

# BATON ROUGE PARENTS<sup>®</sup>

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.

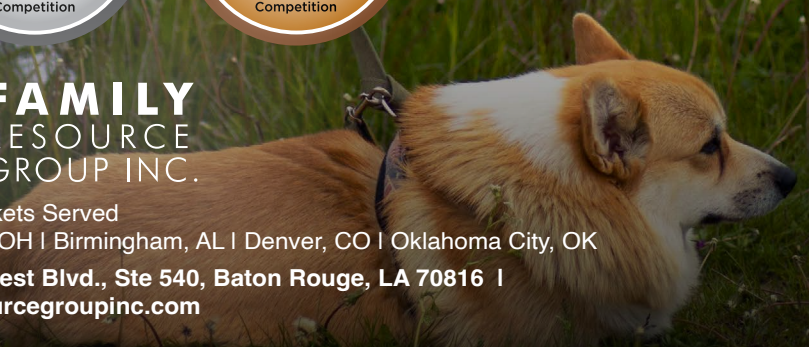


**FAMILY  
RESOURCE  
GROUP INC.**

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



SINCE 1990

## 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%

## ADVERTISING RATES

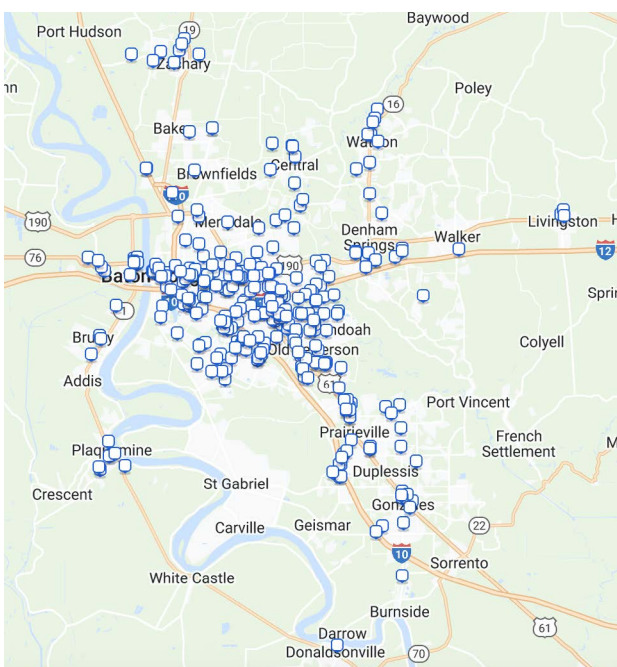


### DEADLINES:

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

<b>2/3 Vertical</b> 4.91 X 9.96	<b>Full Page</b> 7.46 X 9.96  <b>1/4 Page</b> 3.64 X 4.85	<b>1/3 Square</b> 4.91 X 4.85  <b>1/2 Horizontal</b> 7.46 X 4.85	<b>Inside Front Cover/ Inside Back Cover</b> 7.46 X 9.96
<b>2 Page Spread</b> 15.67 X 9.96 Gutter: 0.75		<b>1/2 Vertical</b> 4.91 X 7.32  <b>1/6 Horizontal</b> 4.91 X 2.31	<b>Back Cover Full Page</b> 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 *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
<b>JAN</b>	EDUCATION ISSUE	PRIVATE AND CHARTER SCHOOLS	<i>FACES &amp; PLACES®</i>	EDUCATION DIRECTORY, <i>FACES &amp; PLACES®</i> 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				<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	<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, COVER KID EVENT	<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, COVER KID ANNOUNCEMENT	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, WINNER CIRCLE EVENT	<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  
PUBLICATIONS

40,000

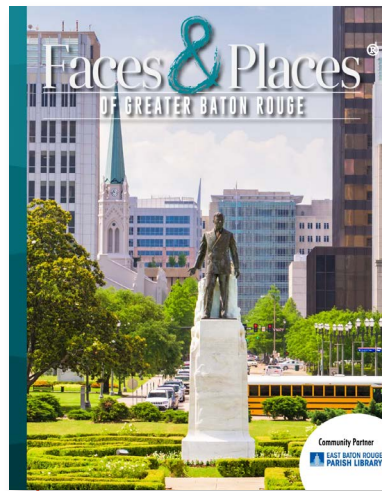
PRINT  
READERSHIP

#### DISTRIBUTION

Winter Issue Distribution Begins  
January 2026

Summer Issue Distribution Begins  
July 2026

#### ADVERTISING RATES



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](https://facesandplaces.com)



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

#### DISTRIBUTION

Spring Issue Distribution  
Begins June 2026

Fall Issue Distribution  
Begins November 2026



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.**



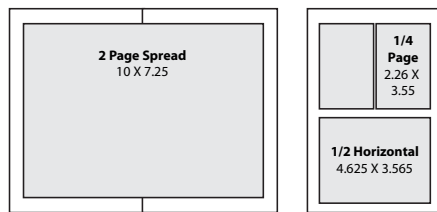
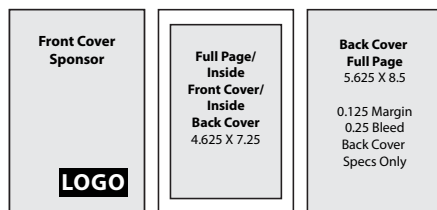
ANNUAL  
ANCILLARY  
PUBLICATIONS

40,000

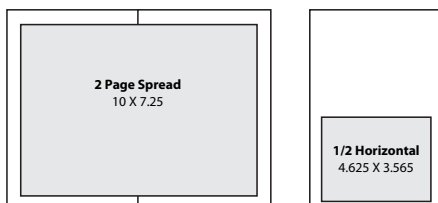
PRINT  
READERSHIP

## DISTRIBUTION

Begins August 2026

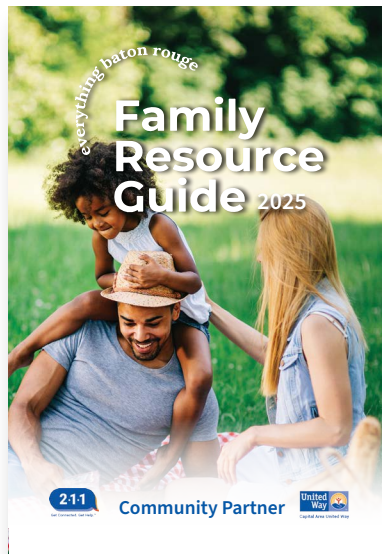


## ADVERTISING RATES



## DISTRIBUTION

Begins February 2026



SINCE 2022

Readership: 40,000+

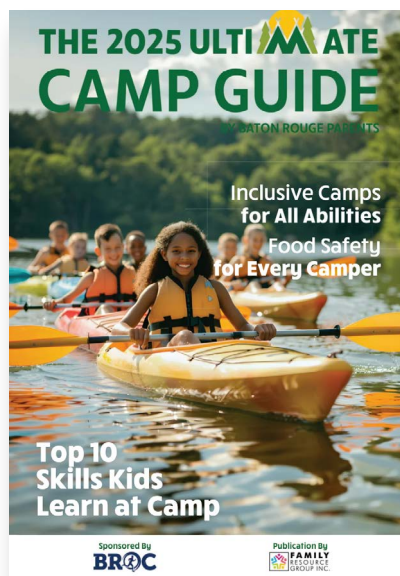


## FAMILY RESOURCE GUIDE

*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.

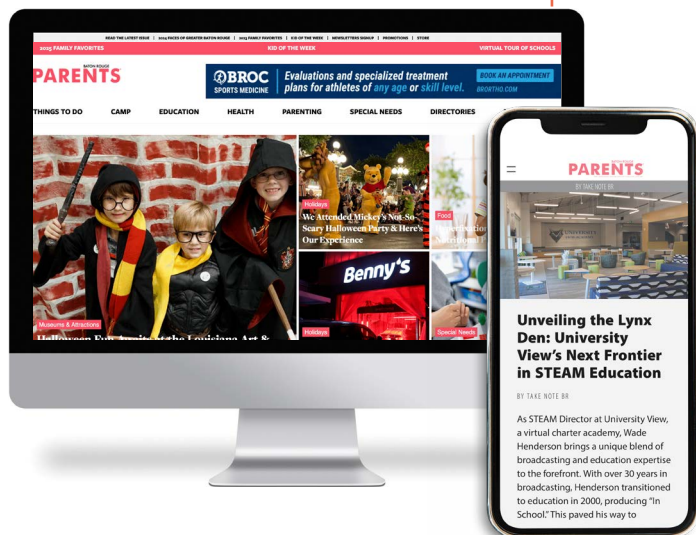
brparents.com

BATON ROUGE'S  
MOST  
COMPREHENSIVE  
EVENT CALENDAR

1,000+  
MONTHLY  
EVENTS LISTED

# 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%**.

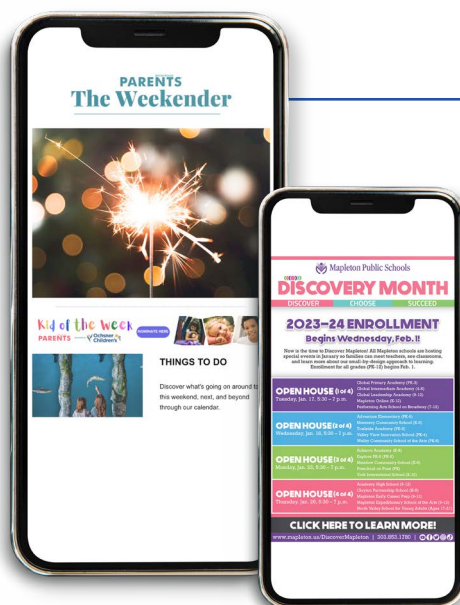
**Delivery:** Wednesdays (Win Wednesday) and Thursdays (The Weekender)

4

## PREMIUM DIGITAL PRODUCTS

Call to learn more about our premium digital products.

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