349
Adhesion Ad	800x100 & 300x100	\$549
Calendar Leaderboard	300x100	\$149

### 10-Day Exclusive Billboard Ad

Calendar & "Things to Do"	970x250	\$549
Page Billboard		



*Metro Family Magazine has been an incredible resource for my family for many years! Thank you for your reassurance and committing to remain true to your own values.*

**-Brittany C., Reader**

## Weekday Email Newsletter

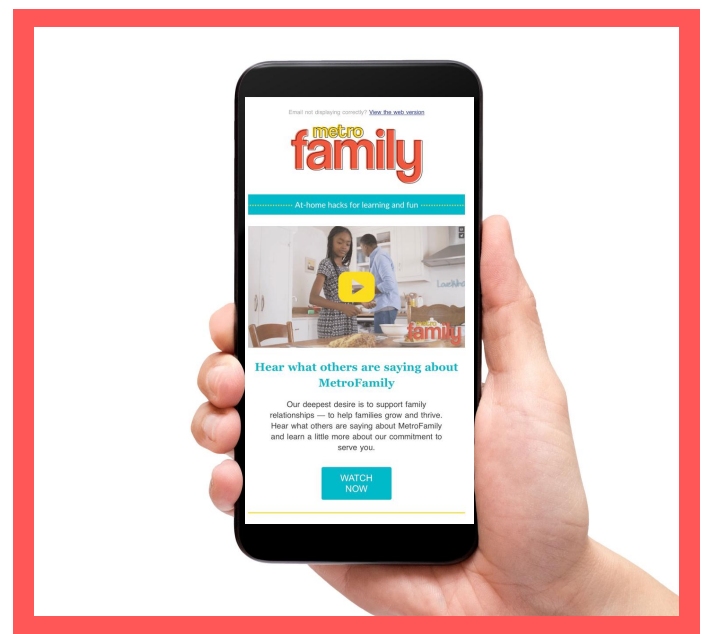
Box Ad	300x250	\$149
Double Big Box (H)	800x400	\$249
Featured Content*	Picture, text and link	\$249

\*Limited availability, one per issue

## Dedicated Email Send Options

Dedicated Email	600Wx800H+	\$749
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Participation in topical emails featuring special events (like Fall Fun and VBS) or resources (like private schools and summer camps).	Featured text and link	\$149
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## Sponsored & Premium Directory Listings

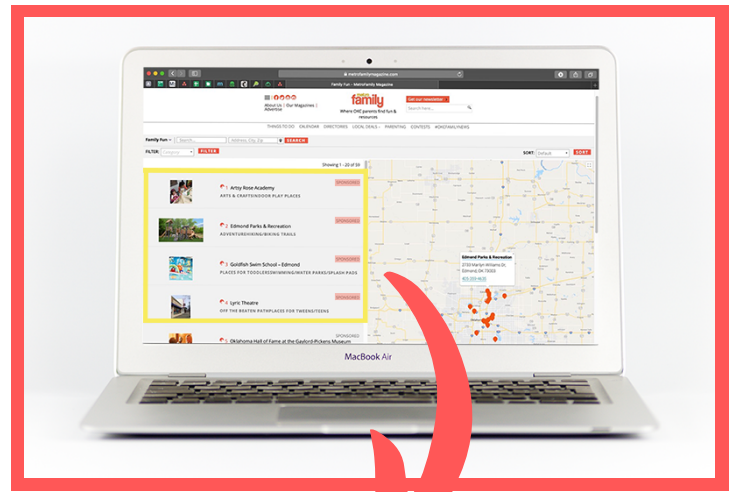
Two levels of directory listings are offered, Sponsored at the top and Premium under those listings. All paid listings are provided with the added value of SEO and therefore have the potential to boost your brand beyond MetroFamily's website.

### Sponsored Directory Listing \$900/year

-Top placement. Limited availability.  
Social feed. Video.

### Premium Directory Listing \$600/year

-Top placement under Sponsored.  
Social feed.



## Calendar Listing Enhancements

Help your event stand out on our popular online and print calendars.

### Featured Calendar Listing (print) \$475\*

\*or \$249 if combined with other advertising

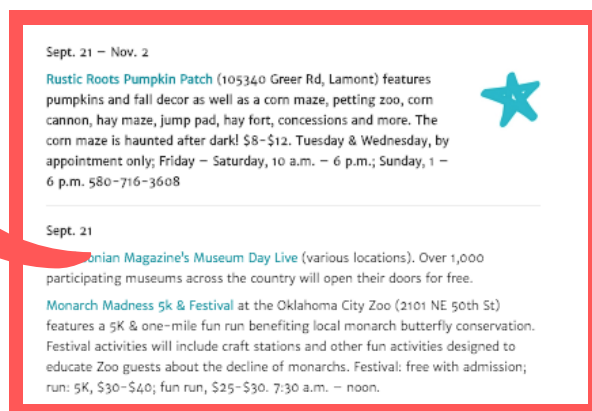
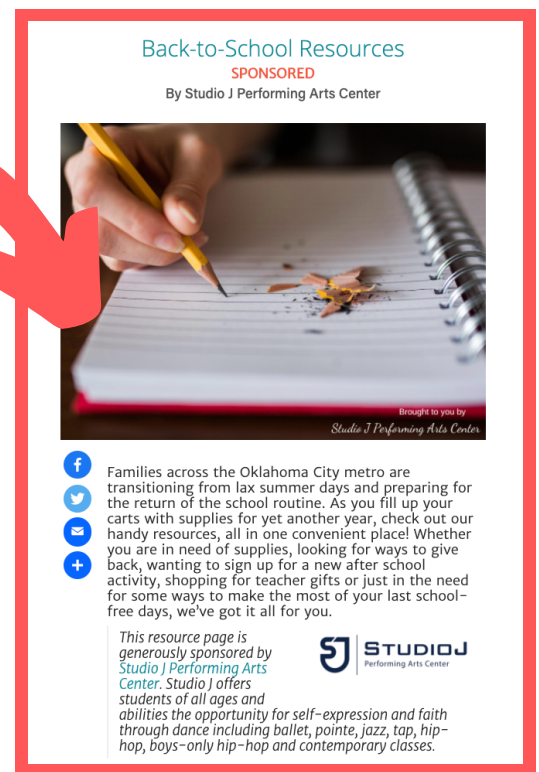
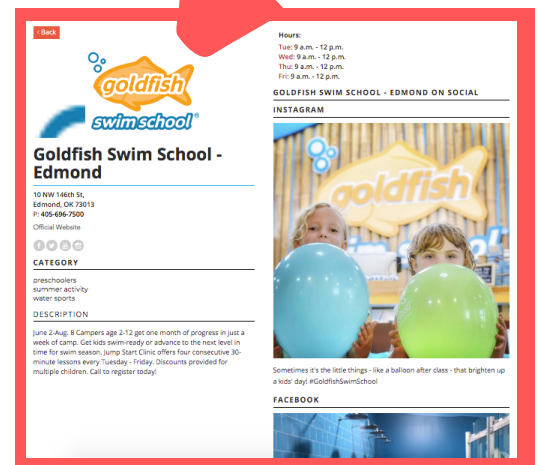
### Featured Calendar Listing (online) \$249/two weeks

### List Sponsorship \$799/list/year

Our popular lists can be sponsored, putting your brand right at the top of the page where people are looking. Includes photo, info and listing highlighted. Examples of our guides: Swim Lesson Guide, Fall Fun Guide, VBS Guide, Kids Eat Free Guides.

### List Participation \$249/list

Stand out on our popular seasonal lists such as those listed above.



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## Content Marketing

Online Only Story	\$849
1.5 page print, plus receive online only benefits	\$2,499

## Raising OKC Kids video podcast

Promoted via our e- newsletter and social media	\$849
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## Social Media Post

\$249/post

Facebook & Instagram, available only  
within a package of other advertising

## Contests/Promotions

\$800/contest

Our readers love contests and  
sponsors benefit from social media,  
e-newsletter and web promotion. Plus  
sponsors get the additional benefit of  
being able to ask for e-mail sign-ups  
and another marketing question.

**Custom reporting available at the end of  
each digital campaign. All marketing  
efforts for your business are trackable!**

Let's talk Math: Practical advice to combat  
learning loss

**SPONSORED**

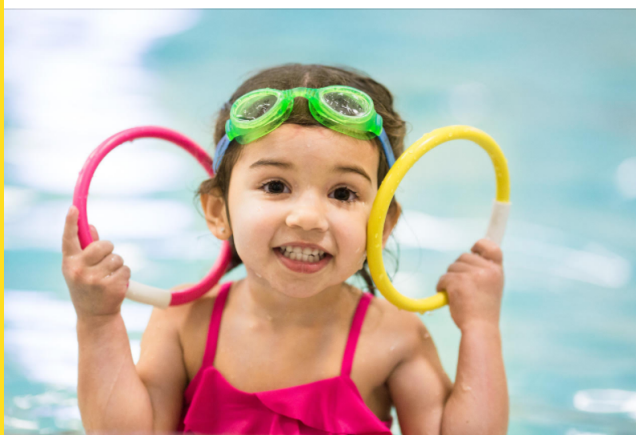
By Mathnasium



**MetroFamily Magazine**

June 12 at 12:05 PM · 🌐

Win swim lessons? Yes, please! Locally-owned Oklahoma Swim Academy is giving away a FREE lesson package (including 20 lessons + registration fee, valued at \$530!!). OSA specializes in age-appropriate, one-on-one survival swim instruction and they just moved into their new facility in NW OKC. Enter NOW for your chance to win lessons here: [http://bit.ly/Win\\_OKC](http://bit.ly/Win_OKC)



**MetroFamily Magazine**  
Magazine

[Learn More](#)

👍❤️ 105

3 Comments 26 Shares

**Contact your ad rep to book today!**

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# Event Sponsorship opportunities

## **Geekapalooza**

**November 7-13, 2020**

**A virtual event.**

Hosted by the Girl Scouts of Western Oklahoma and MetroFamily Magazine, this event encourages kids to learn about STEAM (Science, Technology, Engineering, Art, Math) topics through hands-on projects hosted by vendors and sponsors via Zoom and on video. A costume and other contests, giveaways and prizes add to the fun.

## **Bump, Baby & More**

**March 6, 2021**

**Due to pandemic:** Likely a virtual event in 2021. This expo is designed to help Oklahoma parents-to-be navigate the maze of decisions they'll be making regarding their baby's arrival and the months that follow. Attendees will also be encouraged to find their "tribe" of other local parents at the event. In addition to local businesses and national retailers and manufacturers, the event will feature short, informative breakout sessions by local experts. Giveaways and free products will also boost the experience at this one-of-a-kind, upscale event.

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# Event Sponsorship opportunities

## Kids Fest

April 10, 2021

11am-4pm

Cox Convention Center

**NOTE: Although scheduled for April 10, plans could change on this event due to the pandemic. Stay tuned for more info.**

Kids Fest is MetroFamily Magazine's annual family event with dozens of booths featuring fun and educational activities for kids. Enjoy hands-on activities at over 60 booths, face painting, roaming characters, door prizes, live music and much more. Giveaways and more add to the fun.

## Cover Kids Search

August-October, 2021

**DUE TO PANDEMIC, this event may be virtual again in 2021. Stay tuned for more info.**

Each August-September, we ask metro kids between the ages of 2 and 12 with bright smiles, fun personalities and a desire to serve the community to register for our Cover Kids Search. Registrants are invited to attend an in-person event in early October where they'll enjoy hands-on activities, getting their photo taken for a mock cover and be interviewed by a celebrity panel. From the registrants, kids will be chosen to be featured on the following year's magazine covers.

**Let us help you reach families in OKC!**

**Contact us today:**

Laura Beam 405-5013-5042, [laura@metrofamilymagazine.com](mailto:laura@metrofamilymagazine.com) • Dana Price, 405-306-9935, [dana@metrofamilymagazine.com](mailto:dana@metrofamilymagazine.com) • Sarah Taylor, 405-818-5025, [sarah@metrofamilymagazine.com](mailto:sarah@metrofamilymagazine.com)