
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
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
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

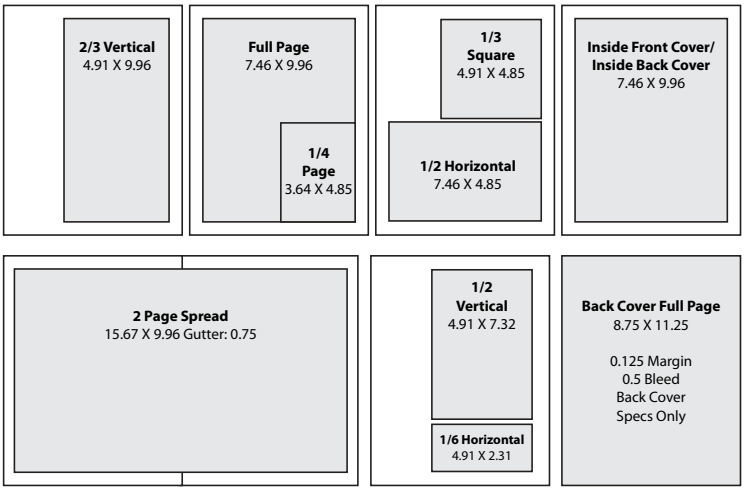
Under 5 .....77%
5-12 years 56%
13-18 years 11%

HIGHEST LEVEL OF EDUCATION

Graduated college.....71%
Completed postgraduate 9%

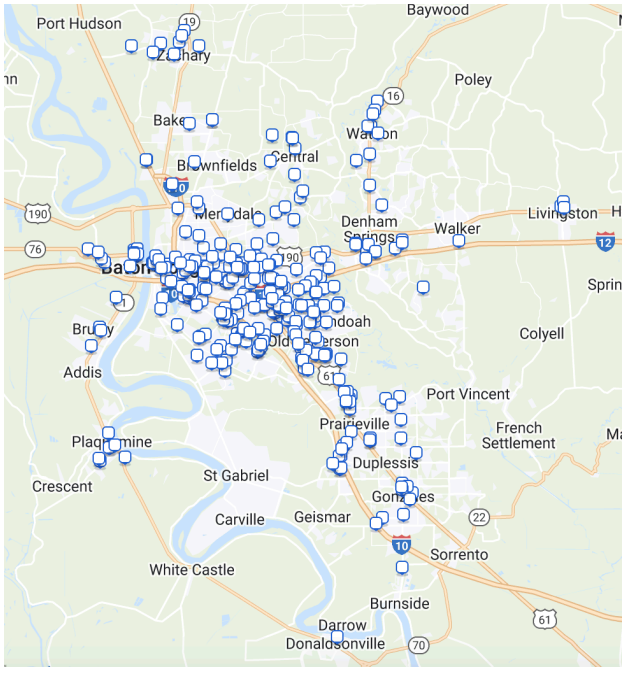
ADVERTISING RATES

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



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**.

GORDON MCKERNAN INJURY ATTORNEYS
KNOCK KNOCK children's museum
EBR EAST BATON ROUGE PARISH SCHOOL SYSTEM
EAST BATON ROUGE PARISH LIBRARY



140,000+
TOTAL MONTHLY MEDIA REACH

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



2027 EDITORIAL CALENDAR

BATON ROUGE

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 , THE COVER KID EVENT	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	THE COVER KID ANNOUNCEMENT	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 10.07.2026

BIANNUAL ANCILLARY PUBLICATIONS

40,000

PRINT READERSHIP

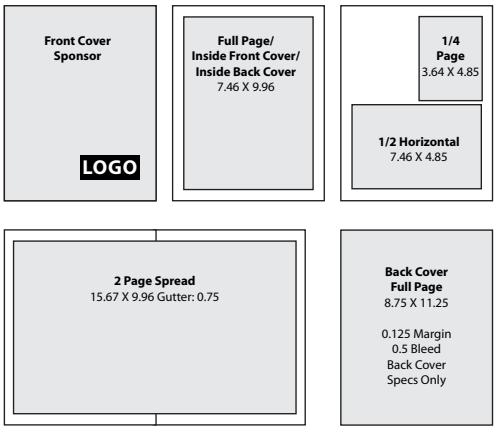
DISTRIBUTION

Winter Issue Distribution Begins January 2027

Summer Issue Distribution Begins July 2027

ADVERTISING RATES

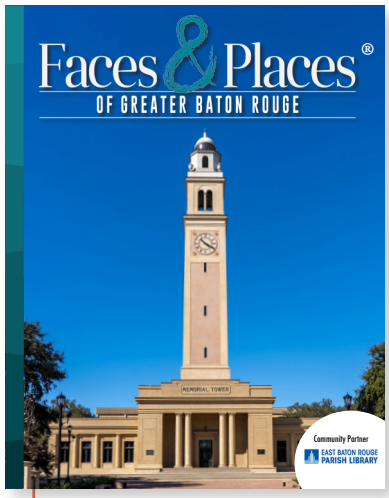




DISTRIBUTION

Spring Issue Distribution Begins May 2027

Fall Issue Distribution Begins November 2027



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 Magazine 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.

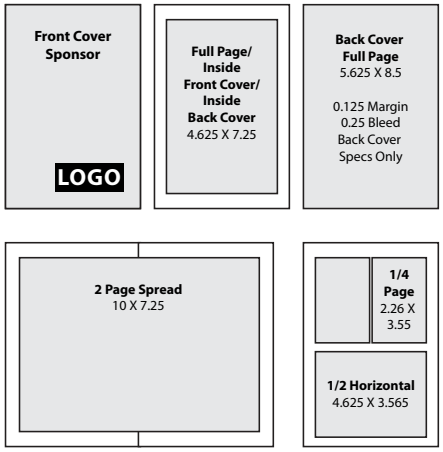
Distribution Locations: OB/GYN offices, birthing hospitals, ultrasound clinics, doctor's offices, daycares, grocery stores, hospitals, retail shops, and more. ***Pink & Blue* is also the only publication to be distributed at Woman's Hospital's Baby Grand event.**

ANNUAL ANCILLARY PUBLICATIONS

40,000

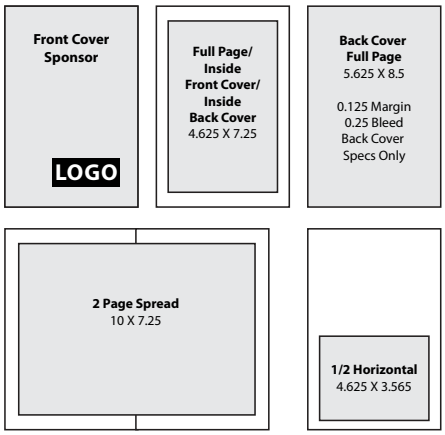
PRINT READERSHIP

DISTRIBUTION
Begins August 2027

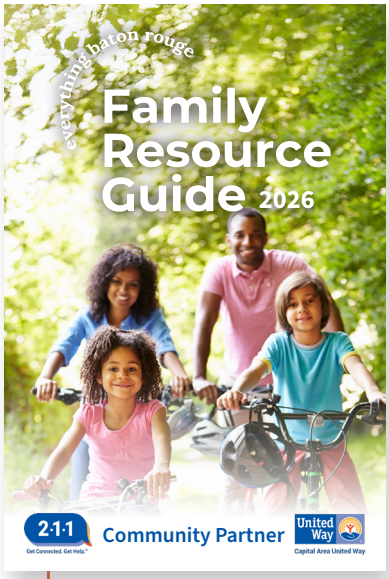


ADVERTISING RATES





DISTRIBUTION
Begins February 2027



SINCE 2022

Readership: 40,000+

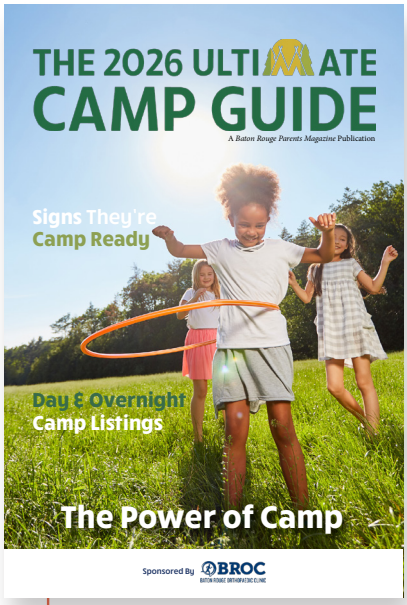
FAMILY RESOURCE GUIDE

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.

CALANDRO'S SUPERMARKET, INC. · Our Lady of the Lake Health · ROUSES MARKETS · GORDON MCKERNAN INJURY ATTORNEYS · KNOCK KNOCK · EBR EAST BATON ROUGE PARISH SCHOOL SYSTEM · THE BATON ROUGE CLINIC AMC · LSU · EAST BATON ROUGE PARISH LIBRARY · Ochsner Health



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

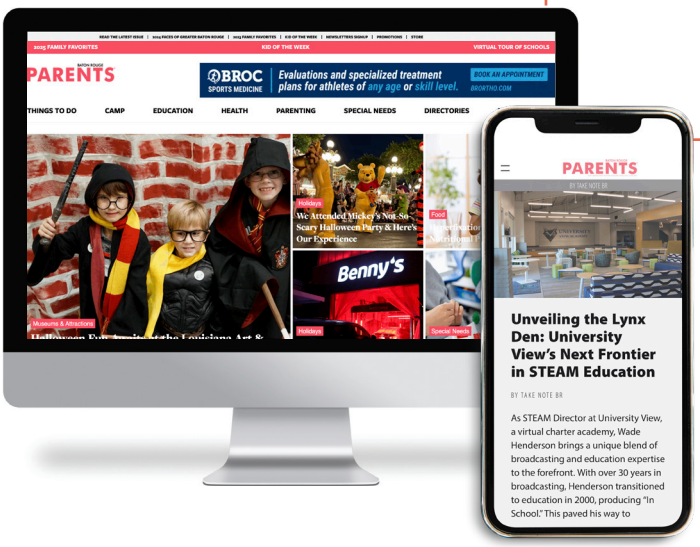
BATON ROUGE'S MOST COMPREHENSIVE EVENT CALENDAR

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.

PACKAGES

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

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

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
@frg.inc
Family Resource Group Inc.

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

PRODUCTS OF INTEREST

PRINT

- ☐ *Baton Rouge Parents 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