

Birmingham Parent

SINCE 2004

TOTAL MONTHLY
MEDIA REACH

94,000+

56,000

MONTHLY
BIRMINGHAM PARENT
READERSHIP

7,000

BIRMINGHAMPARENT.COM
MONTHLY VISITORS

10,000

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 | New Orleans, LA

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 558%
5-12 years61%
13-18 years39%

HIGHEST LEVEL OF EDUCATION

Graduated college.....46%
Completed postgraduate24%

ADVERTISING RATES

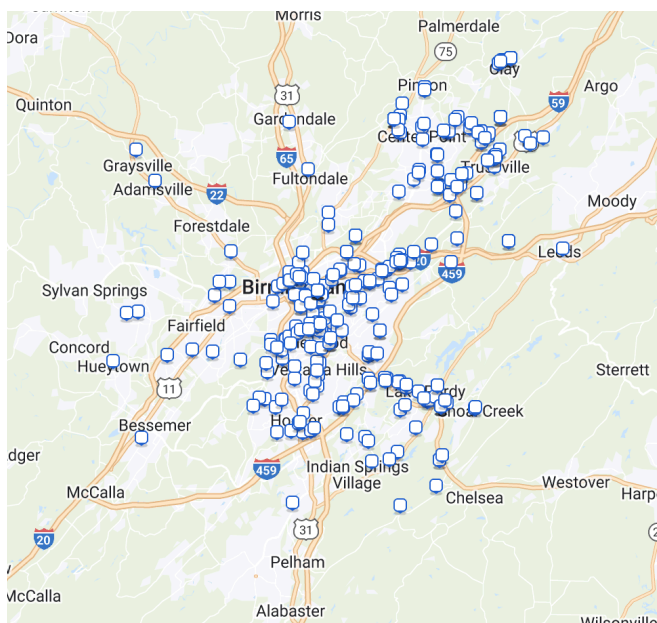


DEADLINES:

Ad Space on the 15th*
Artwork on the 20th*
*of prior month

2/3 Vertical 4.91 X 9.96	Full Page 7.46 X 9.96 1/4 Page 3.64 X 4.85	1/3 Square 4.91 X 4.85 1/2 Horizontal 7.46 X 4.85	Inside Front Cover/ Inside Back Cover 7.46 X 9.96
2 Page Spread 15.67 X 9.96 Gutter: 0.75		1/2 Vertical 4.91 X 7.32 1/6 Horizontal 4.91 X 2.31	Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only

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
swimschool

PUBLIC
libraries
40 Libraries in Jefferson County
1 County - 1 Card

Shelby County Schools
Prepared for the future

URGENT CARE
CHILDREN

Chevron

McWane
Science Center

SHELBY COUNTY
Libraries



95,000+ TOTAL MONTHLY MEDIA REACH

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



2025 EDITORIAL CALENDAR BIRMINGHAM

MONTH	EDITORIAL COVERAGE	SPECIAL SECTIONS	ANCILLARY	DIGITAL AND EVENTS	SPACE RES.	ART DUE
JAN	EDUCATION ISSUE	PRIVATE SCHOOLS AND CHARTER SCHOOLS	FACES AND PLACES	EDUCATION DIRECTORY, FACES, PLACES DIRECTORY	DEC 10	DEC 12
FEB	EARLY EDUCATION ISSUE	EARLY EDUCATION GUIDE	CAMP GUIDE	EARLY EDUCATION DIRECTORY, CAMP DIRECTORY	JAN 15	JAN 20
MAR	TRAVELING ABROAD, EXCEPTIONAL NEEDS, COLLEGE PREP SERIES			EXCEPTIONAL NEEDS EXPO	FEB 15	FEB 20
APR	AUTISM AWARENESS, COLLEGE PREP SERIES			FAMILY FAVORITE NOMINATIONS	MAR 15	MAR 20
MAY	COLLEGE PREP SERIES, TEACHER APPRECIATION, WATER SAFETY				APR 15	APR 20
JUN	STAYCATIONS, COLLEGE PREP SERIES, KIDS EAT FREE, SENIOR SENDOFF	SENIOR SENDOFF	SPRING PINK & BLUE		MAY 15	MAY 20
JUL	BIRTHDAY ISSUE		FACES AND PLACES	FAMILY FAVORITE VOTING, BIRTHDAY LISTINGS	JUN 15	JUN 20
AUG	THE BACK TO SCHOOL & AFTER SCHOOL ISSUE	AFTER-SCHOOL ACTIVITIES	RESOURCE GUIDE		JUL 15	JUL 20
SEP	GRANDPARENTS, SUICIDE AWARENESS, SKIN CARE AWARENESS				AUG 15	AUG 20
OCT	FALL FAMILY FUN ISSUE, DYSLLEXIA AWARENESS	EXCEPTIONAL NEEDS		EXCEPTIONAL NEEDS RESOURCE DIRECTORY	SEPT 15	SEPT 20
NOV	ADOPTION AND INFERTILITY, HOLIDAY GIFT GUIDE, FAMILY FAVORITE WINNERS	FAMILY FAVORITE WINNERS	FALL PINK & BLUE	FAMILY FAVORITE WINNERS, FAMILY FAVORITE WINNER'S CIRCLE	OCT 15	OCT 20
DEC	HOLIDAY HAPPENINGS GUIDE, RING IN THE NEW YEAR			12 DAYS OF CHRISTMAS GIVEAWAYS	NOV 15	NOV 20

BIANNUAL
ANCILLARY
PUBLICATION

38,000

EXPECTED PRINT
READERSHIP



DEBUTS IN 2025

Expected Readership:
38,000+

BIRMINGHAM'S NEWEST AND ONLY MAGAZINE FOR NEW OR EXPECTANT PARENTS

Published biannually in spring and fall, *Pink & Blue* provides local resources, seasonal products, health and wellness tips, and guidance on making every pregnancy a success. This publication is filled with expert advice columns, trending baby items, and local pregnancy news.

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

BAPTIST
HEALTH



GRANDVIEW
MEDICAL CENTER

ARDENT
PRESCHOOL & DAYCARE

HENDERSON & WALTON
WOMEN'S CENTER, PC.

KIDDIE ACADEMY,
EDUCATIONAL CHILD CARE

URGENT CARE
for
CHILDREN

Small Steps
Pediatrics

THE CHILDREN'S
PLACE

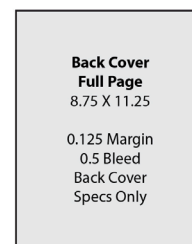
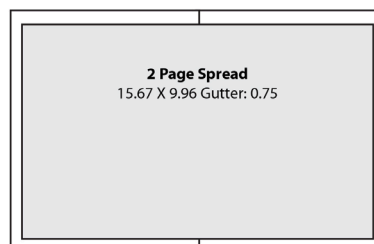
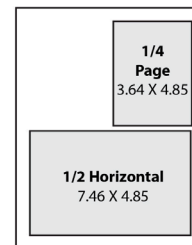
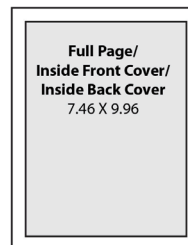
UAB MEDICINE
Knowledge that will change your world

DISTRIBUTION

Spring Issue Distribution
Begins June 2025

Fall Issue Distribution
Begins November 2025

ADVERTISING RATES




ANNUAL
ANCILLARY
PUBLICATIONS

38,000

EXPECTED PRINT
READERSHIP

DISTRIBUTION


Begins August 2025

Front Cover Sponsor 	Full Page/ Inside Front Cover/ Inside Back Cover 4.625 X 7.25	Back Cover Full Page 5.625 X 8.5 0.125 Margin 0.25 Bleed Back Cover Specs Only
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ADVERTISING RATES

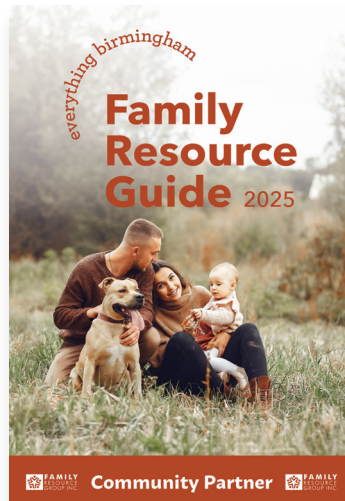


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DISTRIBUTION

Begins February 2025



DEBUTS IN 2025

Expected Readership:

38,000+

FAMILY RESOURCE GUIDE

Everything Birmingham: 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.

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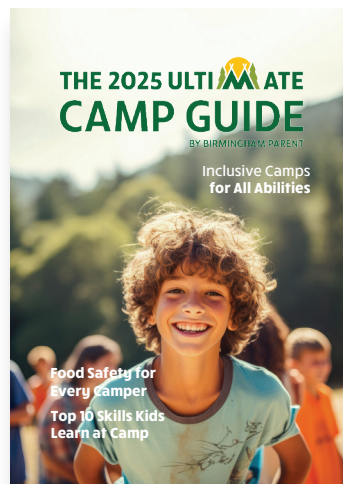
Shelby County Schools
Prepared for the Journey

URGENT CARE
for
CHILDREN

Chevron

McWane
Science Center

SHELBY COUNTY
Libraries



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.

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.

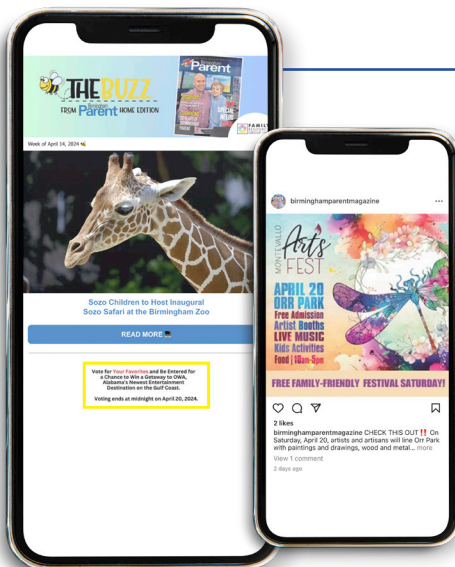
ADVERTISING RATES



3 WEEKLY NEWSLETTER

Birmingham Parent's Weekender 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

EXCEPTIONAL LIVES EXPO

The Exceptional Lives Expo is a day-long exhibition dedicated to supporting families of children and adults with special needs! This event is designed to provide valuable resources, insights, and meaningful opportunities for families.



Vendor and sponsorship opportunities available.



MEET YOUR TEAM

KAYLA FRICKS

Senior Account Executive
(706) 767-7979
kayla@frg.inc

Kayla has been a valuable member of the *Birmingham Parent Magazine* sales team for over 12 years, and her advertising expertise spans a wide range of media, including newspapers, television, direct mail, and magazine sales. As a dedicated member of the FRG family, Kayla shares our common objective of providing clients with clear and concise information to help guide their marketing decisions for their products, services, and events. Her wealth of experience and commitment to client success make her a true asset to any team.

BOOK A TIME



Let our expert team craft a powerful, tailored advertising campaign designed to elevate your brand and achieve your goals.