
metro family
SINCE 1998
TOTAL MONTHLY MEDIA REACH
192,000+
38,000
MONTHLY METROFAMILY READERSHIP
83,000
METROFAMILYMAGAZINE.COM
MONTHLY WEBSITE VISITORS
22,000
eNEWS SUBSCRIBERS
52,500+
SOCIAL MEDIA FOLLOWERS
NATIONAL AWARDS
PARENTING MEDIA ASSOCIATION
GOLD Award Winner
Design & Editorial Awards Competition
PARENTING MEDIA ASSOCIATION
SILVER Award Winner
Design & Editorial Awards Competition
PARENTING MEDIA ASSOCIATION
BRONZE Award Winner
Design & Editorial Awards Competition
Scan the code to explore products and markets.
FAMILY RESOURCE GROUP INC.
Markets Served
Baton Rouge, LA I New Orleans, LA I Cincinnati, OH I Birmingham, AL I Denver, CO I Manhattan, NY I Oklahoma City, OK I St. Croix, VI
225.292.0032 I 3636 S. Sherwood Forest Blvd., Ste 540, Baton Rouge, LA 70816 I
familyresourcegroupinc.com

38,000
MONTHLY PRINT READERSHIP

WHERE OKC PARENTS FIND FUN AND RESOURCES

MOST TRUSTED RESOURCE AMONGST LOCAL FAMILIES



SINCE 1998

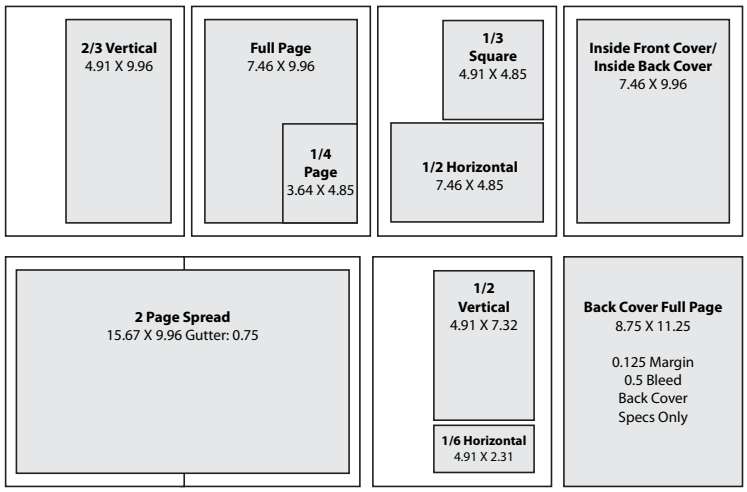
MEET OUR READERS

When 192,000+ parents interact with our products, family is at the forefront of their minds. Our readers are mostly women, **25-44 years of age**, highly educated, with an average household income of **$117,423**.

READERS DEMOGRAPHICS

Between ages 25-44.....79%
Own their own home 78%
Earn more than $75K.....63%
College educated.....83%
Moms that are employed.....73%

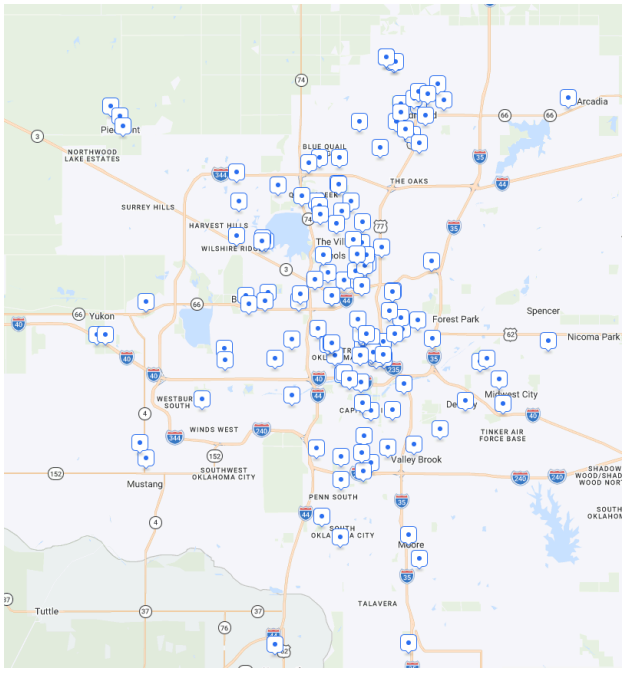
ADVERTISING RATES



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

83% 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 *MetroFamily Magazine* and continue to ask for it with an astounding **97% PICKUP RATE**! Free copies of MetroFamily Magazine are distributed primarily in Edmond, North OKC, Nichols Hills, South OKC/Moore, Midwest City, Mustang, Yukon and Norman. Distribution spots include all metro YMCAs, libraries, grocery stores (Whole Foods, Sprouts, Natural Grocers & Uptown Grocers) and Jimmy's Egg restaurants.

FAM First Americans Museum OKLAHOMA · OKC PARKS · the Y · Metropolitan Library System · OKCMOA Oklahoma City Museum of Art
OKC ZOO · National Cowboy & Western Heritage Museum · OKCPHIL · OKANA Resort & Indoor Waterpark · AMTRAK RETRAIN TRAVEL



192,000+
TOTAL MONTHLY MEDIA REACH

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



2027 EDITORIAL CALENDAR

METRO FAMILY

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE SCHOOLS AND STEAM, FACES AND PLACES®			DEC 1	DEC 5
FEB	EARLY EDUCATION ISSUE	EARLY EDUCATION GUIDE			JAN 1	JAN 5
MAR	SUMMER TRAVEL		TRAVEL GUIDE		FEB 1	FEB 5
APR	AUTISM FOCUS	EXCEPTIONAL NEEDS LISTING		FAMILY FAVORITE NOMINATIONS, KIDS FEST	MAR 1	MAR 5
MAY	MENTAL HEALTH	MOM & BABY SECTION		FAMILY FAVORITE NOMINATIONS	APR 1	APR 5
JUN	DAY TRIPS				MAY 1	MAY 5
JUL	BIRTHDAY ISSUE	BIRTHDAY LISTING, FACES AND PLACES®		FAMILY FAVORITE VOTING	JUN 1	JUN 5
AUG	THE BACK TO SCHOOL, EXTRACURRICULAR ACTIVITY LISTING	PERFORMING ARTS LISTING		FAMILY FAVORITE VOTING	JUL 1	JUL 5
SEP	GRANDPARENTS, BULLYING, CHARTER SCHOOLS	CHARTER SCHOOL GUIDE			AUG 1	AUG 5
OCT	FALL FAMILY FUN ISSUE, EXCEPTIONAL NEEDS	EXCEPTIONAL NEEDS LISTING	TRAVEL GUIDE		SEP 1	SEP 5
NOV	FAMILY FAVORITES	GIFT GUIDE		FAMILY FAVORITE WINNER'S CIRCLE, GEEKAPOLOOZA	OCT 1	OCT 5
DEC	HOLIDAY EVENTS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 5

ALL ANCILLARY PUBLICATIONS ARE DUE 1ST

EDITORIAL CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE. LAST UPDATED 10.01.2026

METROFAMILY MAGAZINE.COM

OKLAHOMA CITY'S MOST TRUSTED FAMILY RESOURCE

83,000+
MONTHLY VIEWERS

PACKAGES

Our thoughtfully designed marketing packages help tell your story, amplify your brand, and connect you with families through trusted print and digital channels.



ADVERTISING RATES

POWER PACKAGES

High-impact print and digital packages designed to boost visibility. Includes premium ad placement, directory presence, email exposure, and run-of-site support for consistent brand awareness.

Print & Digital

Market Leader
- Full-page ad in publication
- Directory Listing
- Email Partner Link
- Run-Of-Site Ads

Awareness Generator
- Half-page ad in publication
- Run-Of-Site Ads

Basic
- Quarter-page ad in publication
- Run-Of-Site Ads

Digital

Market Leader
- Directory Listing
- Email Partner Link
- Run-Of-Site Ads

Awareness Generator
- Run-Of-Site Ads

CONTENT MARKETING

Flexible print and digital options featuring print advertising, online sponsored content, social media promotion, and newsletter placement to build consistent, multi-channel visibility.

Print & Digital

Market Leader
- Two-page advertorial in publication
- SEO-optimized Online Sponsored Content
- Email Partner Link

Awareness Generator
- Full-page advertorial in publication
- Online Sponsored Content
- Organic Social Media Post
- Email Partner Link

Digital

Market Leader
- SEO-optimized Online Sponsored Content
- Email Partner Link

Awareness Generator
- Online Sponsored Content
- Organic Social Media Post
- Email Partner Link

METROFAMILY MAGAZINE.COM

OKLAHOMA CITY'S MOST COMPREHENSIVE EVENT CALENDAR

1,200+

MONTHLY EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletters, Social Media



1 METROFAMILYMAGAZINE.COM

Our website averages **83,000** monthly viewers and **996,000** annual page views. Our readers visit metrofamilymagazine.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.



3 WEEKLY NEWSLETTER

The MetroFamily e-newsletter has organically grown to **22,000+ opted-in subscribers** with a click-through rate of **14%**.

Delivery: Mondays, Wednesdays, and Fridays

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

5 SOCIAL MEDIA

Our social media has organically grown to **52,000+ followers across all platforms** with an average engagement rate of **8.35%**.

ADVERTISING RATES

METROFAMILY MAGAZINE

WHERE OKC FAMILIES COME TOGETHER

119,000+
ENGAGED LOCAL FAMILIES

EVENTS AND CONTESTS

Through high-impact events and community-driven contests, we help brands connect with families, build awareness, and create lasting impressions across print, digital, and social channels.

Geekapalooza
A STEAM Festival for Kids



GEEKAPALOOZA EVENT

Geekapalooza is a high-energy STEAM event bringing **1,000+ local families** together for hands-on science, technology, engineering, art, and math experiences. Highly promoted across print, digital, email, and social channels, this interactive event offers exceptional brand visibility while inspiring curiosity and learning in children ages 4–12.



KIDS FEST EVENT

Kids Fest is a high-energy, family-friendly event welcoming **1,200+ local families** for a day of fun, connection, and discovery. With **45+ interactive vendors**, live performances, and hands-on activities, Kids Fest offers outstanding brand visibility through extensive print, digital, email, and social promotion while connecting businesses with engaged parents and decision-makers.

METROFAMILY CONTESTS

ULTIMATE SUMMER

Sponsor Ultimate Summer Fun to reach **119K engaged local families** through a high-visibility giveaway featuring exciting prizes, multi-platform promotion, and extended brand exposure across print, digital, and social channels.

ULTIMATE HOLIDAY

Sponsor our Ultimate Holiday Giveaway to reach engaged local families, generate brand awareness, and connect with readers through high-traffic email, print, website, and social platforms.

MOMS IN FOCUS

Celebrate moms and mother figures by sharing heartfelt photos **January 22–February 21** for a chance to win prizes celebrating love, connection, and family.

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

35+
YEARS OF EXCELLENCE

8
MARKETS

MILLIONS
OF IMPRESSIONS EVERY YEAR

PRINT · DIGITAL · EVENTS
SOCIAL · CUSTOM PUBLISHING

Let's Grow Together.

Powerful solutions. Local expertise.
Measurable results.
Your story. Our audience.

familyresourcegroupinc.com
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Family Resource Group Inc.

FACES & PLACES®

DISTRIBUTION

JAN 2027 &
JULY 2027

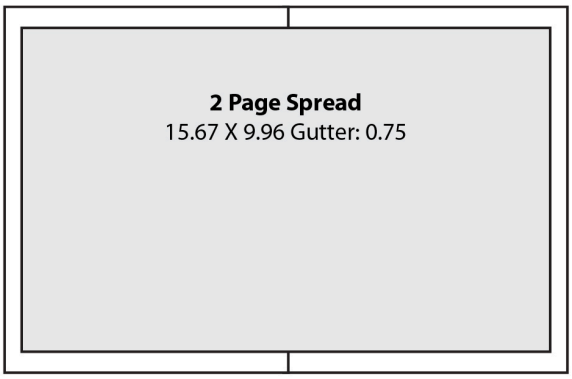


SINCE 2026

SCAN TO VIEW THE JANUARY EDITION

Faces & Places is a brand-new section within *MetroFamily Magazine* that celebrates the people and businesses shaping our local community. From standout professionals and small business owners to community leaders and innovators, this special feature highlights the faces and stories that make Oklahoma City such a wonderful place to live, work, and raise a family.

ADVERTISING RATES





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

READY TO MEET YOUR MARKETING GOALS? LET'S MAKE A PLAN!

PRODUCTS OF INTEREST:

PRINT

- ☐ *MetroFamily Magazine*
- ☐ *Faces & Places®*

DIGITAL

- ☐ Run-Of-Site Website Ads
- ☐ Sponsored Content
- ☐ Weekly Newsletters
- ☐ Social Media

PACKAGES

- ☐ Content Marketing
- ☐ Power Packages

GOALS

- ☐ Brand Awareness & Visibility
- ☐ Audience Engagement
- ☐ Lead Generation & Conversion
- ☐ Event Promotion
- ☐ Long-Term Growth

PREMIUM PRODUCTS

- ☐ Targeted Emails
- ☐ Programmatic Ads
- ☐ Pre-roll Ads
- ☐ Geofencing
- ☐ Search Engine Optimization
- ☐ Search Engine Marketing
- ☐ Geaux IQ
- ☐ Contests

BUDGET

NOTES