



metro family Media Kit

UPDATED SEPT. 2025

The BIG problem

Busy local parents are looking to:

Discover fun places for family outings

Get advice on how to support their child's mental well-being

Find a doctor for their child

Send their child to private school

Find extra-curricular activities

Where do they turn?

A woman with dark, curly hair and a yellow sweater is shrugging her shoulders. Two yellow speech bubbles are positioned on either side of her: one on the left containing the word 'Nowhere?' and one on the right containing the word 'Anywhere?'.

Nowhere?

Anywhere?

The Solution

metro **family**

MetroFamily provides numerous ways to connect OKC area parents to the resources and information they need!

Magazine

Website

E-mail

Social

Events

Our content is our secret sauce!

For over 25 years, parents have relied on MetroFamily to provide them the timely, helpful content they need to raise healthy, well-adjusted kids.



“We love the content! So much to discover!”

S. Gregory

“I love that you post family activities. We have gone to so many.”

M. Bunger

**metro
family**

How we delight our readers

Comprehensive calendar

Families can always find the best things to do with their kids through our calendars (in-print and online) and our popular Weekend Picks e-newsletter.

Advice from trusted experts

From mental wellness tips to parenting advice, our content provides expert, local answers to the top questions parents are asking right now.

Directory listings

Our directory listings for party places, service providers, kids programs, private schools, field trips and more provide the perfect info for parents' needs.

Family Favorites

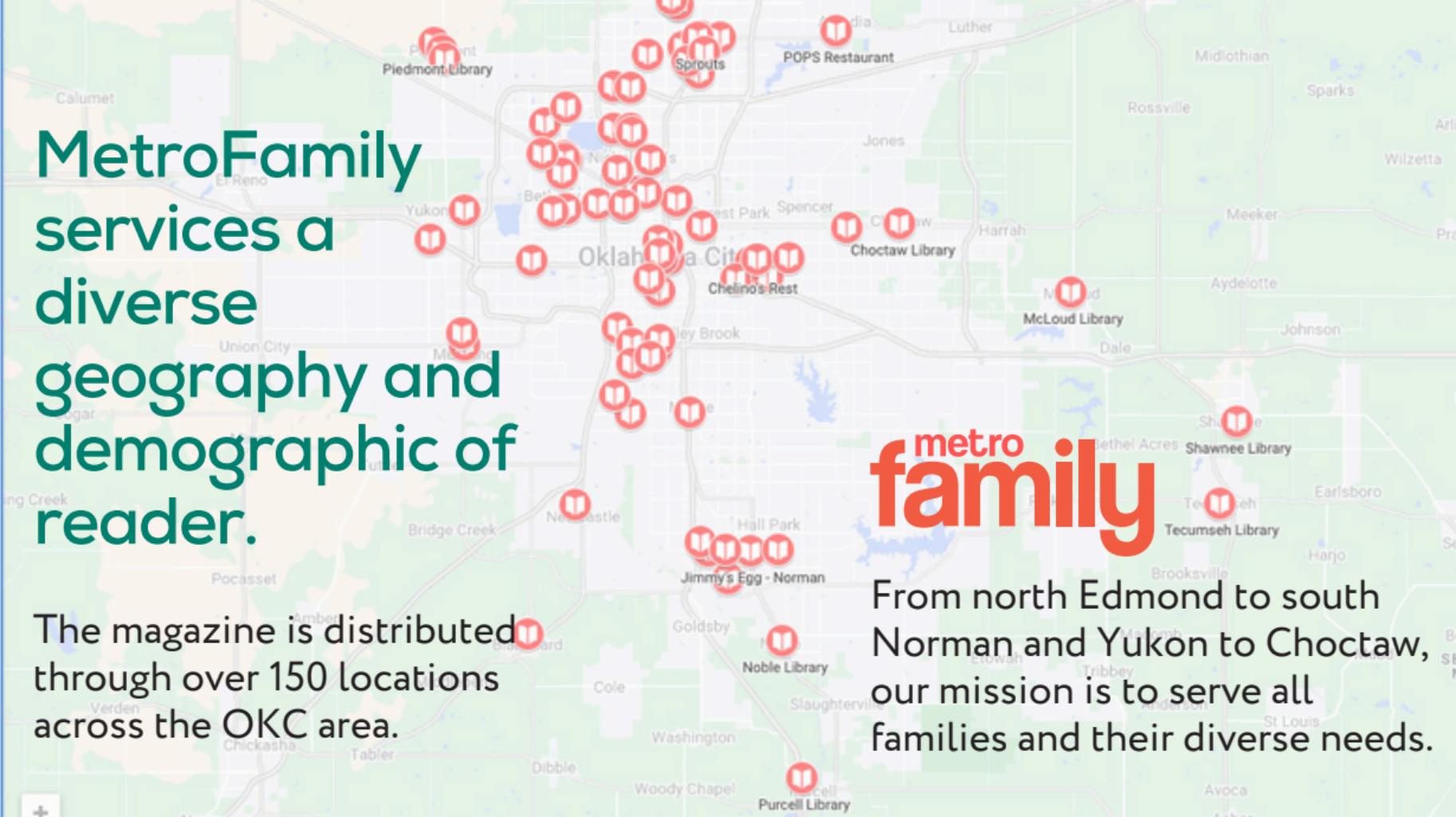
This best-of list selected by our readers includes resources from pediatricians and martial arts studios to local attractions and family-friendly restaurants.

Inspirational stories

The stories about local parents, their hardships and triumphs, help our readers feel less alone in their parenting journey.

MetroFamily
services a
diverse
geography and
demographic of
reader.

The magazine is distributed
through over 150 locations
across the OKC area.



metro
family

From north Edmond to south
Norman and Yukon to Choctaw,
our mission is to serve all
families and their diverse needs.

MetroFamily by the numbers



38K
print readers



22K
e-newsletter
subscribers



83K
average monthly
website visitors



49K
social media
followers

Reader demographics

79%

Between ages 25-44

78%

Own their own home

63%

Earn more than \$75K (average HHI \$117,423)

89%

College educated (60% with degrees)

83%

Frequently purchase items advertised in MetroFamily



° Stats from reader survey, fall 2021



73% of moms are employed;

51% are employed outside the home.

Why partner with MetroFamily?

Great CONTENT! That's the secret sauce that keeps our parent audience coming back to MetroFamily often. They know we'll provide the best resources and information — and the ads and branded content stories they find along the way are a big part of what they are looking for.

We listen to our clients and customize packages for them based on their message, budget and needs. From there, we integrate what will work from all of our platforms to ensure you get the results you desire.

As award-winning content providers who are intimately aware of the needs and wants of our audience, we are uniquely positioned to help you **craft your brand story**, tailored to this readership. Our content marketing products and services are perfect for anyone with a story to communicate to local parents.

Personal touch: Our entire staff is dedicated to serving parents and the advertisers who want to reach those parents with programs tailored to surpass their goals.

How can your message stand out?

Sponsored content

Tell a robust story about your brand.

Targeted advertising

Enhance your brand, awareness & reach.

Directory listings

Showcase what you directly offer to parents year-round.

Email newsletter & social media campaigns

Reach MetroFamily's most engaged readers.

Prominent sponsorships

Associate your brand with engaging, relevant content, special projects & sections.

Event marketing

Sponsor or become a vendor and get face-to-face with local families at our signature events, Kids Fest and Geekapalooza.

Lead generation

Sponsor a unique contest and benefit from gathering emails of those interested in knowing more about your product or service.

What our advertising partners are saying:

SoccerCity has been using MetroFamily Magazine for over eight years now. We have been thrilled with the results we have received and this has helped get the word out for our children's program. When new customers come in, MetroFamily has consistently been one of the top places people have heard about our program! So much in fact that we are looking to expand our advertising with them! Thanks MetroFamily for all you do!!!

— Matt Fansher, SoccerCity OKC



A few of our community partners:



OKC PARKS

AMTRAK
RETRAIN TRAVEL

Heartland
Flyer

Soccer City
OKLAHOMA CITY



Metropolitan
LIBRARY SYSTEM

OKC ZOO



SENSATIONAL KIDS
the place for pediatric therapy

SCIENCE
MUSEUM
OKLAHOMA

JOEL LEVINE
MUSIC DIRECTOR
OKCPHIL
orchestrating passion

OKCMOA
Oklahoma City Museum of Art

JMCM
Jasmine Moran Children's Museum
Seminole, Oklahoma



bethany children's
HEALTH CENTER

FAM
First Americans Museum
OKLAHOMA

OKANA
RESORT & INDOOR WATERPARK

NATIONAL
COWBOY
& WESTERN HERITAGE
MUSEUM



metro family Print advertising



Winner of the 2024 Gold Award for General Excellence,
Parenting Media Association's highest award

Our print magazines



With a circulation of 15,200 issues and estimated readership of 38,000, our magazines reach a large audience of engaged local families.

We offer unique content marketing products and print display advertising ranging from full page ads to quarter page ads. And we often have special section advertising and listings that can help your business or event stand out — at the perfect time!

PRINT PRICES:

| | | | |
|-----------|--------|-------|-------|
| Full Page | \$1999 | 1/3 S | \$999 |
| 2/3 H | \$1499 | 1/4 | \$499 |
| 1/2 | \$1299 | 1/6 H | \$279 |

Full Page Advertorial \$2399

Two Page Spread \$3999

Two Page Spread Advertorial \$4299

Print dates and themes



Jan/Feb:

The Learning Guide

Space reservation: Dec 4
Ads due: Dec 9
On newsstands: Jan 2

Mar/Apr:

Summer Camp Guide

Space reservation: Feb 5
Ads due: Feb 11
On newsstands: Feb 26

May/June:

Summer Fun Guide

Space reservation: Apr 9
Ads due: Apr 15
On newsstands: Apr 30

Jul /Aug:

Family Favorites

Space reservation: Jun 6
Ads due: Jun 17
On newsstands: Jul 2

Sept/Oct:

Healthy Families Guide & Fall Fun

Space reservation: Aug 6
Ads due: Aug 12
On newsstands: Aug 27

Nov/Dec:

Holiday Fun and Faces & Places

Space reservation: Oct 8
Ads due: Oct 14
On newsstands: Oct 29

Ad size options

There is something for everyone in terms of ad size! Stand out more prominently by upgrading into special placement:

- Back cover (+\$350)
- Inside front cover (+\$250)
- Inside back cover & page 3 (+\$200)

Or request a special placement on another page for 10% more.



Full page full bleed ad

Trim: 8.375" X 10.875"
Bleed: 8.875" X11.375"
Safety margin: 8" X 10.5"



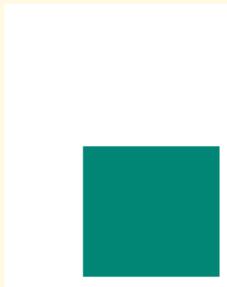
2/3 H page ad

Trim: 4.91" x 9.96"
Bleed: None



Half page ad

Trim: 7.375" X 4.75"
Bleed: None



1/3 page square ad

Trim:
Bleed: None



1/4 page ad

Trim: 3.625" x 4.75"
Bleed: None



1/6 page ad

Trim: 4.91" x 2.31"
Bleed: None

Sunrise Safety Guide | Essential tips for
OKC families

[Home](#) | [Log In](#) | [OKC Ballet's The Nutcracker at Civic Center Music Hall](#)

OKC Ballet's The Nutcracker at Civic Center Music Hall



THE POLAR EXPRESS
Book Your Colors Tribute

[Back to Calendar](#)

OKC Ballet's The Nutcracker at Civic Center Music Hall



Date/Time
December 14, 2024 to December 23, 2024

Description
Discover exciting new characters and relive beloved favorites in this fresh, enchanting holiday performance of the classic holiday story. In addition to new sets, costumes, wigs, props, and lighting, Brian Johnson - the artistic director, has added some fun new twists including the Mouse Queen, Prince mice, polar bears, Polar Ranger, Fairies and more.

A sensory friendly performance on Dec. 18 at 6 p.m. will include adjusted lighting and sound, reduction of stage lighting and pyrotechnics.

Thursdays & Fridays, 7 p.m.; Saturdays, 2 & 7 p.m.; Sundays, 1 & 7 p.m.; Mondays (Dec. 23), 2 p.m.

Location
Civic Center Music Hall
2019 N Walker Ave.
Edmond, OK 73030

[View Map](#)

Additional Information

Sponsor
Phone: 405-238-8037

Gmail
okcballet@okcballet.org

Website
www.okcballet.org

Cost
\$30 & up

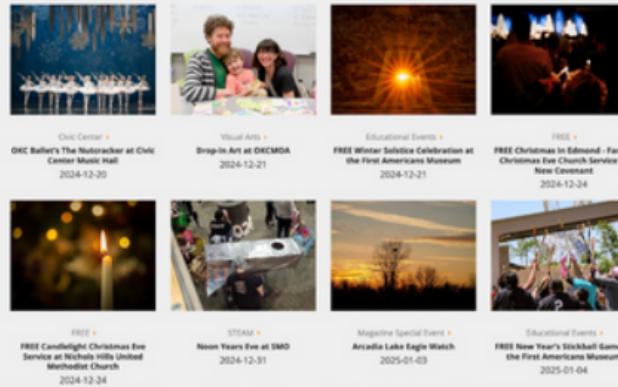
Age
All ages welcome



Advertising on metrofamilymagazine.com

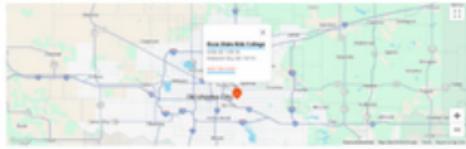
metro
family

Featured Events



**Honored by FeedSpot.com as the
#1 family website in the country.**

[Home](#) | [Rose State College](#)



Rose State College



Rose State Kids College



Join your Rose State Athletics!          

ROSE STATE COLLEGE

As Rose State College and Rose State High in grades K-12 can expand, so can our services, including STEM, STEM, services, after school programs, sports and more. We are also offering eight weeks of student-teacher dual time with certified teachers. Register for our free Open House by the end of the school year.

"What college is the right fit for your family? It's a question that many parents and students are asking, and we are here to help you find the answer." Rose State, [Learn More](#)

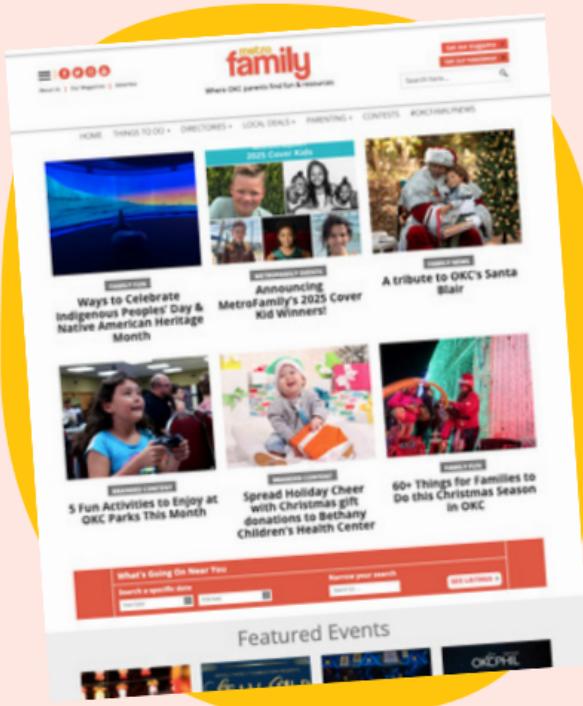
June 1-August 1

Offices: Below offices are available for an additional fee. Tenant offices available.

Commercial Options include:

- Parkside House
- Bellamy
- Rapsos
- The Lodge
- Dunes

Help our engaged website enthusiasts find you!



- Reach approximately 83K monthly, engaged local readers (559K monthly activities)
- Above-average click-thru rates on ads
- A wide variety of display digital ads (including sticky ads!) and content options that are SEO optimized
- SEO-optimized directory listings to help tell your story in the context of your category
- Unique and heavily promoted options for branded content so you can tell your story

Website ad options

| | |
|--|-------|
| 800X400 for one month | \$429 |
| 800X200 for one month | \$379 |
| Calendar sponsorship for one month* (2 ads, 800X100 & 300X100) | \$549 |
| Billboard (970X250) for 10 days | \$549 |
| Adhesion ad for 10 days (800X200 that is “sticky” on the web pages) | \$549 |
| Sticky Note ad for 10 days at the top of the page | \$549 |

*Calendar sponsorship ads run in the calendar section; other ads are run of site in one of two zones.

Directory listings

Parents are always looking for trusted local resources and MetroFamily is their go-to guide. Whether it's birthday parties, private schools, summer camps, or kids' programs, our searchable family directories help parents find the perfect fit for their needs.

With a year-long directory listing on our website, your business or service will be visible to families at just the right moment—when they're ready to make decisions.

Choose between one of three levels: Sponsorship, Premium and Basic.



Directory listings

Sponsorship level

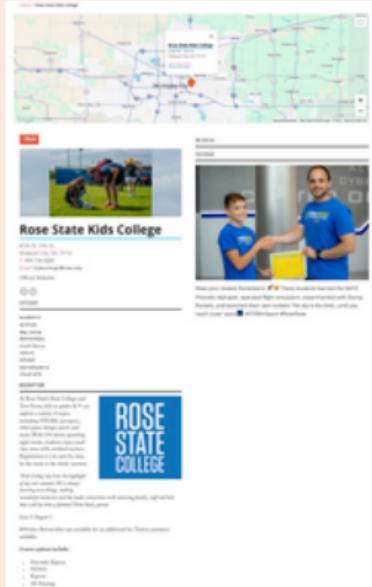
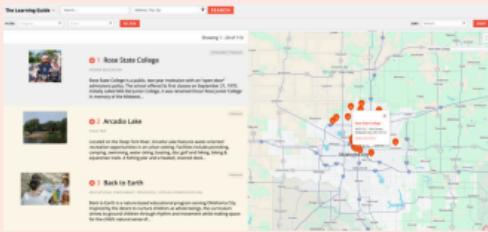
- **Be at the top of the list!** Your listing appears first in alphabetical order with:
 - A description expertly optimized for SEO by our team
 - A video you provide to showcase your business
 - Contact information and a clickable link to your website
 - A live feed of your social media updates, keeping your listing fresh and engaging

COST: \$999 for 12 months

Premium level

- Stand out just under the sponsorship listings in alphabetical order with:
 - An SEO-optimized description by our experts
 - Contact information and a clickable link to your website
 - A live feed of your social media updates

COST: \$799 for 12 months



Directory listings

Basic level

- Get listed at the bottom of the directory in alphabetical order with:
 - A short description
 - Contact information
 - A clickable link to your website

COST: \$300 for 12 months



The Learning Guide

Home City

SEARCH

Showing 1-3 of 10

1 Rose State College

Rose State College is a public, two-year institution with an open admissions policy. It is located in Midwest City, Oklahoma, and is a member of the Oklahoma Community College System.

2 Arcadia Lake

Located on the Neosho Fork, Arcadia Lake is the second largest lake in Oklahoma. It is a popular destination for fishing, boating, swimming, and water skiing.

3 Bell in Earth

Bell in Earth is a bronze bell located in a public plaza in Midwest City. It is a symbol of the city's commitment to education and engineering.



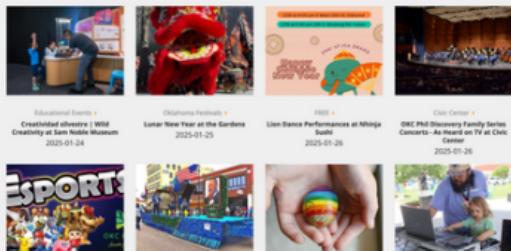
Featured calendar listings

MetroFamily's calendar is known for being the best resource in the metro to find family-friendly events. Make sure your event gets the spotlight it deserves! Parents searching for things to do will see your event highlighted on both the homepage and in our calendar section. For two weeks, your SEO-optimized listing will be featured prominently:

- On our homepage
- Within the calendar section, listed every day your event is active

COST: \$249

Featured Events



Creativity at Sam Noble Museum
Creativity at Sam Noble Museum
2025-01-24

Lunar New Year at the Gardens
2025-01-25

Dance Performances at Mihingo Studio
2025-01-26

Time Travel Half Marathon/10K
January 26, 2025 8:00 am
Categories: Fitness, Running, Half Marathon, Fitness

OMSI Phil Discovery Family Series Concerts - As Heard on TV at Civic Center
January 26, 2025 8:00 pm
Categories: Civic Center, Concerts, Children, Family

FREE Crafty Friday at Myriad Gardens
January 26, 2025 10:00 am
Categories: Children, Craft, DIY, Family

FREE Second Saturday at Oklahoma Contemporary
January 27, 2025 10:00 am
Categories: Children, Family

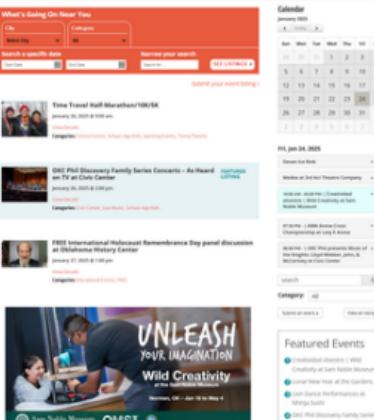
ESPORTS
School Age Kids
Oklahoma City Parks & Recreation
2025-02-01

Educational Events
FREE! Oklahoma City Dr. Martin Luther King Memorial Holiday Celebration
2025-02-01

FREE Crafty Friday at Myriad Gardens
2025-02-07

Educational Events
FREE Second Saturday at Oklahoma Contemporary
2025-02-08

What's Going On Near You



Calendar
January 2025

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Date/Time
January 18, 2025 to May 25, 2025

Location
Sam Noble Museum

Description
The Spanish exhibition explores biomimicry and engineering concepts through hands-on, interactive design and engineering challenges inspired by our natural world. Learn how our human-made world is inspired by the natural world and how we can continue to use nature's inspirations to solve new and pressing challenges.

Location
Sam Noble Museum

Additional Information

Website
<https://samnoblemuseum.org/us/>

Cost
Free with admission - Adults, \$12; Adults 18-19/15-17/14-13/12-11/10-9/8-7/6-5/4-3/2-1/1/0/1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/1510/1511/1512/1513/1514/1515/1516/1517/1518/1519/1520/1521/1522/1523/1524/1525/1526/1527/1528/1529/1530/1531/1532/1533/1534/1535/1536/1537/1538/1539/1540/1541/1542/1543/1544/1545/1546/1547/1548/1549/1550/1551/1552/1553/1554/1555/1556/1557/1558/1559/1560/1561/1562/1563/1564/1565/1566/1567/1568/1569/1570/1571/1572/1573/1574/1575/1576/1577/1578/1579/1580/1581/1582/1583/1584/1585/1586/1587/1588/1589/1590/1591/1592/1593/1594/1595/1596/1597/1598/1599/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/15162/15163/15164/15165/15166/15167/15168/15169/15170/15171/15172/15173/15174/15175/15176/15177/15178/15179/15180/15181/15182/15183/15184/15185/15186/15187/15188/15189/15190/15191/15192/15193/15194/15195/15196/15197/15198/15199/15100/15101/15102/15103/15104/15105/15106/15107/15108/15109/15110/15111/15112/15113/15114/15115/15116/15117/15118/15119/15120/15121/15122/15123/15124/15125/15126/15127/15128/15129/15130/15131/15132/15133/15134/15135/15136/15137/15138/15139/15140/15141/15142/15143/15144/15145/15146/15147/15148/15149/15150/15151/15152/15153/15154/15155/15156/15157/15158/15159/15160/15161/1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Sponsor a web page appropriate for your brand message

Imagine your business being the star of one of our popular website pages that perfectly matches your message. A family-friendly restaurant could sponsor the “Kids Eat Free” page, with their special highlighted at the top. Or a “mommy and me” program could be featured on our popular list of local programs for parents and toddlers.

This sponsorship ensures your business is front and center:

- Your photo and business info highlighted at the top of the page
- A direct link to your website
- Promoted twice during the sponsorship year on our social media and in our e-newsletters (*valued at \$1,296 alone!*)

COST: \$999 for 12 months

Sensory Sensitive & Adaptive Activities in the OKC Metro

SPONSORED

By Oklahoma City Parks & Recreation Department



BY LINDSAY CUJOO

Reading Time: 3 minutes

Loud sounds and packed crowds can be overwhelming for people with sensory sensitivities. Around the Oklahoma City metro area, family-friendly venues offer inclusive events and other accommodations aimed at welcoming all families to enjoy their fun activities.

This article is generously sponsored by [Oklahoma City Parks & Recreation](#). The mission of OKC Parks is to provide culture, social and recreational experiences to the community to cultivate wellness and encourage a healthy lifestyle. OKC Parks works to engage families to explore, learn, grow and play!

(Editor's Note: This is a working list last updated on Nov. 15, 2024. If you know of other events happening in the Oklahoma City metro area, please email calendar@okc.gov.)

[Adaptive Programs & Activities at OKC Parks](#)

OKC Parks offers activities, programs and special events designed to cater to all, including numerous adaptive activities perfect for

EXAMPLE: OKC Parks wanted to shine a light on their adaptive programs so they sponsored this page.

metropo family Hello Weekend!

E-mail advertising

reach our most engaged fans

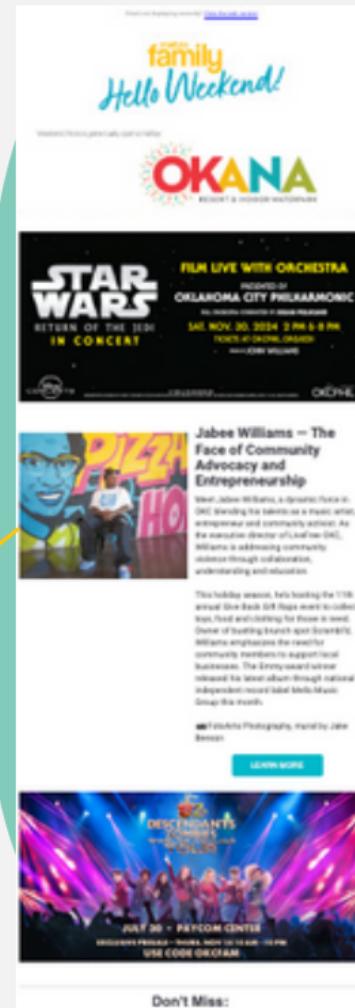
metro family

Choose between ads in our daily e-newsletters or e-blasts.

Daily e-newsletters:

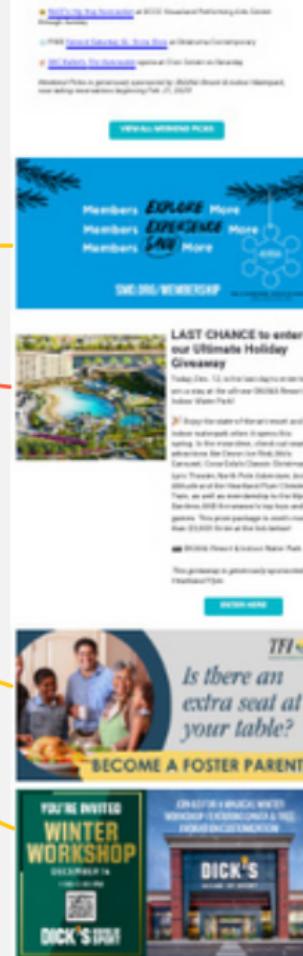
- Great for branding and product/event marketing.
- Sent to approximately 16K active subscribers with an average open rate of 40%.
- Display ad sizes are 800X400.
- Content e-news ads include a photo or logo and a short paragraph.

Since having my baby, MetroFamily has become one of the best resources for our family. From discovering local events to accessing valuable information, podcasts, parenting advice, nutrition tips and even exciting contests, it has been an incredible support system. I always feel motivated to participate and love sharing it with friends, encouraging them to subscribe to the newsletter and enjoy all the benefits it offers. – E. Morales



Daily e-news ad pricing

- Top ad: \$299
- Featured content e-news ad: \$299
- Middle ad: \$249
- Bottom ad: \$199
- **Sponsorship of a daily e-newsletter (all 3 ads in one email are yours; ads can be 800X400 and/or 800X200): \$747**



Make a statement with an e-blast

E-blasts are all about your message – you get 100% of the share of voice!

- Choose to send your e-blast to our 16K active MetroFamily subscribers with a 40% average open rate: \$999
- **OR** send a **targeted e-blast** beyond our audience. These subscribers can be targeted by income, children in the home, zip code, etc. We work with you to determine the best audience[°]: \$1,299 (for 40K e-mail sends)



As the holiday season approaches, the spirit of giving shines brightly at Bethany Children's Health Center, where Christmas gift donations through the Joy of Christmas campaign bring smiles to young patients.

Each holiday season, the hospital invites the community, including individuals, churches, businesses and groups, to help bring the joy of Christmas to patients who are unable to spread the holidays at home.

It's easy to participate in a supply shop organized by the Bethany Children's Health Center. Local companies and individuals can donate items to the hospital. The wish list includes basic necessities like diapers and wipes as well as toys, books and therapeutic items carefully selected by the hospital's nurses, teachers and therapists. These gifts support the children's care, learning and growth throughout the year.



The campaign is not just about the items themselves – it's about what these gifts represent. The donations enable children to experience the holidays in a special way. The campaign is organized by the hospital's CEO, who delivers gifts to each patient. This outpouring of love and generosity creates a sense of normalcy and joy, even for children facing the toughest challenges.

Get details about how your family, church or other organization can help the patients at Bethany Children's and their families experience the 'Joy of Christmas' at the link below.

[Learn more](#)

[°] Can be targeted by geography, income level, ages of children in the home and numerous other demographic factors. Open rates are lower than e-blasts sent to our own subscriber list (9-14%).

Get face-to-face with future
customers through our
signature events!



metro
family

Become an event sponsor or vendor



Sponsorships include not only logo views, media coverage and special placement at the event, but also a true ad buy for your own marketing – a huge value!

Kids Fest is where kids play and parents plan! This event is a one-stop shop for family fun and resources. Kids Fest is held in the spring and regularly draws over 1,200 attendees.



Geekapalooza, held in the fall, connects families with all kinds of resources and excitement around the topics of STEAM (science, technology, engineering, art and math). This engaging event regularly attracts 1,000 attendees.



What our vendors are saying:

I left Geekapalooza feeling so thankful that we attended. We had countless people asking about our programs and expressing genuine interest in what we offer. I love every chance to connect with families in the community, and this event provided such a meaningful way to do that. I'm already looking forward to bringing my team back next year!

- Tyson Woodard, iCode Edmond Director



Our attendance at this year's Kids Fest as well as last year's Kids Fest have been very helpful with allowing us to inform others about the need for good foster homes in Oklahoma. The event attracts a large number of families, which is our target audience. We look forward to attending Kids Fest next year as well!

- Foster Oklahoma

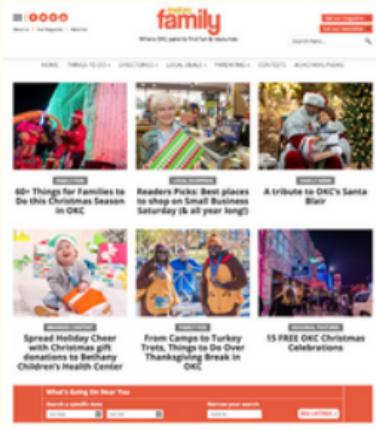


Tell your story through:



- Customer success stories
- Industry/subject matter expertise & key insights, establishing you or your business as the leader in your field
- Community causes
- Relatable profiles of people in the community doing inspirational (and challenging) things, such as fostering children
- Explaining a complicated story, establishing your brand story and more

How do we promote your content marketing story?



Website

We'll post your SEO-optimized story on our website forever and highlight it on the home page for 2 weeks.



As the holiday season approaches, the spirit of giving shines brightly at Bethany Children's Health Center, where Christmas gift donations through the Joy of Christmas campaign bring smiles to young patients.

Each holiday season, the hospital invites the community, including individuals, churches, businesses and groups, to help bring the joy of Christmas to patients who are unable to spend the holidays at home.

It's easy to participate: simply shop online using the Bethany Children's Amazon Wish List, with items shipped directly to the hospital. The wish list includes basic necessities like diapers and wipes as well as toys, books and therapeutic items specifically selected by the hospital's pediatric rehabilitation team. These support the children's care, learning and growth throughout the year.

E-mail newsletters

Highlighted in one of our e-newsletters. Some packages include an e-blast sent to 40K highly targeted subscribers.



The campaign is not just about the items themselves -- it's about what these gifts represent. The donations enable children to experience the holidays as they would at home, complete with a visit from Santa Claus, and bring joy to their patients. This sense of normalcy and generally creates a sense of normalcy and joy, even for children facing the toughest challenges.

Get details about how your family, church or other organization can help the patients at Bethany Children's and their families experience the "Joy of Christmas" at the link below.

LEARN MORE

Social media

Included as a post in our social media. Some packages include a targeted two-week social ad campaign.

Gold Package (print & digital)



- Strategically written article, 1.5 pages in print.
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- One content e-newsletter ad included in an MetroFamily e-news issue in first month.
- E-blast with your entire article sent to 40K highly-targeted subscribers.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$4,399 cost (value of package is \$7,093)

Silver Package (print & digital)



- Strategically written article, 1 page in print.
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- One content e-newsletter ad included in an MetroFamily e-news issue in first month.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$3,249 cost (value of package is \$4,545)

Gold Package (digital only)



- Strategically written article (approximately 500 words).
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- E-blast with your entire article sent to our e-mail subscribers.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$2,299 cost (value of package is \$3,246)

Silver Package (digital only)



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- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$1,599 cost (value of this package is \$2,247)

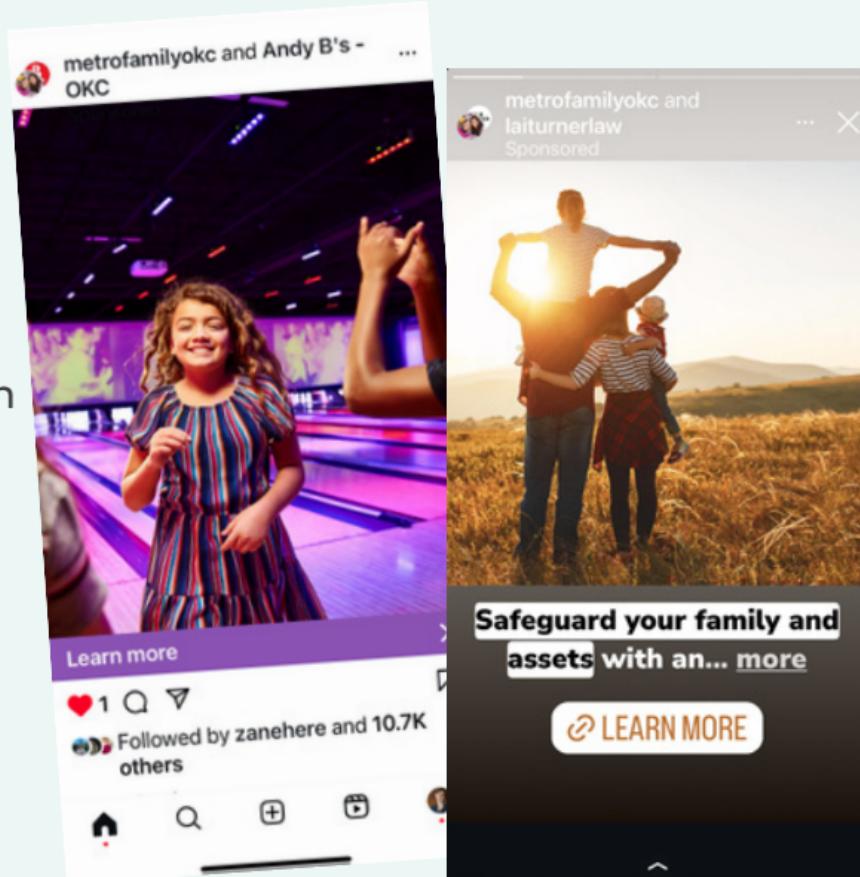


Social media advertising

metro
family

Over 49,000 followers through Facebook, Instagram, TikTok and X.

- Organic social media posts are available on our Facebook and Instagram for \$349 but must be part of an overall package.
- Social ad campaigns are available for posts or reels and are targeted to a market that fits your purpose. Cost is \$749 for a post; \$999 for a reel.





Raising children is both joyful and stressful. MetroFamily provides the information, stories and inspiration OKC-area parents need and crave during their journey. Connect your business, nonprofit and brand to this very engaged audience today!

Our pledge to you: We will work hard to think outside the box and work with your budget to help you connect with our loyal audience and get the best results possible!

It's helpful to have someone who has already done the research and can help you make sound decisions, like finding a new pediatrician or school. We also really like the events you highlight. It gives us ideas on things to do that maybe we wouldn't have thought of. - Megan T.

Contact us today!

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