



Parent Fearlessly
nola family
SINCE 2006

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

**65,000
MONTHLY
NOLA FAMILY
READERSHIP**

**14,000
NOLAFAMILY.COM
MONTHLY VISITORS**

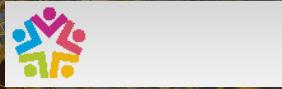
**15,000
eNEWS
SUBSCRIBERS**

**17,000
SOCIAL MEDIA**



Scan the code to
explore products
and markets.

NATIONAL AWARDS



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**

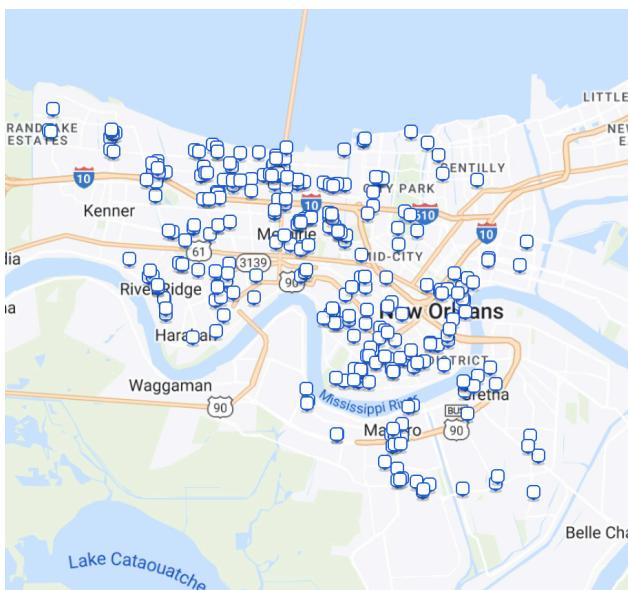
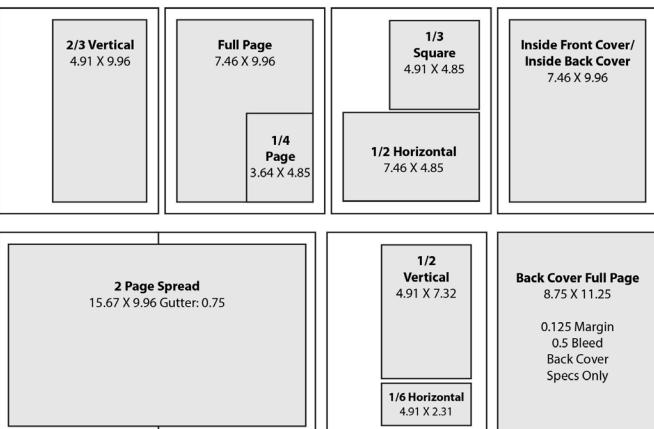
**MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES**

ADVERTISING RATES



DEADLINES:

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



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%

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.

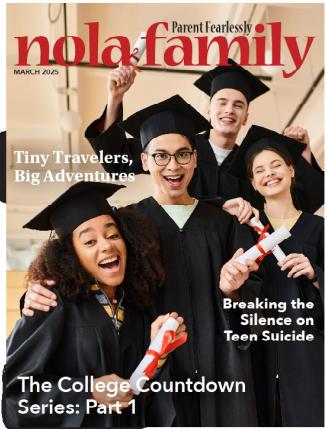
STRATEGIC DISTRIBUTION

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.



Tulane
Medical Center





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
JAN	EDUCATION ISSUE	PRIVATE AND CHARTER SCHOOLS	FACES & PLACES®	EDUCATION DIRECTORY, FACES & PLACES® DIRECTORY	DEC 1	DEC 15
FEB	EARLY EDUCATION ISSUE, PRESCHOOLS MOMS DAY OUT, CAMPS	EARLY EDUCATION LISTING	CAMP GUIDE	EARLY EDUCATION DIRECTORY, CAMP GUIDE DIRECTORY	JAN 1	JAN 15
MAR	SUMMER TRAVEL, BUNNY SIGHTINGS COLLEGE PREP 3-PART SERIES				FEB 1	FEB 15
APR	AUTISM AWARENESS, COLLEGE PREP 3-PART SERIES			FAMILY FAVORITE NOMINATIONS	MAR 1	MAR 15
MAY	MENTAL HEALTH, COLLEGE PREP 3-PART SERIES		SPRING PINK & BLUE	FAMILY FAVORITE NOMINATIONS	APR 1	APR 15
JUN	DAY TRIPS, SENIOR SEND OFF	SENIOR SEND OFF			MAY 1	MAY 15
JUL	BIRTHDAY		FACES & PLACES®	FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS	JUN 1	JUN 15
AUG	PERFORMING ARTS / BACK TO SCHOOL, AFTER-SCHOOL ISSUE, EXTRACURRICULARS	AFTER SCHOOL ACTIVITIES, PERFORMING ARTS	FAMILY RESOURCE GUIDE	FAMILY FAVORITE VOTING	JUL 1	JUL 15
SEP	GRANDPARENTS, SELF-CARE AWARENESS				AUG 1	AUG 15
OCT	FALL FUN, EXCEPTIONAL NEEDS	EXCEPTIONAL NEEDS LISTINGS			SEP 1	SEP 15
NOV	FAMILY FAVORITE WINNERS, TOY / GIFT GUIDE	FAMILY FAVORITE WINNERS	FALL PINK & BLUE	FAMILY FAVORITE WINNERS, WINNER CIRCLE EVENT	OCT 1	OCT 15
DEC	HOLIDAY EVENTS, NEW YEARS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 15

BIENNIAL
ANCILLARY
PUBLICATIONS
40,000
PRINT
READERSHIP



• **SINCE 2024**

Readership: 40,000+

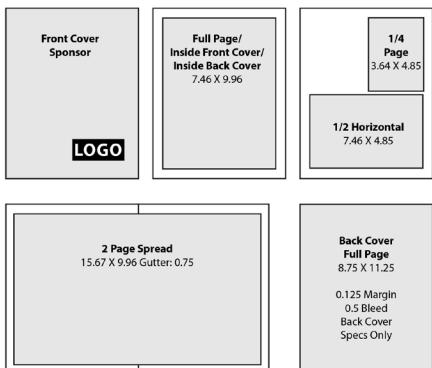
Market Coverage: Metairie and New Orleans

DISTRIBUTION

Winter Issue Distribution Begins January 2026

Summer Issue Distribution Begins July 2026

ADVERTISING RATES



DISTRIBUTION
Spring Issue Distribution Begins June 2026

Fall Issue Distribution Begins November 2026

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



• **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

Front Cover
Sponsor

LOGO

Full Page/
Inside
Front Cover/
Inside
Back Cover
4.625 X 7.25

Back Cover
Full Page
5.625 X 8.5
0.125 Margin
0.25 Bleed
Back Cover
Specs Only

2 Page Spread
10 X 7.25

1/4
Page
2.26 X
3.55
1/2 Horizontal
4.625 X 3.565

ADVERTISING RATES



Front Cover
Sponsor

LOGO

Full Page/
Inside
Front Cover/
Inside
Back Cover
4.625 X 7.25

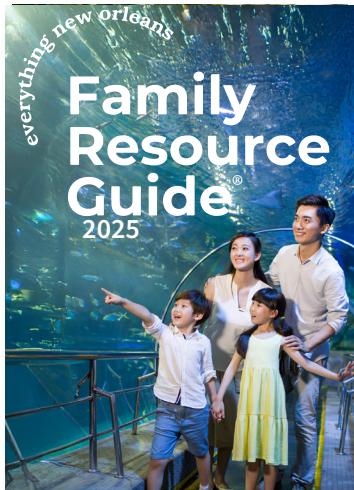
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DISTRIBUTION

Begins February 2026



SINCE 2006

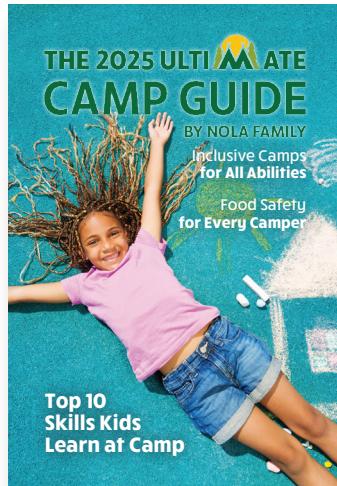
Readership: 40,000+

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.

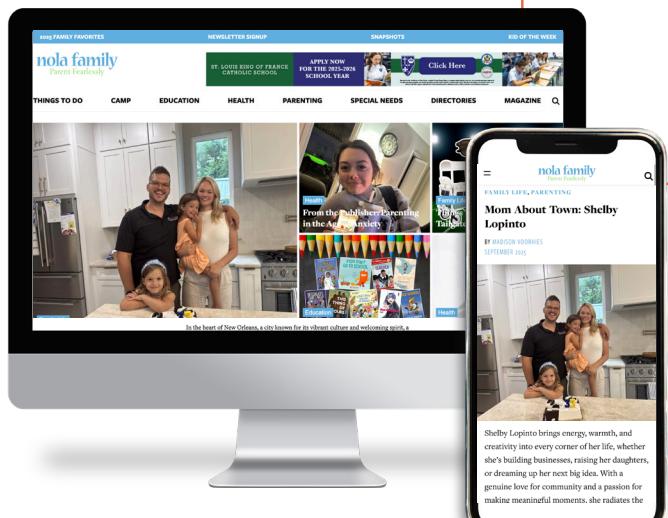
Distribution Locations: local schools, healthcare offices, libraries, restaurants, grocery stores, retail stores, and more.

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
- Programmatic Ads
- Pre-roll
- Geofencing
- Search Engine Optimization
- Search Engine Marketing
- GeauxIQ
- Contests

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

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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.