

metro family

2022 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



Award-Winning Guide to Local Family Fun

MetroFamily is an award-winning, comprehensive media company that meets OKC-area parents where they are with the content they crave. Both print and digital content is highly-anticipated among MetroFamily readers, and our award-winning content is read by more than 123,000 families every month, with **online readership increasing by upwards of 48% from last year.**

From traditional print to new mediums of advertising, MetroFamily is the #1 pathway to parents in the OKC metro. Our dedicated and experienced sales team can create a plan perfect for your business, nonprofit, attraction or event using print ads, digital ads, calendar spotlights, daily e-newsletter ads, social media, podcast interviews, contests, content marketing stories, event sponsorship and so much more.

Over 20K opt-in e-newsletter subscribers

Find us @metrofamilyokc



22,832 followers



11,700 followers



7,485 followers

6608 N Western Ave, #458 • OKC, OK 73116 • 405-601-2081 • metrofamilymagazine.com

Meet the MetroFamily

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

*Stats from 2021 CVC Audit

84%

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

63%

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

88%

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

70%

of digitally-engaged families connect with MetroFamily through their phones.

76%

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

59%

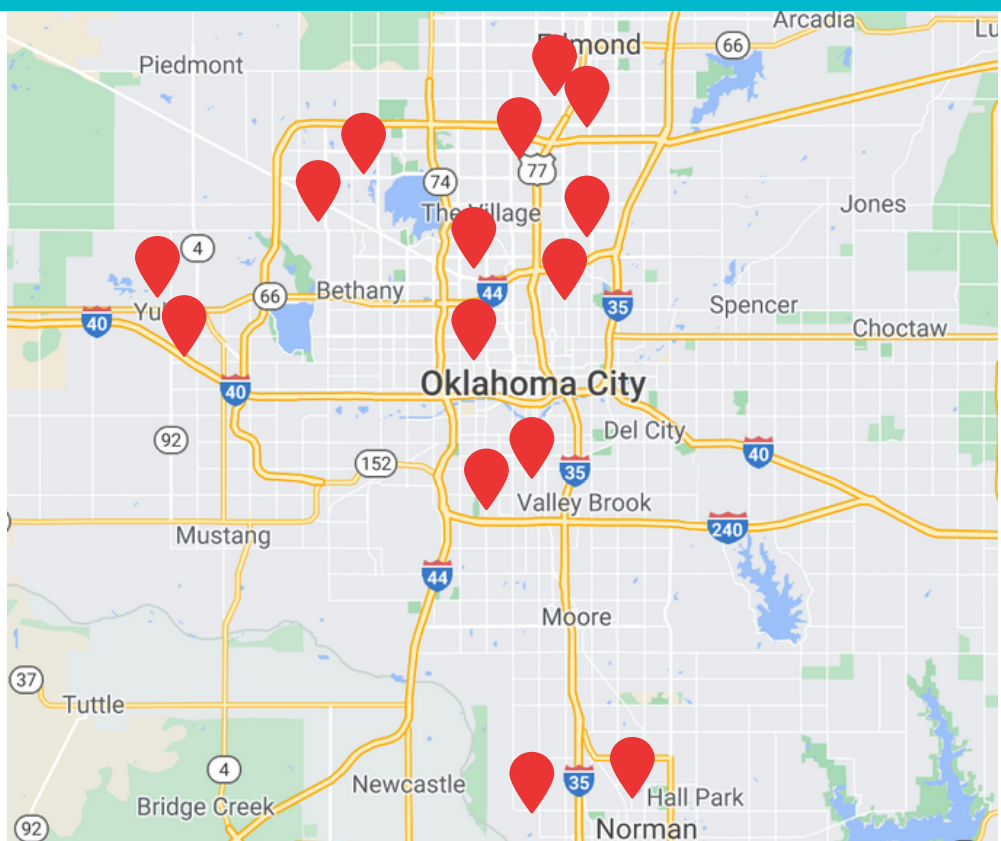
of families keep MetroFamily magazine for more than 3 weeks before discarding

According to the CVC audit, MetroFamily reaches a gross total of 182,049 contacts per month.

Find a Copy of MetroFamily

16,000 copies of MetroFamily Magazine are distributed every other month, 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.

MetroFamily Insiders receive print issues in their mailboxes.





MetroFamily Editorial Calendar

NOV/DEC 2021

FACES of MetroFamily & Holiday Fun

Space: 10/13/2021

Ads Due: 10/16/2021

On Newsstands: 10/29/2021

JAN/FEB 2022

Education

Space: 12/10/2021

Ads Due: 12/15/2021

On Newsstands: 1/3/2022

MAR/APR 2022

Spring Break & Summer Camp

Space: 2/14/2022

Ads Due: 2/17/2022

On Newsstands: 3/1/2022

MAY/JUNE 2022

Summer Plans & Great Neighborhoods

Space: 4/11/2022

Ads Due: 4/14/2022

On Newsstands: 4/27/2022

JULY/AUG 2022

Everything Guide

Space: 6/13/2022

Ads Due: 6/16/2022

On Newsstands: 6/29/2022

SEPT/OCT 2022

Fall Fun & Mental Wellness

Space: 8/15/2022

Ads Due: 8/18/2022

On Newsstands: 8/31/2022

NOV/DEC 2022

FACES of MetroFamily & Holiday Fun

Space: 10/17/2022

Ads Due: 10/20/2022

On Newsstands: 11/2/2022

Contact Us Today

Laura Beam, 405-503-5042, laura@metrofamilymagazine.com

Dana Price, 405-306-9935, dana@metrofamilymagazine.com

Print Rates

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

***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.

Packages of all sizes and lengths of contract using any and all of our products can be created to fit your needs. And when your package totals \$3,000 or more, you earn a **bonus**, starting at 6% (all the way to contracts over \$10,000 earning 13%). Your account executive will be happy to work with you to create the perfect plan to reach parents in OKC who are looking for YOUR business, event or service.

Digital Rates

Content Marketing

Online Only Story	\$899
1.5 page print, plus receive online only benefits	\$2,499

Raising OKC Kids video podcast

Promoted via our e-newsletter and social media

\$899

Social Media Post

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

\$299/post

Contests/Promotions

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.

\$899/contest

Digital, Cont.

Monthly Website Ads

Run of site, desktop and mobile

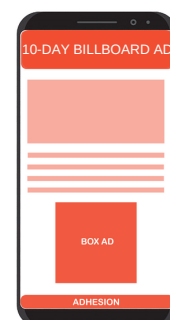
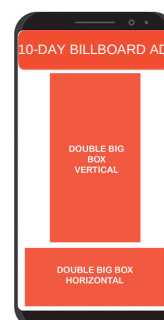
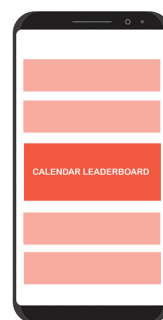
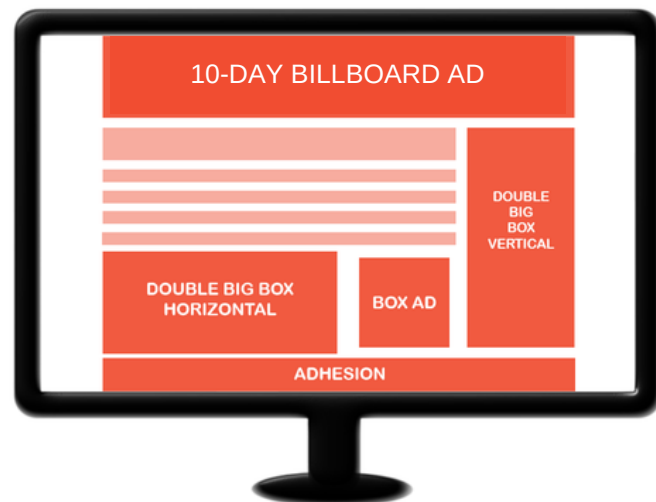
Box Ad	300x250	\$249
Double Big Box Vertical	300x600	\$349
Double Big Box Horizontal	800x400	\$349
Calendar Leaderboard	300x100	\$149

10-Day Billboard Ad

Run of Site Billboard	970x250	\$549
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10-Day Adhesion Ad

Run of Site "Sticky" ad	728x200	\$549
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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	\$199
Double Big Box (H)	800x400	\$299
Featured Content*	Picture, text and link	\$299

*Limited availability, one per issue

Dedicated Email Send Options

Dedicated E-Blast	600Wx800H+	\$899
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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 Listings. Social feed.

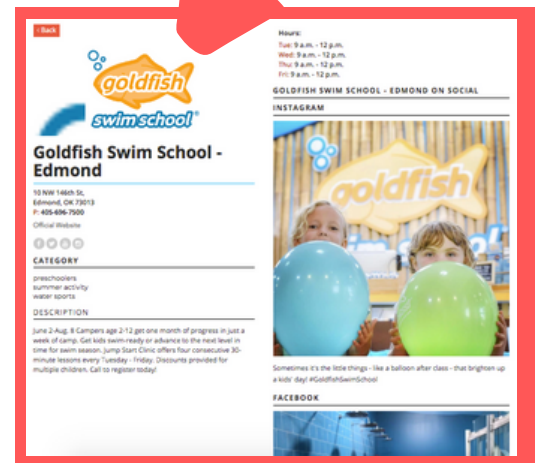


Calendar & Resource Listing Enhancements

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

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

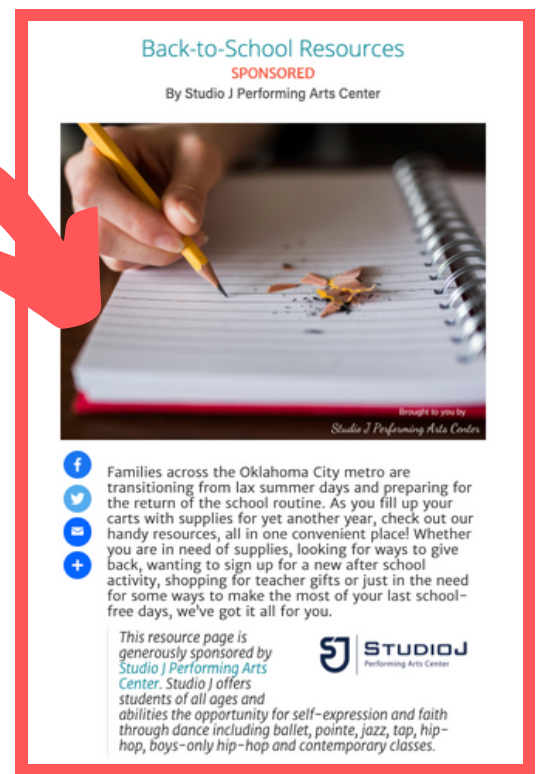
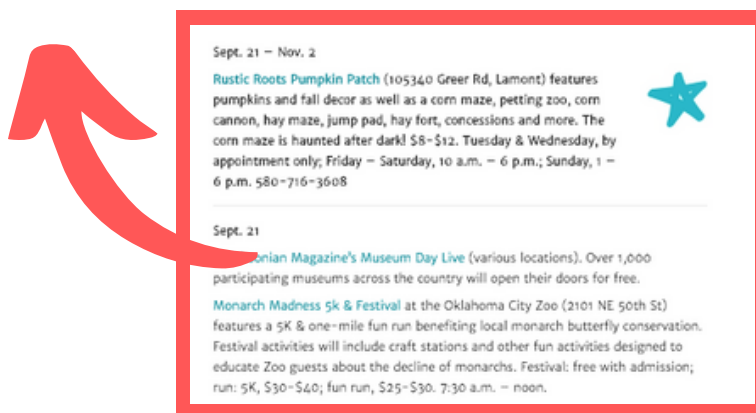
List Sponsorship \$899/list/year



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.

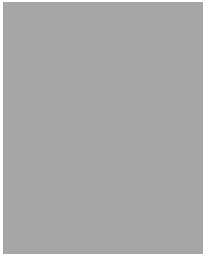
List Participation \$299/list

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

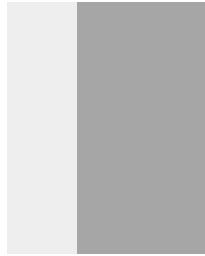


Laura Beam, 405-503-5042, laura@metrofamilymagazine.com
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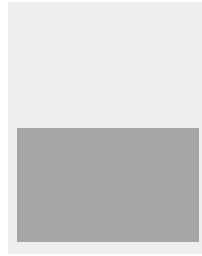
2022 Print & Digital Specifications • MetroFamily



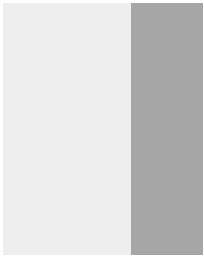
Full page full bleed ad
Trim: 8.375" X 10.875"
Bleed: 8.875" X 11.375"
Safety margin: 8" X 10.5"



2/3 page full-bleed ad
Trim: 5.4" X 10.875"
Bleed: 5.9" X 11.375"
Safety margin: 5" X 10.5"



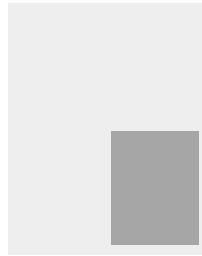
Half page ad
Trim: 7.375" X 4.75"
Bleed: None



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

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)

Digital ad specs:

- All digital ads should be sent as 72 dpi png or jpg files, with the URL that the ad connects to.
- Ad sizes are listed in the pricing section of our media kit as WXH in pixels.

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.

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.

Laura Beam, 405-503-5042, laura@metrofamilymagazine.com

Dana Price, 405-306-9935, dana@metrofamilymagazine.com

Package Options

These packages, priced from \$269 to \$999 and each with a print & digital and digital-only option, are ready to go to serve your needs. However, we can always customize options for any price-point and for any need. If these don't suit you, your account executive will be glad to work with you to come up with different suggestions.

What are the benefits of going with a package?

- You reach your target audience often and consistently where they are looking.
- Provides a full year of coverage.
- You get even MORE value with a package.
- Each package provides a variety of different kinds of products, with many including content marketing to really help you get your message to our audience.
- Set it and forget it! OR keep it flexible so you can plug certain events or specials through the year—your choice and we're here to support you either way.

STARTER PACKAGE

PRINT & DIGITAL:

5 1/4 page ads
Directory Listing
1 month of web ad (300X250)
1 e-news ad (300X250)
Value of \$3,423, save \$195

OR

DIGITAL ONLY:

Premium level directory listing
6 months of web ads (300X250)
7 e-news ads, (300X250)
Value of \$3,487, save \$259

TOTAL = \$269/month for 12 months

BASIC PACKAGE

PRINT & DIGITAL:

6 1/4 page ads
Premium level directory listing
Choice between Content Marketing
online article or dedicated e-blast
3 months of web ads (800X400)
3 e-news ads (800X400)
1 e-news ad (300X250)
Value of \$6,492, save \$516

OR

DIGITAL ONLY:

3 970X250 web ads (run for 10 days each)
3 months of web ads (800X400)
5 e-news ads (800X400)
Premium level directory listing
Choice between Content Marketing online
article or podcast
Choice between dedicated e-blast or contest
Value of \$6,587, save \$611

TOTAL = \$498/month for 12 months

Packages, Cont.

LEADER PACKAGE

PRINT & DIGITAL:

3 1/2 page ads

3 1/4 page ads

Premium level directory listing

Choice between two Content Marketing
online articles OR a Content Marketing
article and a podcast

Choice between dedicated e-blast or
contest

1 month of web ad (300X250)

1 e-news ad (300X250)

Value of \$9,067, save \$919

OR

DIGITAL ONLY:

4 Billboard web ads, 970X250 (run for
10 days each)

6 months of web ads (800X400)

5 e-news ads (800X400)

Premium level directory listing

Choice between two Content Marketing
online articles OR a Content Marketing
online article and a podcast

Choice between dedicated e-blast or
contest

Value of \$9,082, save \$934

TOTAL = \$679/month for 12 months

MASTER PACKAGE

PRINT & DIGITAL:

2 full page ads

4 1/2 page ads

Premium level directory listing

3 months of web ads, 800X400

4 e-news ads, 800X400

Choice between Content Marketing online
article or podcast

Choice between dedicated e-blast or contest

Value of \$13,635, save \$1,647

OR

DIGITAL ONLY (with a twist):

6 Billboard web ads, 970X250
(run for 10 days each)

Sponsorship level directory listing

Content Marketing **print** article (also
promoted via web, e-news and social media)

Dedicated e-blast

Choice of contest OR second e-blast

12 months of web ads, 800X400

3 e-news ads, 800X400

Value of \$13,576, save \$1,588

TOTAL = \$999/month for 12 months

Contact Us Today

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