
Parent Fearlessly
nola family
SINCE 2006
TOTAL MONTHLY MEDIA REACH
110,000+
65,000
MONTHLY NOLA FAMILY READERSHIP
14,000
NOLAFAMILY.COM MONTHLY VISITORS
15,000
eNEWS SUBSCRIBERS
17,000
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
504.886.0555 | familyresourcegroupinc.com

65,000
MONTHLY PRINT READERSHIP

LONGEST RUNNING PARENTING MAGAZINE IN NEW ORLEANS

MOST TRUSTED RESOURCE AMONGST LOCAL FAMILIES



SINCE 2006

MEET OUR READERS

When 110,000+ 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**.

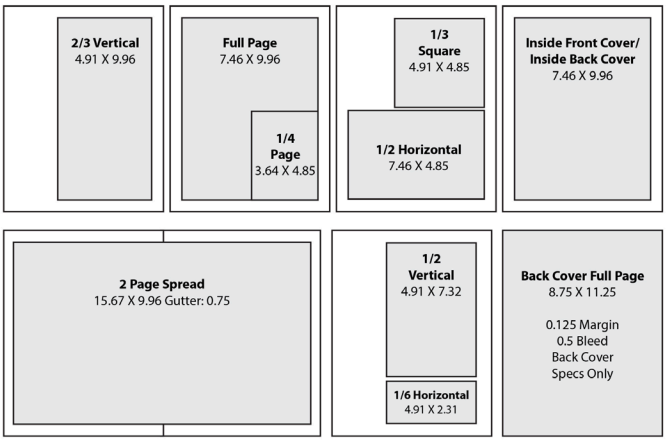
OUR READERS' CHILDREN

Under 5 .....55%
5-12 years 51%
13-18 years 33%

HIGHEST LEVEL OF EDUCATION

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

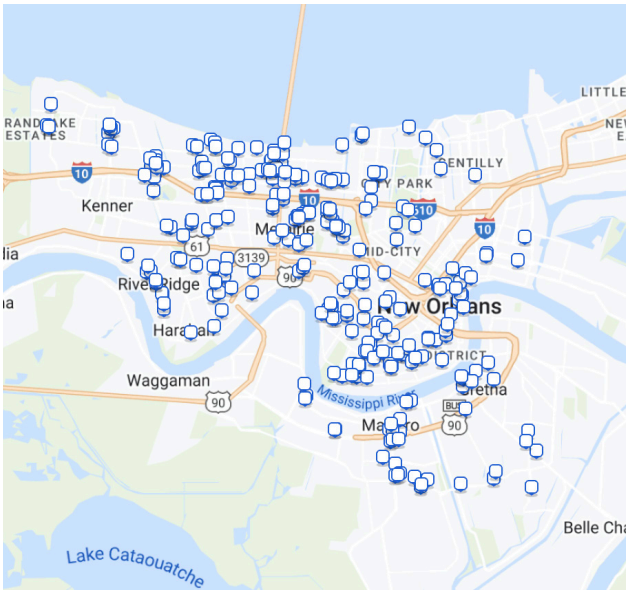
ADVERTISING RATES



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

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 *Nola Family Magazine* and continue to ask for it with an astounding **97% PICKUP RATE**! Our New Orleans market coverage includes Metairie, Kenner, Harahan, Harvey, Gretna, Central Business District, and more. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.



110,000+
TOTAL MONTHLY MEDIA REACH

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



2027 EDITORIAL CALENDAR

NEW ORLEANS

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	THE ULTIMATE CAMP GUIDE		JAN 1	JAN 5
MAR	SUMMER TRAVEL		TRAVEL GUIDE		FEB 1	FEB 5
APR	AUTISM FOCUS	EXCEPTIONAL NEEDS LISTING		FAMILY FAVORITE NOMINATIONS	MAR 1	MAR 5
MAY	MENTAL HEALTH		SPRING PINK & BLUE	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 RESOURCE 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	FALL PINK & BLUE	FAMILY FAVORITE WINNER'S CIRCLE	OCT 1	OCT 5
DEC	HOLIDAY EVENTS			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 1	NOV 5

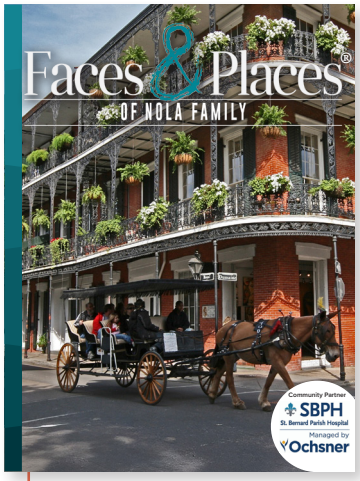
ALL ANCILLARY PUBLICATIONS ARE DUE 1ST

EDITORIAL CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE. LAST UPDATED 09.30.2026

BIANNUAL ANCILLARY PUBLICATIONS

40,000

PRINT READERSHIP



SINCE 2024

Readership: 40,000+

Market Coverage: Metairie and New Orleans

FACES & PLACES®

Faces and Places® made its debut during summer of 2024 and was a smashing success! This magazine is truly one-of-a-kind and showcases the resilient movers, shakers, creators, and iconic landmarks that help make the Big Easy the vibrant cultural hub it is today.

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

Scan to visit facesandplaces.com

DISTRIBUTION

Winter Issue Distribution Begins January 2027

Summer Issue Distribution Begins July 2027

ADVERTISING RATES



SINCE 2024

Readership: 40,000+

Market Coverage:
New Orleans, Metairie, Central Business District, Kenner, Harahan, Harvey, Gretna, and more.

NEW ORLEANS' ONLY MAGAZINE FOR NEW AND EXPECTANT PARENTS

Pink & Blue Magazine made its debut in the spring of 2024 as a premier resource for new parents and moms-to-be in the Greater New Orleans area. Published biannually in the spring and the fall, it contains fun editorial contents on seasonal products, baby names, and the latest Louisiana pregnancy news.

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

DISTRIBUTION

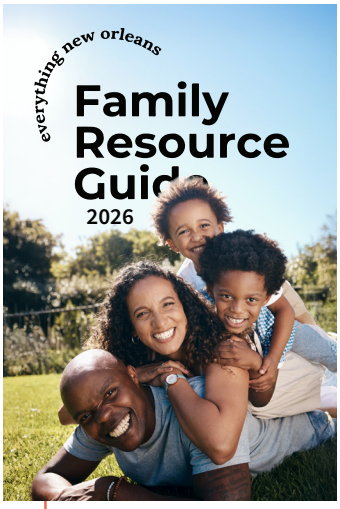
Spring Issue Distribution Begins May 2027

Fall Issue Distribution Begins November 2027

ANNUAL ANCILLARY PUBLICATIONS

40,000

PRINT READERSHIP



FAMILY RESOURCE GUIDE

Family Resource Guide conveniently provides everything you need to know when it comes to family-friendly outings in New Orleans and its surrounding areas. This compact guide lists contact information for a range of resources, including everything baby, culture, education, fun, healthcare, nonprofit, and more.

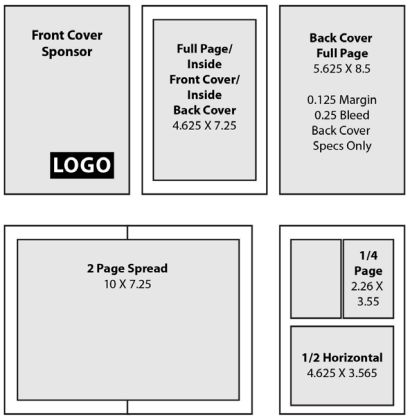
SINCE 2006

Readership: 40,000+

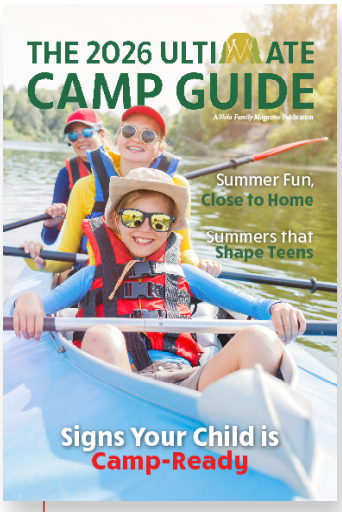
Market Coverage: Metairie, New Orleans, Kenner, Marrero, Harahan, River Ridge, Harvey, Gretna, and more.

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

DISTRIBUTION
Begins August 2027



ADVERTISING RATES



THE ULTIMATE CAMP GUIDE

The Ultimate Camp Guide is a digest size publication that serves as the only print resource in the Greater New Orleans area when it comes to annually publishing and advertising local children's summer camps.

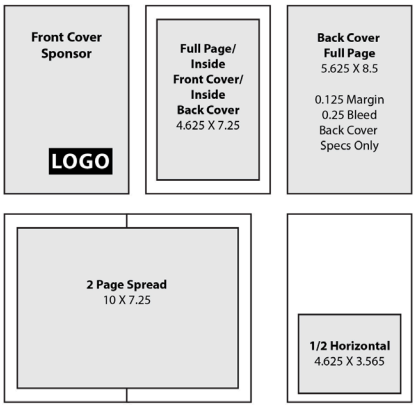
SINCE 2021

Readership: 40,000+

Market Coverage: Metairie, New Orleans, Kenner, Marrero, Harahan, River Ridge, Harvey, Gretna, and more.

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

DISTRIBUTION
Begins February 2027



nolafamily.com

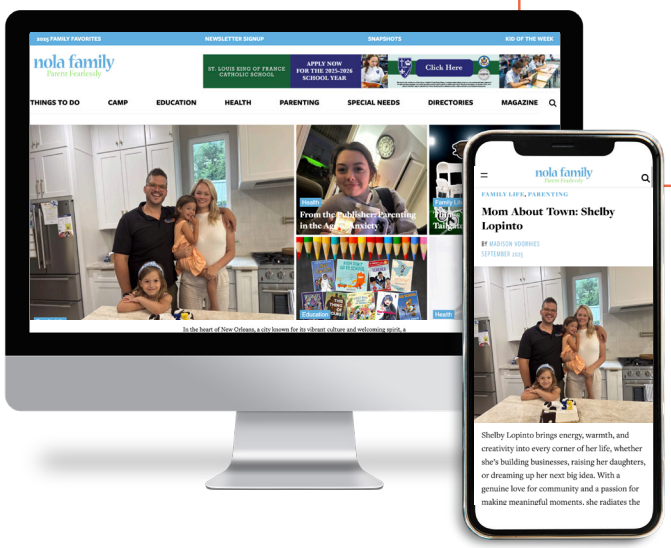
NEW ORLEANS' MOST COMPREHENSIVE EVENT CALENDAR

1,000+
MONTHLY EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter

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



1 NOLAFAMILY.COM

Our website averages **14,000** monthly viewers and **170,000** annual page views. Our readers visit nolafamily.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

Nola Family Magazine's newsletter has organically grown to **15,000+ opted-in subscribers** with a click-through rate of **12%**.

Delivery: Thursdays

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
- Contests

NOLAFAMILY.COM

NEW ORLEANS' 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

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
@frg.inc
Family Resource Group Inc.

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

PRODUCTS OF INTEREST

PRINT

- ☐ *Nola Family Magazine*
- ☐ *Pink & Blue Magazine*
- ☐ *Family Resource Guide*
- ☐ *Faces & Places®*
- ☐ *The Ultimate Camp Guide*

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