

# 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.



**FAMILY**  
RESOURCE  
GROUP INC.

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

## 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%

### ADVERTISING RATES



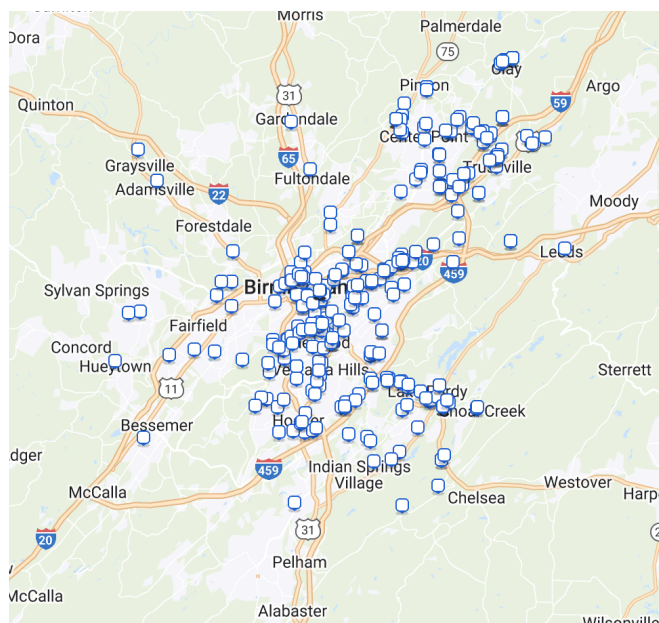
### DEADLINES:

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

2/3 Vertical 4.91 X 9.96	Full Page 7.46 X 9.96	1/3 Square 4.91 X 4.85	Inside Front Cover/ Inside Back Cover 7.46 X 9.96
	1/4 Page 3.64 X 4.85	1/2 Horizontal 7.46 X 4.85	
2 Page Spread 15.67 X 9.96 Gutter: 0.75		1/2 Vertical 4.91 X 7.32	Back Cover Full Page 8.75 X 11.25
		1/6 Horizontal 4.91 X 2.31	0.125 Margin 0.5 Bleed Back Cover Specs Only

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

BIANNUAL  
ANCILLARY  
PUBLICATION

38,000

PRINT  
READERSHIP



SINCE 2025

Readership: 38,000+

## 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.

BAPTIST  
HEALTH



GRANDVIEW  
MEDICAL CENTER

ARDENT  
PRESCHOOL & DAYCARE

HENDERSON & WALTON  
WOMEN'S CENTER, PC

KIDDIE ACADEMY,  
EDUCATIONAL CHILD CARE

URGENT CARE  
for  
CHILDREN

Small Steps  
Pediatrics

THE CHILDREN'S  
PLACE

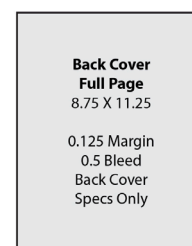
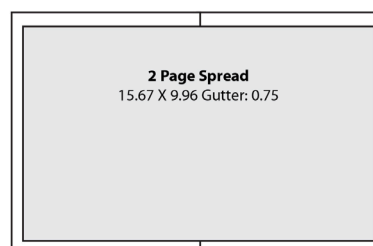
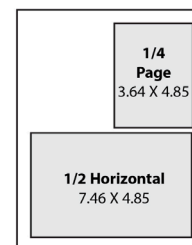
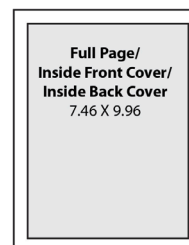
UAB MEDICINE

### DISTRIBUTION

Spring Issue Distribution  
Begins June 2026

Fall Issue Distribution  
Begins November 2026

### ADVERTISING RATES




ANNUAL  
ANCILLARY  
PUBLICATIONS

38,000

PRINT  
READERSHIP

## DISTRIBUTION


Begins August 2026

<b>Front Cover Sponsor</b>  	<b>Full Page/ Inside Front Cover/ Inside Back Cover</b> 4.625 X 7.25	<b>Back Cover Full Page</b> 5.625 X 8.5  0.125 Margin 0.25 Bleed Back Cover Specs Only
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<b>2 Page Spread</b> 10 X 7.25	<b>1/4 Page</b> 2.26 X 3.55  <b>1/2 Horizontal</b> 4.625 X 3.565
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## ADVERTISING RATES

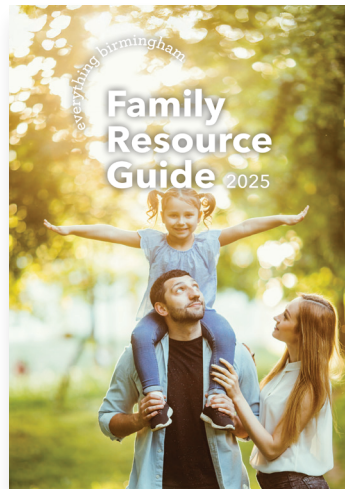


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<b>2 Page Spread</b> 10 X 7.25	<b>1/2 Horizontal</b> 4.625 X 3.565
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## DISTRIBUTION

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**

**BOYS & GIRLS CLUBS  
OF AMERICA**

**Children's  
of Alabama**

**goldfish  
swim school**

**PUBLIC  
libraries**  
IN JEFFERSON COUNTY  
40 Libraries · 1 County · 1 Card

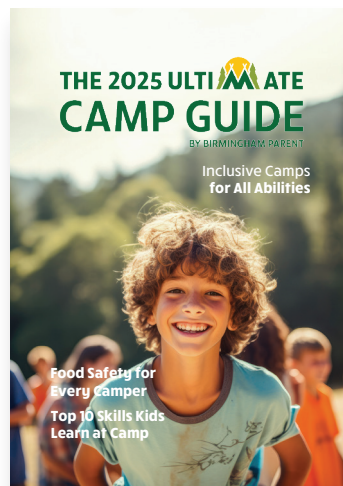
**shelby county school**  
*Prepared for the Journey*

**URGENT CARE  
for CHILDREN**

**Chevron**

**McWane  
Science Center**

**SHELBY COUNTY  
Libraries**



**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.



birminghamparent.com

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

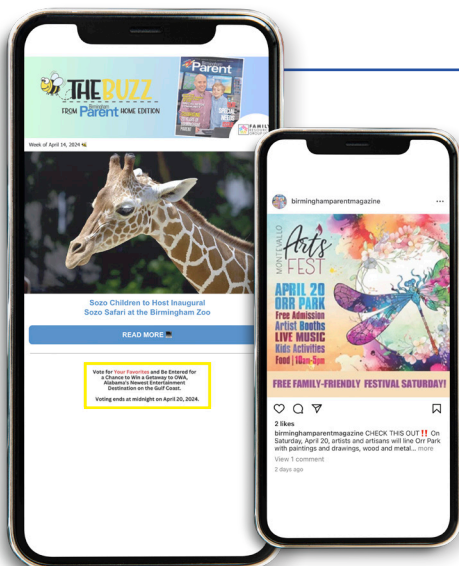
Birmingham Parent's Buzz newsletter has organically grown to **12,000+ opted-in subscribers**.

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](mailto: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.