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

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 | Birmingham, AL | Cincinnati, OH | Denver, CO | Manhattan, NY | New Orleans, LA | Oklahoma City, OK | St. Croix, VI

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

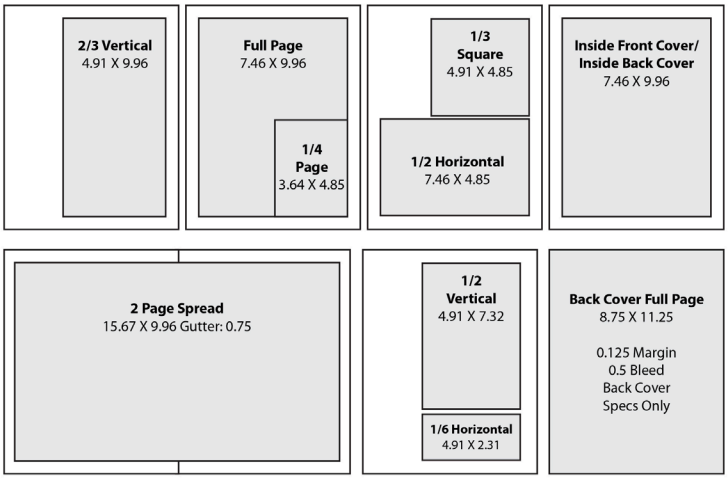
Under 5 .....58%
5-12 years 61%
13-18 years 39%

HIGHEST LEVEL OF EDUCATION

Graduated college.....46%
Completed postgraduate 24%

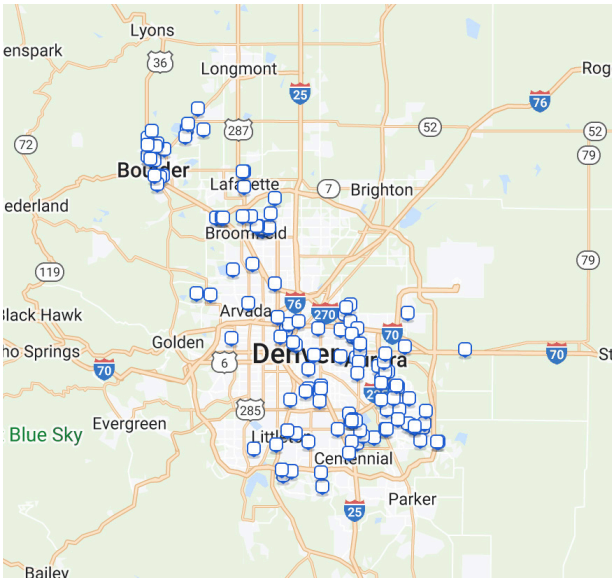
ADVERTISING RATES

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



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.

children's museum Denver Marsico Campus
DENVER PUBLIC LIBRARY
Douglas County Libraries
Douglas County School District Learn Today. Lead Tomorrow
HCA Healthcare®
National Jewish Health Breathing Science is Life.
Mapleton Public Schools
SAFEWAY



192,000+
TOTAL MONTHLY MEDIA REACH

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



2027 EDITORIAL CALENDAR

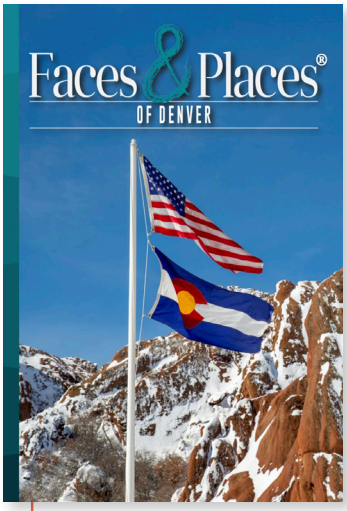
COLORADO

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	ULTIMATE GUIDE TO SUMMER		JAN 1	JAN 5
MAR	SUMMER TRAVEL		TRAVEL GUIDE		FEB 1	FEB 5
APR	AUTISM FOCUS	EXCEPTIONAL NEEDS LISTING	EXCEPTIONAL NEEDS	FAMILY FAVORITE NOMINATIONS	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	EVERYTHING GUIDE	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	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 10.05.2026.

BIANNUAL ANCILLARY PUBLICATIONS



SINCE 2024

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.

DISTRIBUTION

Winter Issue Distribution
Begins January 2027

Summer Issue Distribution
Begins July 2027

Readership: 40,000+

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

Scan to visit facesandplaces.com

ADVERTISING RATES

children's museum Denver Marsico Campus
DENVER PUBLIC LIBRARY
Douglas County Libraries
LOUISVILLE CHAMBER
MAJESTIC VIEW NATURE CENTER
National Jewish Health® Breathing Science is Life.®
HCA Healthcare®
COLORADO Department of Public Health & Environment

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.

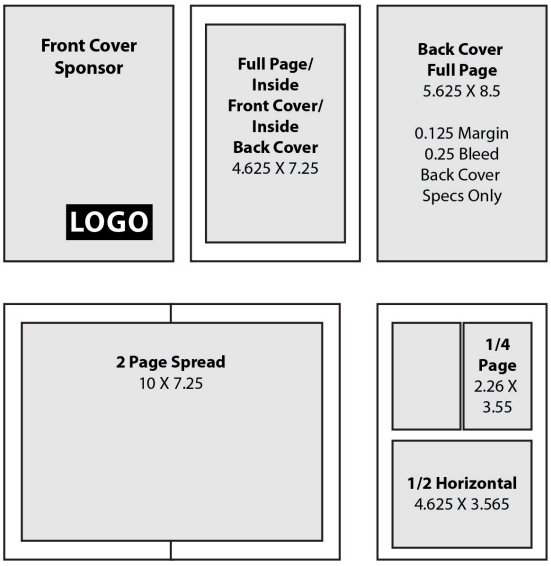
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@frg.inc
Family Resource Group Inc.

ANNUAL ANCILLARY PUBLICATIONS

ADVERTISING RATES

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 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 2027

SINCE 2014

Readership: 39,000+



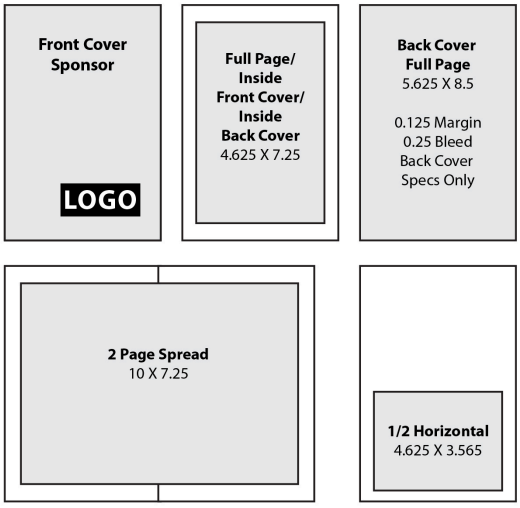
ULTIMATE GUIDE TO SUMMER

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 2027

SINCE 2017

Readership: 42,000+



coloradoparent.com

COLORADO'S MOST COMPREHENSIVE EVENT CALENDAR

1,000+
MONTHLY EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter

PARENTING MEDIA ASSOCIATION
GOLD *Award Winner*
Digital Media Awards Competition



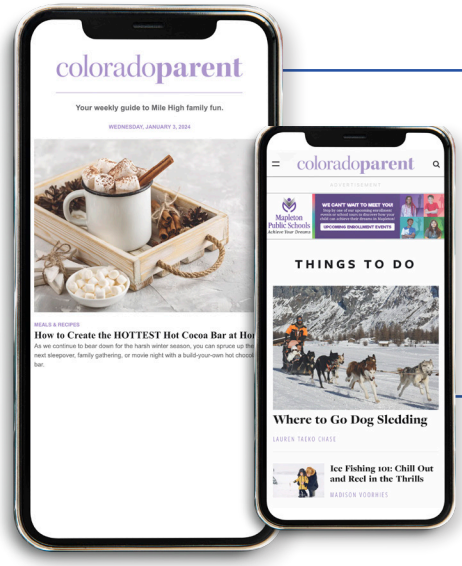
1 COLORADOPARENT.COM

Our website averages **23,000** 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

COLORADO PARENT.COM

COLORADO'S MOST TRUSTED FAMILY RESOURCE

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

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

PRODUCTS OF INTEREST

PRINT

- ☐ *Colorado Parent Magazine*
- ☐ *Everything Guide*
- ☐ *Faces & Places*®
- ☐ *Ultimate Guide to Summer*

DIGITAL

- ☐ Run-of-site Website Ads
- ☐ Sponsored Content
- ☐ Weekly Newsletters

BUDGET

PREMIUM PRODUCTS

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

GOALS

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

PACKAGES

- ☐ Content Marketing
- ☐ Power Packages

NOTES