
Birmingham
Parent
SINCE 2004
TOTAL MONTHLY MEDIA REACH
95,000+
56,000
MONTHLY BIRMINGHAM PARENT READERSHIP
7,000
BIRMINGHAMPARENT.COM MONTHLY VISITORS
12,000
eNEWS SUBSCRIBERS
22,700
SOCIAL MEDIA FOLLOWERS
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
205.624.2405 | familyresourcegroupinc.com

56,000
MONTHLY PRINT READERSHIP

LONGEST RUNNING PARENTING MAGAZINE IN ALABAMA

MOST TRUSTED RESOURCE AMONGST LOCAL FAMILIES



SINCE 2004

MEET OUR READERS

When 95,000+ 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**.

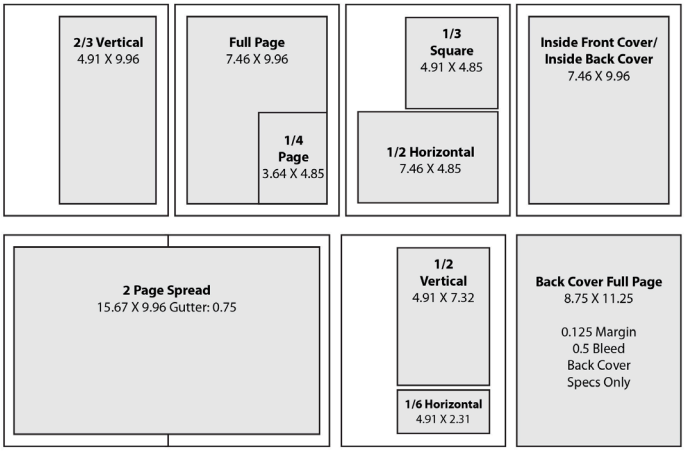
OUR READERS' CHILDREN

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

HIGHEST LEVEL OF EDUCATION

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

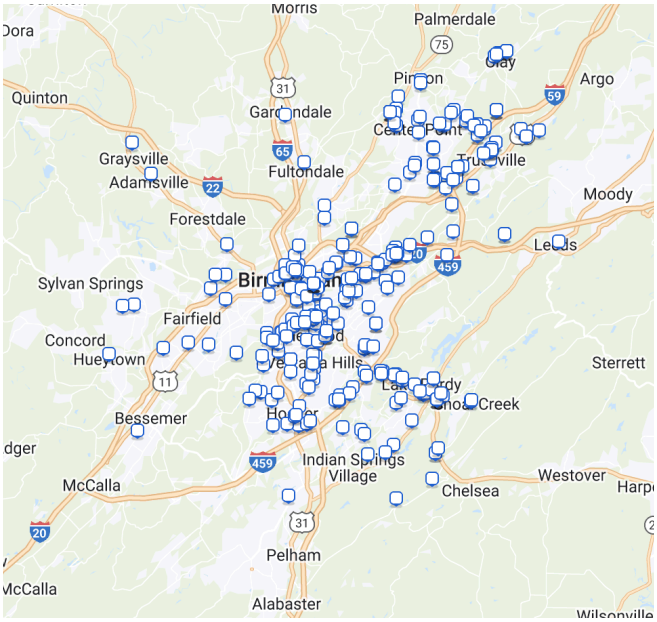
ADVERTISING RATES



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 *Birmingham Parent Magazine* and continue to ask for it with an astounding **95% PICKUP RATE**! Our market coverage includes Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, and Homewood. Readers can pick up a copy at local healthcare facilities, libraries, restaurants, grocery stores, schools, entertainment venues, retail shops, and more.

BAPTIST HEALTH · BOYS & GIRLS CLUBS OF AMERICA · Children's of Alabama · goldfish swim school · PUBLIC libraries IN JEFFERSON COUNTY 40 Libraries . 1 County . 1 Card

Shelby County Schools · URGENT CARE for CHILDREN · Chevron · McWane Science Center · SHELBY COUNTY Libraries



95,000+
TOTAL MONTHLY MEDIA REACH

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



2027 EDITORIAL CALENDAR

BIRMINGHAM

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	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			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				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			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 10.05.26

BIANNUAL ANCILLARY PUBLICATION

40,000

PRINT READERSHIP

FACES & PLACES®

Faces & Places® is a brand-new biannual section that celebrates the people and businesses shaping our local community. From standout professionals and small business owners to community leaders and innovators, this special issue highlights the faces and stories that make Birmingham a great place to live, work, and raise a family.





SINCE 2026

DISTRIBUTION

Winter Issue Distribution Begins
January 2027

Summer Issue Distribution Begins
July 2027

FACES & PLACES®

Faces & Places® is a biannual section that celebrates the many industry leaders and businesses that make our Birmingham community vibrant.

Readership: 40,000+

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

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.

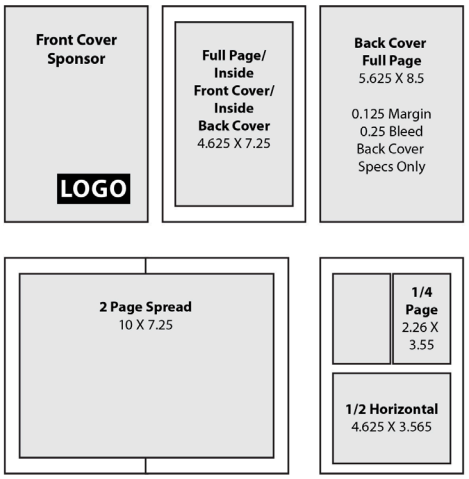
Scan to visit facesandplaces.com

ANNUAL ANCILLARY PUBLICATIONS

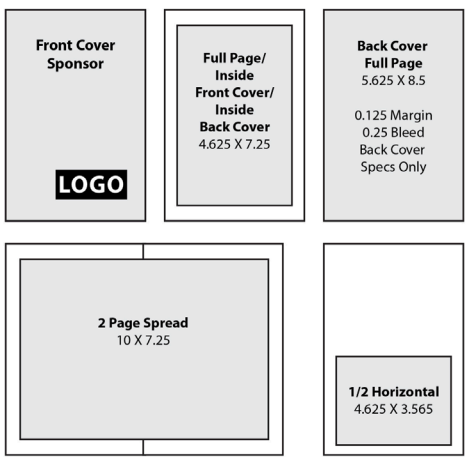
38,000

PRINT READERSHIP

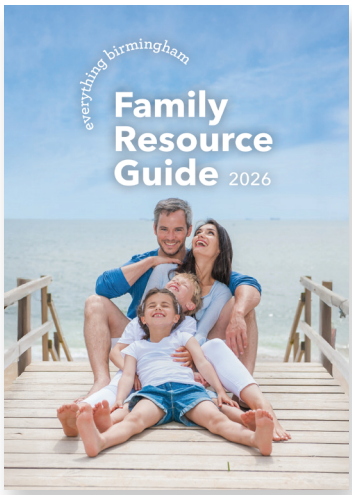
DISTRIBUTION
Begins August 2027



ADVERTISING RATES



DISTRIBUTION
Begins February 2027



SINCE 2025

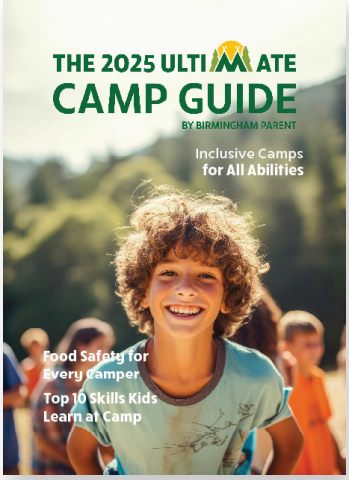
Readership: 38,000+

FAMILY RESOURCE GUIDE

Family Resource Guide is a publication that families hold onto throughout the year. This annual publication provides directories of health services, infant care, education services, attractions, nonprofits, and more– bringing all of Birmingham into one digest size guide.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

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



SINCE 2025

Readership: 38,000+

THE ULTIMATE CAMP GUIDE

The Ultimate Camp Guide is Birmingham's most comprehensive resource for camps in the area and beyond, providing directories of day camps and overnight camps. The directory listings include pertinent information on each camp, including ages accepted, session dates, and rates.

Market Coverage: Birmingham, Hoover, Bluff Park, Vestavia, Pratt City, Ensley, Adamsville, Trussville, Graysville, Mt. Brook, Cahaba, Mt. Laurel, Clay, Centerpoint, Irondale, Homewood, and more.

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

birminghamparent.com

ALABAMA'S MOST COMPREHENSIVE EVENT CALENDAR

700+
MONTHLY EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter



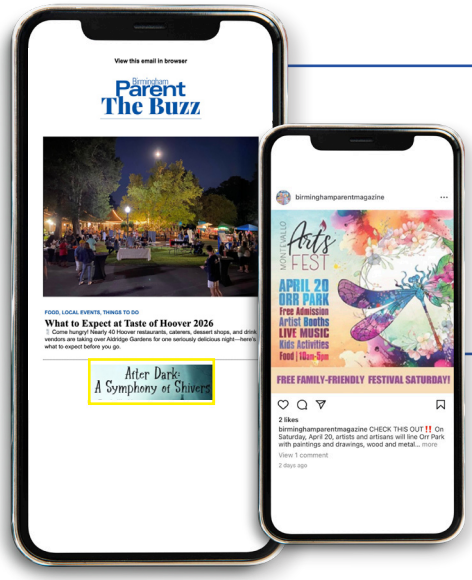
1 BIRMINGHAMPARENT.COM

Our website averages **7,000** monthly viewers and **85,000** annual page views. Our readers visit birminghamparent.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

Birmingham Parent's Buzz newsletter has organically grown to **12,000+ opted-in subscribers**.

Delivery: Sundays

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

BIRMINGHAM PARENT.COM

BIRMINGHAM'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

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

- ☐ *Birmingham Parent Magazine*
- ☐ *Family Resource Guide*
- ☐ *The Ultimate Camp Guide*
- ☐ *Faces & Places®*

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