

metro family

TOTAL MONTHLY MEDIA REACH

192,000+

38,000

MONTHLY METROFAMILY READERSHIP

83,000

METROFAMILY.COM MONTHLY VISITORS

22,000

eNEWS SUBSCRIBERS

52,500+

SOCIAL MEDIA FOLLOWERS

NATIONAL AWARDS



Scan the code to explore products and markets.



FAMILY
RESOURCE
GROUP INC.

Markets Served

Baton Rouge, LA | New Orleans, LA | Cincinnati, OH | Birmingham, AL | Denver, CO | Oklahoma City, OK

225.292.0032 | 3636 S. Sherwood Forest Blvd., Ste 540, Baton Rouge, LA 70816 | 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 home78%
- Earn more than \$75K.....63%
- College educated.....83%
- Moms that are employed.....73%

ADVERTISING RATES

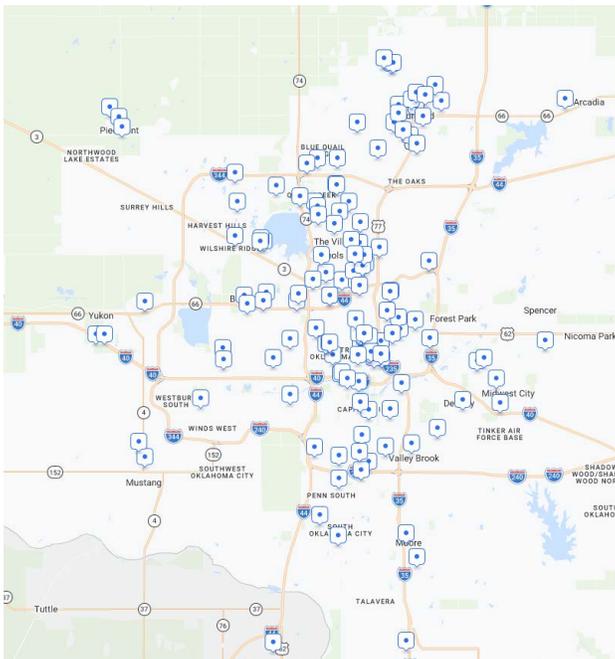


2/3 Vertical 4.91 X 9.96	Full Page 7.46 X 9.96	1/3 Square 4.91 X 4.85	Inside Front Cover/ Inside Back Cover 7.46 X 9.96
	1/4 Page 3.64 X 4.85	1/2 Horizontal 7.46 X 4.85	
2 Page Spread 15.67 X 9.96 Gutter: 0.75		1/2 Vertical 4.91 X 7.32	Back Cover Full Page 8.75 X 11.25
		1/6 Horizontal 4.91 X 2.31	

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.

DEADLINES:

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



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.





192,000+
TOTAL MONTHLY
MEDIA REACH

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



2026 EDITORIAL CALENDAR

OKLAHOMA CITY

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN & FEB	THE LEARNING GUIDE	S.T.E.A.M. LISTINGS		EDUCATION DIRECTORY, EARLY EDUCATION DIRECTORY	DEC 1	DEC 5
MAR & APR	SUMMER CAMP GUIDE	CAMP LISTINGS		KIDS FEST, FAMILY FAVORITE NOMINATIONS	FEB 1	FEB 5
MAY & JUN	SUMMER FUN, BABY GUIDE			FAMILY FAVORITE NOMINATIONS	APR 1	APR 5
JUL & AUG	BIRTHDAY, BACK TO SCHOOL	AFTER SCHOOL ACTIVITIES, <i>FACES & PLACES</i> ®		FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS, COVER KID ENTRIES	JUN 1	JUN 5
SEP & OCT	HEALTHY FAMILIES GUIDE, FALL FUN			COVER KID VOTING	AUG 1	AUG 5
NOV & DEC	HOLIDAY FUN, FAMILY FAVORITE WINNERS	FAMILY FAVORITE WINNERS		FAMILY FAVORITE WINNERS, GEEKAPALOOZA, WINNER CIRCLE EVENT	OCT 1	OCT 5

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
- Directory Listing
- Run-Of-Site Ads

Digital

Market Leader

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

Awareness Generator

- Directory Listing
- 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
- Paid Social Media Post
- 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
- Paid Social Media Post
- Email Partner Link

Awareness Generator

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

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: Daily E-newsletter

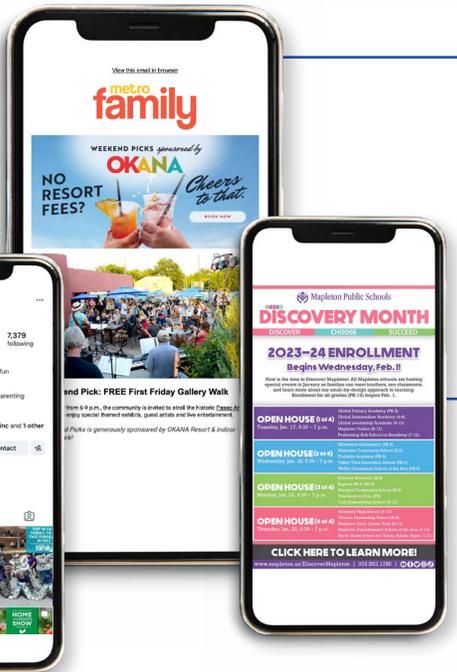
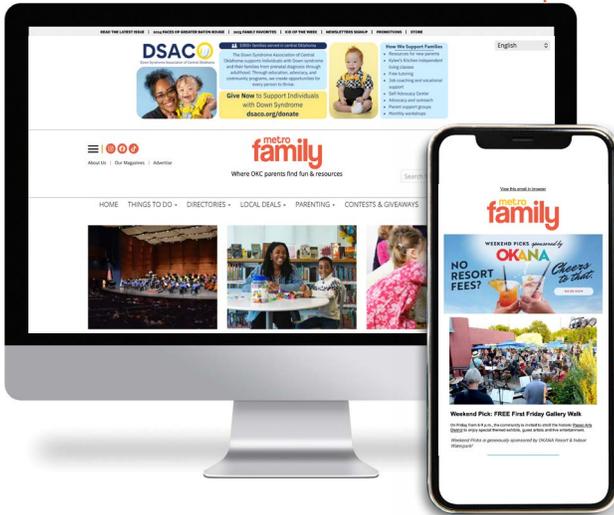
4 PREMIUM DIGITAL PRODUCTS

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.

COVER KIDS

Partner with MetroFamily's Cover Kids Search to engage local families, build brand awareness, and gain high-visibility exposure across print, email, website, and social platforms.

MEET YOUR ACCOUNT EXECUTIVE



JILLIAN WRAY

Account Executive
(225) 773-5311
jillian@frg.inc

With 28 years of experience in sales, Jillian has built a versatile career across event entertainment, consulting, management, and media relations. Her deep understanding of client needs and communication strategy makes her a trusted partner in every role. A Louisiana State University graduate with a degree in Public Relations, Jillian combines her corporate and creative background to help clients navigate dynamic markets and achieve meaningful results.

BOOK A TIME



Smart Automation for Sales & Marketing Growth

GeauxIQ is an all-in-one sales and marketing automation platform built to help businesses grow smarter. It centralizes customer communication, automates follow-ups, and streamlines lead management so teams can work from one place instead of juggling multiple tools.

With a unified inbox, AI-powered lead engagement, workflow automation, appointment scheduling, and support for email and SMS campaigns, GeauxIQ helps businesses respond faster, nurture leads, and convert prospects with less manual effort. It also includes reputation management, social scheduling, and mobile access to keep teams connected anywhere.

Designed to scale with your business, GeauxIQ helps you build stronger relationships, improve the customer experience, and drive steady growth.

GeauxIQ is more than software—it's a growth engine for modern businesses.

