

Birmingham **Parent** SINCE 2004

**TOTAL MONTHLY
MEDIA REACH
94,000+**

**56,000
MONTHLY
BIRMINGHAM PARENT
READERSHIP**

**7,000
BIRMINGHAMPARENT.COM
MONTHLY VISITORS**

**10,000
eNEWS
SUBSCRIBERS**

**22,700
SOCIAL MEDIA
FOLLOWERS**



Scan the code to
explore products
and markets.



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
205.624.2405 | familyresourcegroupinc.com

56,000

MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN ALABAMA

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES



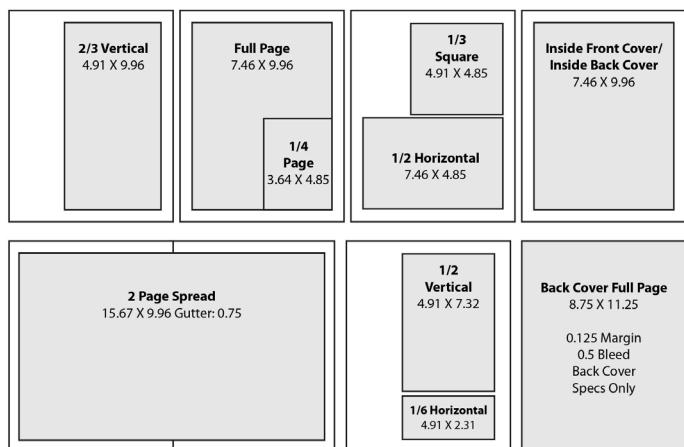
• SINCE 2004

ADVERTISING RATES



DEADLINES:

Ad Space due on
the 1st, Artwork
due on the 5th



MEET OUR READERS

When 95,000+ 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

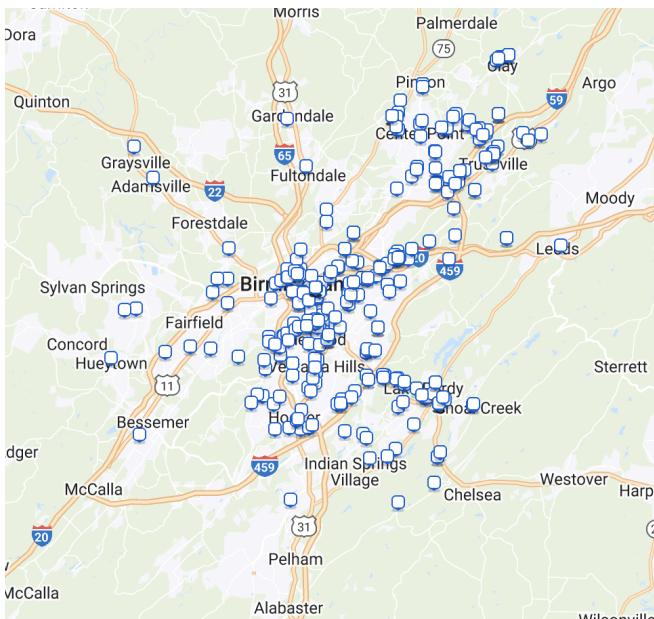
Under 5	58%
5-12 years	61%
13-18 years	39%

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 *Birmingham Parent Magazine* and continue to ask for it with an astounding **95% PICKUP RATE**! Our market coverage includes Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, and Homewood. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.

BAPTIST
HEALTH

BOYS & GIRLS CLUBS
OF AMERICA

Children's
of Alabama

goldfish
swimschool

PUBLIC
libraries
IN JEFFERSON COUNTY
40 Libraries . 1 County . 1 Card

Shelby County Schools
Prepared for the Journey

URGENT CARE
CHILDREN

Chevron

McWane
Science Center

SHELBY COUNTY
Libraries



95,000+ TOTAL MONTHLY MEDIA REACH

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



2026 EDITORIAL CALENDAR BIRMINGHAM

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE AND CHARTER SCHOOLS		EDUCATION DIRECTORY	DEC 1	DEC 5
FEB	EARLY EDUCATION ISSUE, PRESCHOOLS, MOMS DAY OUT, CAMPS	EARLY EDUCATION LISTING	CAMP GUIDE	EARLY EDUCATION DIRECTORY, CAMP GUIDE DIRECTORY	JAN 1	JAN 5
MAR	SUMMER TRAVEL, BUNNY SIGHTINGS, COLLEGE PREP 3-PART SERIES			EXCEPTIONAL LIVES EXPO	FEB 1	FEB 5
APR	AUTISM AWARENESS, COLLEGE PREP 3-PART SERIES,			FAMILY FAVORITE NOMINATIONS	MAR 1	MAR 5
MAY	MENTAL HEALTH, COLLEGE PREP 3-PART SERIES		SPRING PINK & BLUE	FAMILY FAVORITE NOMINATIONS	APR 1	APR 5
JUN	DAY TRIPS, SENIOR SEND OFF	SENIOR SEND OFF	KIDS SPORTS		MAY 1	MAY 5
JUL	BIRTHDAY	FACES & PLACES®		FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS, FACES & PLACES® DIRECTORY	JUN 1	JUN 5
AUG	PERFORMING ARTS / BACK TO SCHOOL, AFTER-SCHOOL ISSUE, EXTRACURRICULARS	AFTER SCHOOL ACTIVITIES, PERFORMING ARTS	FAMILY RESOURCE GUIDE	FAMILY FAVORITE VOTING	JUL 1	JUL 5
SEP	GRANDPARENTS, SELF-CARE AWARENESS				AUG 1	AUG 5
OCT	FALL FUN, EXCEPTIONAL NEEDS	EXCEPTIONAL NEEDS LISTINGS			SEP 1	SEP 5
NOV	FAMILY FAVORITE WINNERS, TOY / GIFT GUIDE	FAMILY FAVORITE WINNERS	FALL PINK & BLUE	FAMILY FAVORITE WINNERS	OCT 1	OCT 5
DEC	HOLIDAY EVENTS, NEW YEARS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 5

BIANNUAL
ANCILLARY
PUBLICATION

38,000

PRINT
READERSHIP



Readership: 38,000+

**BAPTIST
HEALTH**



**GRANDVIEW
MEDICAL CENTER**


ARDENT
PRESCHOOL & DAYCARE

HENDERSON & WALTON
WOMENS CENTER, PC

 **KIDDIE ACADEMY**
EDUCATIONAL CHILD CARE

 **URGENT CARE
for
CHILDREN**

 **Small Steps
Pediatrics**

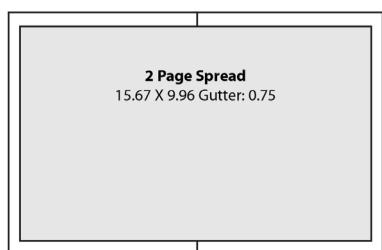
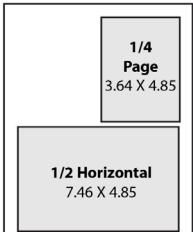
**THE CHILDREN'S
PLACE** 

DISTRIBUTION

Spring Issue Distribution
Begins June 2026

Fall Issue Distribution
Begins November 2026

ADVERTISING RATES



BIRMINGHAM'S NEWEST AND ONLY MAGAZINE FOR NEW AND EXPECTANT PARENTS

Published biannually in spring and fall, *Pink & Blue* provides local resources, seasonal products, health and wellness tips, and guidance on making every pregnancy a success. This publication is filled with expert advice columns, trending baby items, and local pregnancy news.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

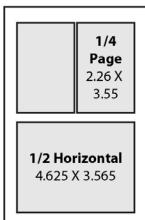
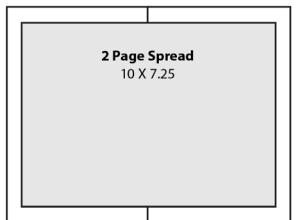
Distribution Locations: OB/Gyn offices, birthing hospitals, ultrasound clinics, doctor's offices, daycares, grocery stores, hospitals, retail shops, and more.

ANNUAL
ANCILLARY
PUBLICATIONS

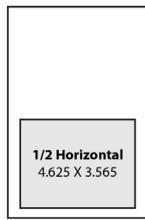
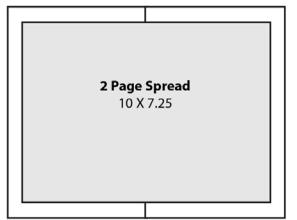
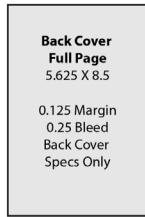
38,000

PRINT
READERSHIP

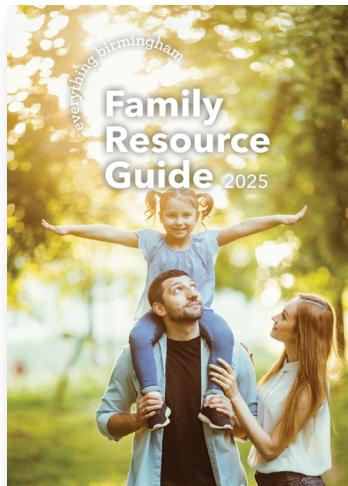
DISTRIBUTION
Begins August 2026



ADVERTISING RATES



DISTRIBUTION
Begins February 2026



► SINCE 2025

Readership: 38,000+

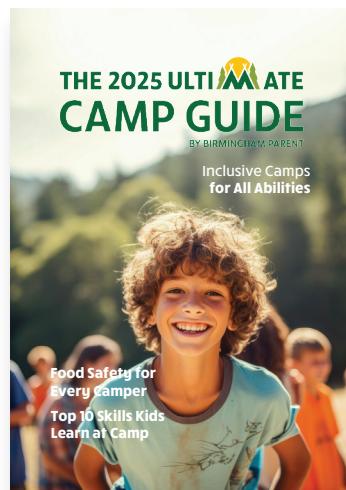
FAMILY RESOURCE GUIDE

Family Resource Guide is a publication that families hold onto throughout the year. This annual publication provides directories of health services, infant care, education services, attractions, nonprofits, and more—bringing all of Birmingham into one digest size guide.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

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

**BAPTIST
HEALTH**



► SINCE 2025

Readership: 38,000+

THE ULTIMATE CAMP GUIDE

The Ultimate Camp Guide is Birmingham's most comprehensive resource for camps in the area and beyond, providing directories of day camps and overnight camps. The directory listings include pertinent information on each camp, including ages accepted, session dates, and rates.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

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

ALABAMA'S
MOST
COMPREHENSIVE
EVENT CALENDAR

700+
MONTHLY
EVENTS LISTED



DIGITAL DELIVERY

Website, Sponsored Content, Newsletter

1 BIRMINGHAMPARENT.COM

Our website averages **7,000** monthly viewers and **85,000** annual page views. Our readers visit birminghamparent.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.

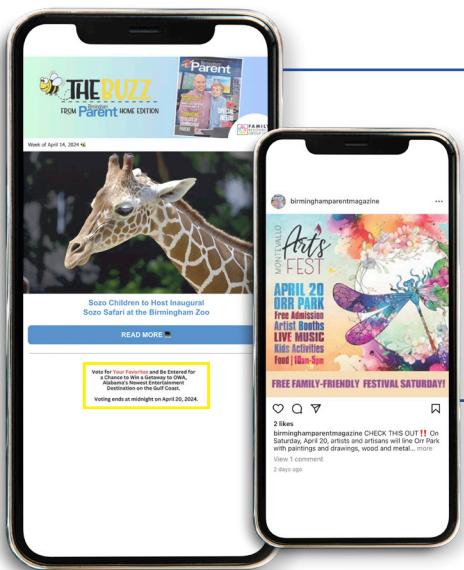
ADVERTISING RATES



3 WEEKLY NEWSLETTER

*Birmingham Parent's Buzz newsletter has organically grown to **12,000+** opted-in subscribers.*

Delivery: Sundays



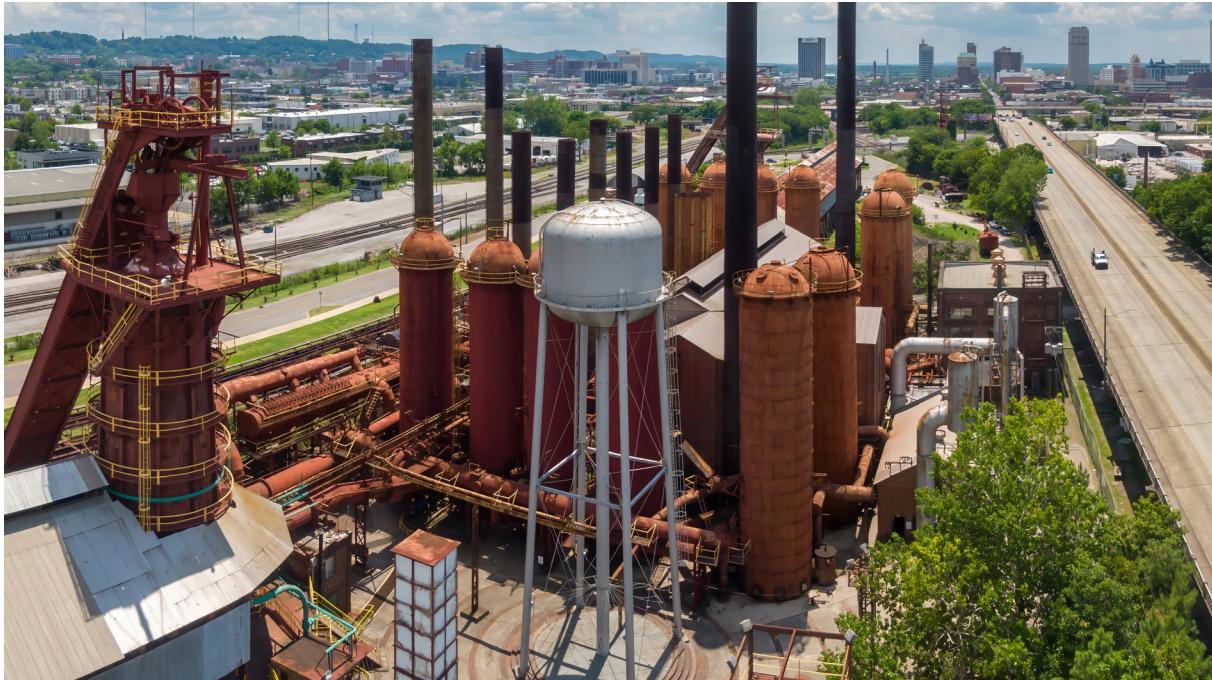
4 PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

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

FACES & PLACES®

Faces & Places® is a brand-new annual section that celebrates the people and businesses shaping our local community. From standout professionals and small business owners to community leaders and innovators, this special issue highlights the faces and stories that make Birmingham a great place to live, work, and raise a family.



MEET YOUR TEAM KAYLA FRICKS

Senior Account Executive
(706) 767-7979
kayla@frg.inc

Kayla has been a valuable member of the *Birmingham Parent Magazine* sales team for over 12 years, and her advertising expertise spans a wide range of media, including newspapers, television, direct mail, and magazine sales. As a dedicated member of the FRG family, Kayla shares our common objective of providing clients with clear and concise information to help guide their marketing decisions for their products, services, and events. Her wealth of experience and commitment to client success make her a true asset to any team.

BOOK A TIME



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