

coloradoparent

SINCE 1986

TOTAL MONTHLY
MEDIA REACH
192,000+

92,000
MONTHLY *COLORADO*
PARENT READERSHIP

23,000
COLORADOPARENT.COM
MONTHLY VISITORS

56,000
eNEWS
SUBSCRIBERS

23,400
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, OK

3636 South Sherwood Forest Blvd., Suite 540, Baton Rouge, LA 70816
303.320.1000 | familyresourcegroupinc.com

92,000

MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN COLORADO

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES



SINCE 1986



MEET OUR READERS

When 192,000+ 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 **\$148,689**.

OUR READERS' CHILDREN

Under 558%
5-12 years61%
13-18 years39%

HIGHEST LEVEL OF EDUCATION

Graduated college.....46%
Completed postgraduate24%

ADVERTISING RATES



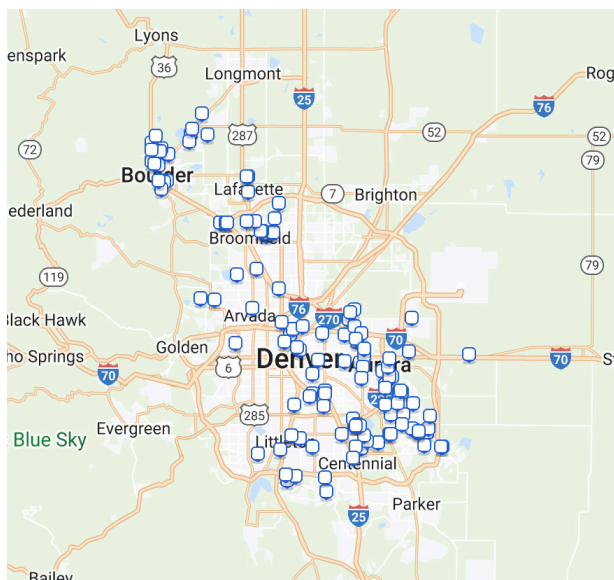
DEADLINES:

Ad Space on the 1st
Artwork on the 5th
of prior month

2/3 Vertical 4.91 X 9.96	Full Page 7.46 X 9.96 1/4 Page 3.64 X 4.85	1/3 Square 4.91 X 4.85 1/2 Horizontal 7.46 X 4.85	Inside Front Cover/ Inside Back Cover 7.46 X 9.96
2 Page Spread 15.67 X 9.96 Gutter: 0.75		1/2 Vertical 4.91 X 7.32 1/6 Horizontal 4.91 X 2.31	Back Cover Full Page 8.75 X 11.25 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 *Colorado Parent Magazine* and continue to ask for it with an astounding **97% PICKUP RATE!** Our market coverage spans from Fort Collins to Larkspur. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.





192,000+
TOTAL MONTHLY
MEDIA REACH

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



2026 EDITORIAL CALENDAR

DENVER

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

EDITORIAL CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE. LAST UPDATED 01.27.2026.

BIANNUAL ANCILLARY PUBLICATIONS


DISTRIBUTION

Winter Issue Distribution
Begins January 2026

Summer Issue Distribution
Begins July 2026

ADVERTISING RATES

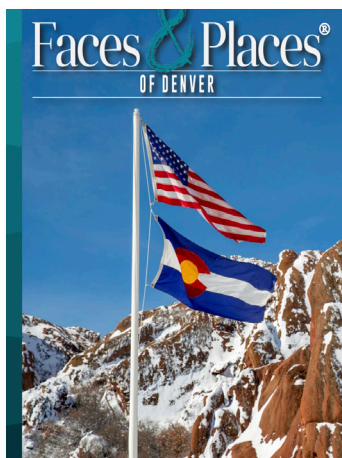


Front Cover Sponsor 	Full Page/ Inside Front Cover/ Inside Back Cover 7.46 X 9.96	1/4 Page 3.64 X 4.85 1/2 Horizontal 7.46 X 4.85
2 Page Spread 15.67 X 9.96 Gutter: 0.75		Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only

DISTRIBUTION

Spring Issue Distribution
Begins June 2026

Fall Issue Distribution
Begins November 2026



SINCE 2024

Readership: 40,000+

Market Coverage:

Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

FACES & PLACES®

Faces & Places® is a biannual standard size publication that celebrates the many industry leaders and businesses that make our Colorado community vibrant. It's designed to be a helpful guide on your kitchen table when searching for a new doctor or planning a fun day out with the family while celebrating incredible businesses and individuals.

Distribution Locations: Direct mail, chambers of commerce, libraries, museums, healthcare offices, and more.



Scan to visit
facesandplaces.com



SINCE 2017

Readership: 63,000+

Market Coverage: Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

DENVER'S #1 MAGAZINE FOR NEW AND EXPECTANT PARENTS

Everything Baby is a biannual standard size magazine for new or expectant parents. Each edition includes a comprehensive resource directory, providing contact information for local services across Colorado to support new parents on their journey.

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

ANNUAL ANCILLARY PUBLICATIONS

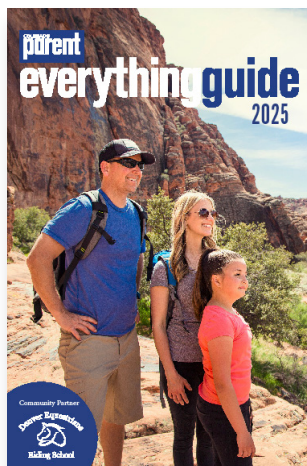
ADVERTISING RATES



Front Cover Sponsor 	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

Market Coverage: Denver, Lakewood, Highlands Ranch, Englewood, Aurora, Littleton, Arvada, Northglenn, and more.

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



EVERYTHING FAMILY GUIDE

Colorado Parent Magazine's *Everything Guide* is a convenient digest size resource, perfect for families on the go. Designed for parents and all family members alike, this guide offers a curated selection of the best family-friendly activities, from outdoor adventures to education and health resources.

DISTRIBUTION
Begins August 2026

SINCE 2014

Readership: **39,000+**



ULTIMATE GUIDE TO SUMMER

The Ultimate Guide to Summer by Colorado Parent Magazine is the perfect local resource for discovering fun activities during the break. Each year, the guide showcases a wide variety of camps, from performing arts day camps to spiritual overnight retreats.

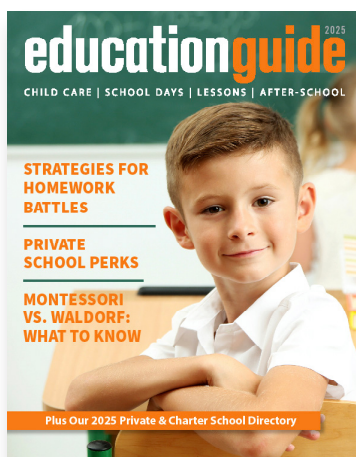
DISTRIBUTION
Begins February 2026

Front Cover Sponsor 	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	1/2 Horizontal 4.625 X 3.565	

SINCE 2017

Readership: **42,000+**

Front Cover Sponsor 	Full Page/ 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	Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only	



EDUCATION GUIDE

Colorado Parent Magazine's *Education Guide* is a standard size publication designed specifically for parents looking to deepen their understanding of Colorado's education landscape.

DISTRIBUTION
Begins September 2026

SINCE 2017

Readership: **42,000+**

COLORADO'S
MOST
COMPREHENSIVE
EVENT CALENDAR

1,000+
MONTHLY
EVENTS LISTED

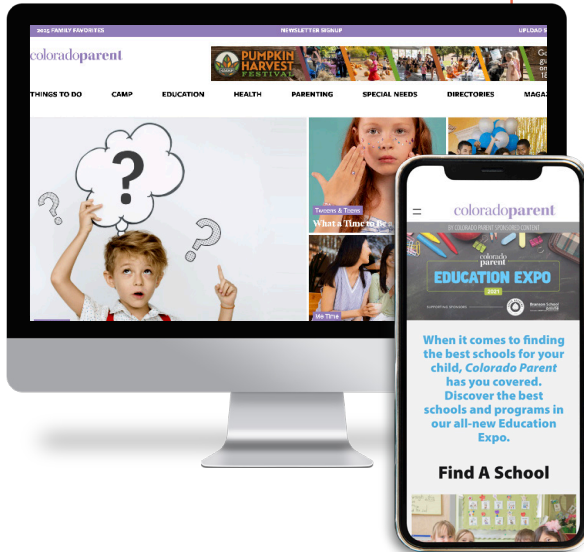
DIGITAL DELIVERY

Website, Sponsored Content, Newsletter



1 COLORADOPARENT.COM

Our website averages **21,000** monthly viewers and **238,000** annual page views. Our readers visit coloradoparent.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.

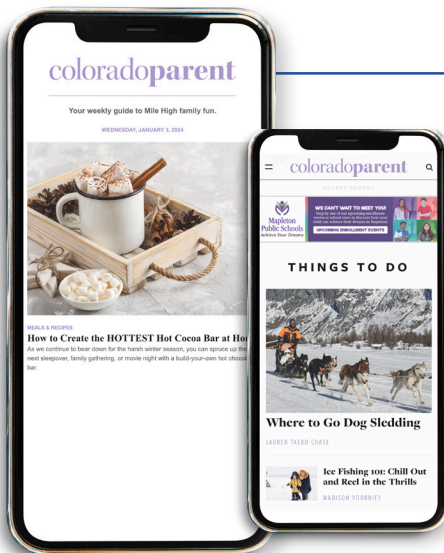
ADVERTISING RATES



3 WEEKLY NEWSLETTER

The *Colorado Parent Magazine* newsletter has organically grown to **56,000+ opted-in subscribers** with a click-through rate of **22%**.

Delivery: Wednesdays



4 PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

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

MEET YOUR TEAM

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



CAMILLE CAVIN

Account Executive
(225) 618-6919
camille@frg.inc

With over 10 years of experience in advertising sales, Camille Cavin has spent the past four years driving success at Family Resource Group, specifically the Denver market, helping businesses connect with their ideal audience through strategic advertising solutions. Camille's deep industry knowledge and client-focused approach make her a trusted partner in delivering impactful marketing campaigns.

BOOK A TIME



KAYLEIGH MONTANA

Account Executive
(925) 750-4622
kayleigh@frg.inc

Since joining Family Resource Group in 2024, Kayleigh Montana has been instrumental in expanding our footprint in the Denver market. As an Account Executive, she leverages her expertise in advertising sales to connect businesses with effective marketing solutions. Her commitment to understanding client needs and delivering tailored strategies has fostered strong partnerships and contributed to our growth in the region.

BOOK A TIME

