

BATON ROUGE

PARENTS[®]



**TOTAL MONTHLY
MEDIA REACH**

140,000+

60,000

**MONTHLY
BATON ROUGE PARENTS
READERSHIP**

23,000

**BRPARENTS.COM
MONTHLY VISITORS**

38,000

**eNEWS
SUBSCRIBERS**

28,000

**SOCIAL MEDIA
FOLLOWERS**

NATIONAL AWARDS



Scan the code to
explore products
and markets.



**FAMILY
RESOURCE
GROUP INC.**

Markets Served

Baton Rouge, LA | New Orleans, LA | Cincinnati, OH | Birmingham, AL | Denver, CO | Oklahoma City, OK

225.292.0032 | 3636 S. Sherwood Forest Blvd., Ste 540, Baton Rouge, LA 70816 |

familyresourcegroupinc.com

60,000
MONTHLY PRINT
READERSHIP

LONGEST RUNNING
PARENTING MAGAZINE
IN LOUISIANA

MOST TRUSTED
RESOURCE AMONGST
LOCAL FAMILIES

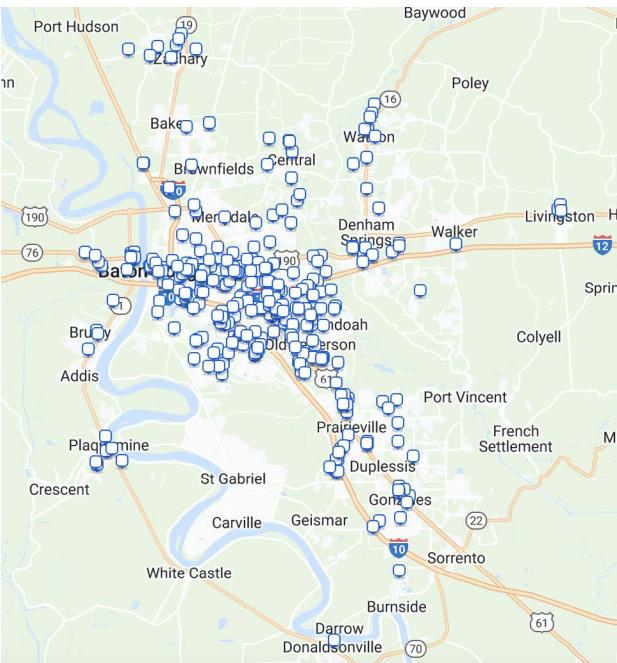
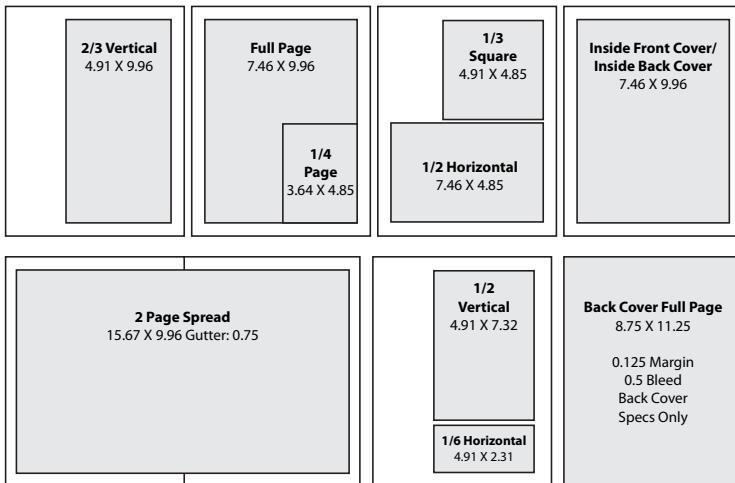


ADVERTISING RATES



DEADLINES:

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



MEET OUR READERS

When 140,000+ 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	77%
5-12 years	56%
13-18 years	11%

HIGHEST LEVEL OF EDUCATION

Graduated college	71%
Completed postgraduate	9%

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 *Baton Rouge Parents Magazine* and continue to ask for it with an astounding **97% PICKUP RATE!** Our distribution stretches across multiple parishes including East Baton Rouge, Ascension, Livingston, West Baton Rouge, and Iberville. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more. *Baton Rouge Parents* is the only magazine locally distributed at McDonalds, with **40+ participating locations**.





140,000+
TOTAL MONTHLY
MEDIA REACH

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



2026 EDITORIAL CALENDAR

BATON ROUGE

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 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				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	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, COVER KID EVENT	JUL 1	JUL 5
SEP	GRANDPARENTS, SELF-CARE AWARENESS				AUG 1	AUG 5
OCT	FALL FUN, EXCEPTIONAL NEEDS, COVER KID ANNOUNCEMENT	EXCEPTIONAL NEEDS LISTINGS			SEP 1	SEP 5
NOV	FAMILY FAVORITE WINNERS, TOY / GIFT GUIDE	FAMILY FAVORITE WINNERS	FALL PINK & BLUE	FAMILY FAVORITE WINNERS, WINNER CIRCLE EVENT	OCT 1	OCT 5
DEC	HOLIDAY EVENTS, NEW YEARS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 5

BIANNUAL
ANCILLARY
PUBLICATIONS

40,000

PRINT
READERSHIP

DISTRIBUTION

Winter Issue Distribution Begins
January 2026

Summer Issue Distribution Begins
July 2026

ADVERTISING RATES



Front Cover
Sponsor

LOGO

Full Page/
Inside Front Cover/
Inside Back Cover
7.46 X 9.96

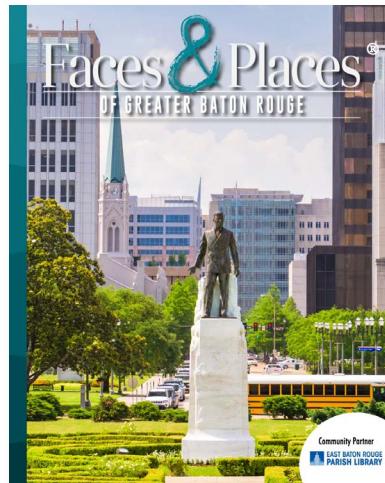
1/4
Page
3.64 X 4.85

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



SINCE 2020

Readership: 40,000+

Market Coverage: East
Baton Rouge, Ascension,
Livingston, West Baton
Rouge, Iberville

FACES & PLACES®

Faces & Places® is a biannual
standard size issue that celebrates
the many industry leaders and
businesses that make our Baton
Rouge community vibrant.

Distribution Locations: Direct mail,
chambers of commerce, libraries,
museums, healthcare offices, and more.
**We also distribute to local Realtors to
hand out to those moving to the area.**



Scan to visit
facesandplaces.com



SINCE 1994

Readership: 40,000+

Market Coverage:
East Baton Rouge,
Ascension, Livingston,
West Baton Rouge,
Iberville

BATON ROUGE'S ONLY MAGAZINE FOR NEW AND EXPECTANT PARENTS

Pink & Blue has been a trusted
ongoing biannual magazine for
new or expectant parents since
1994. This publication is filled
with expert advice columns,
trending baby items, and
Louisiana pregnancy news.

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

**Pink & Blue is also the only
publication to be distributed
at Woman's Hospital's Baby
Grand event.**

DISTRIBUTION

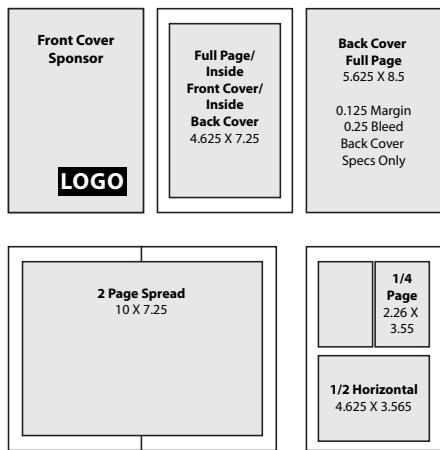
Spring Issue Distribution
Begins June 2026

Fall Issue Distribution
Begins November 2026

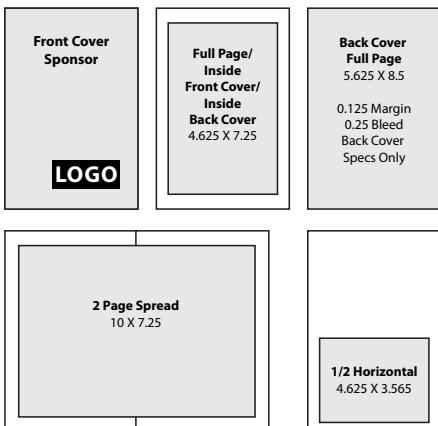
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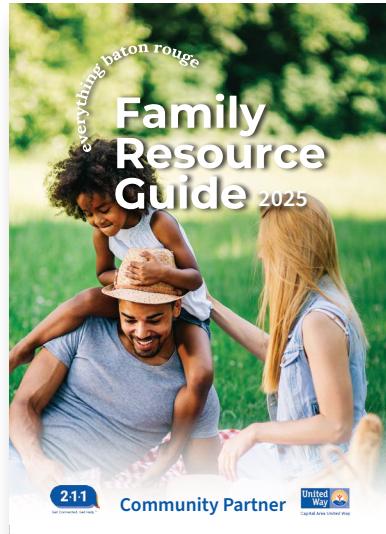
DISTRIBUTION
Begins August 2026



ADVERTISING RATES



DISTRIBUTION
Begins February 2026



SINCE 2022

Readership: 40,000+

FAMILY RESOURCE GUIDE

Family Resource Guide is a compact digest size guide published annually in August that provides all of the information parents need to make decisions for their children's health, well-being, schooling, and everything in between.

Market Coverage: East Baton Rouge, Ascension, Livingston, West Baton Rouge, Iberville,

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



SINCE 2021

Readership: 40,000+

THE ULTIMATE CAMP GUIDE

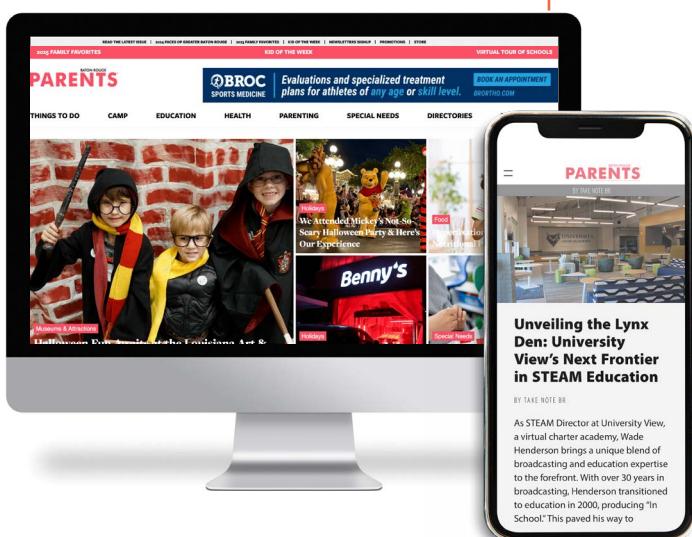
The Ultimate Camp Guide is a helpful digest size guide published annually, providing up-to-date information on local and overnight camps in the Baton Rouge area, as well as highlighting out-of-state camps.

Market Coverage: East Baton Rouge, Ascension, Livingston

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

DIGITAL DELIVERY

Website, Sponsored Content, Newsletters



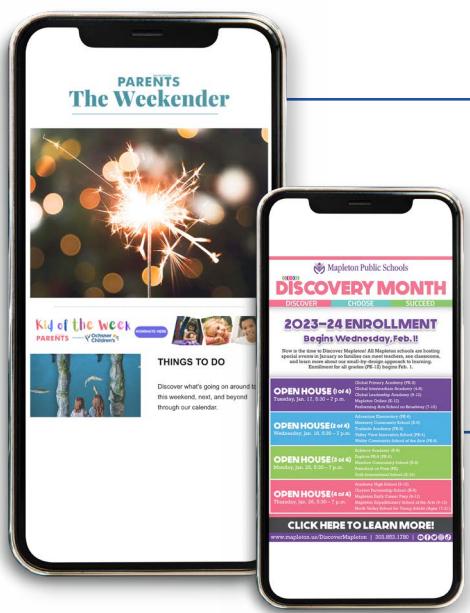
1 BRPARENTS.COM

Our website averages **23,000** monthly viewers and **290,000** annual page views. Our readers visit brparents.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 NEWSLETTERS

The Weekender and Win Wednesday newsletters have organically grown to **38,000+ opted-in subscribers** with a click-through rate of **9.8%**.

Delivery: Wednesdays (Win Wednesday) and Thursdays (The Weekender)

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	
• Search Engine	• Contest



THE COVER KID EVENT

The Cover Kid Event is an annual event, where children ages 2-17 show up to wow the judges, and hopefully be chosen as the face of one of the upcoming magazines. Each year, our community looks forward to gathering to celebrate Cover Kids, where kids of all shapes, sizes, ethnicities, and abilities are welcomed to audition for the cover or pages of the magazine. The Cover Kid Event is not a talent show or beauty contest, but instead, an opportunity to showcase some of the future world changers in Baton Rouge.

Vendor and sponsorship opportunities available.



MEET YOUR TEAM CRYSTAL BARRETT

Team Lead and Senior Account Executive
(225) 603-3394
crystal@frg.inc

Crystal has been a driving force at Family Resource Group for five years, bringing nearly two decades of expertise in advertising sales. Her energy, passion, and commitment to her clients are truly unmatched. Crystal doesn't just sell ads—she builds powerful partnerships, going above and beyond to craft strategies that fuel success. With her on your side, your brand is in expert hands!

[BOOK A TIME](#)



RYN WHITESIDE

Team Development Lead and Senior Account Executive
(225) 747-4073
ryn@frg.inc

Ryn has been with Family Resource Group for over five years, where she uses her sales expertise and passion for building relationships. Her dynamic, enthusiastic personality and go-getter attitude help her create impactful branding and advertising solutions for businesses in the Greater Baton Rouge area and beyond. Outside of work, she is a proud mother of three children who motivate and inspire her daily. Ryn is also deeply passionate about supporting the community, especially when it comes to bridging resources for those with special needs.

[BOOK A TIME](#)



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