

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



Scan the code to
explore products
and markets.



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
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 555%
5-12 years51%
13-18 years33%

HIGHEST LEVEL OF EDUCATION

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

ADVERTISING RATES



DEADLINES:

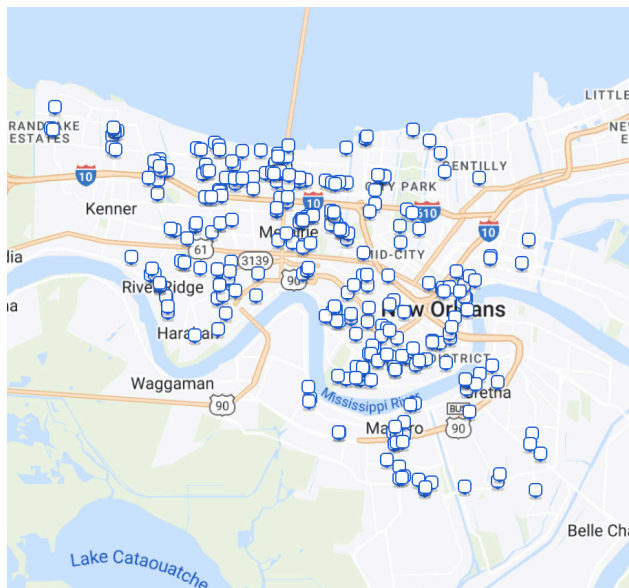
Ad Space on the 15th*
Artwork on the 20th*
*of prior month

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 *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.



2025 EDITORIAL CALENDAR NEW ORLEANS

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, COLLEGE PREP SERIES				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, DYSLEXIA AWARENESS, EXCEPTIONAL NEEDS	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
PUBLICATIONS

40,000

PRINT
READERSHIP

DISTRIBUTION

Winter Issue Distribution Begins
January 2025

Summer Issue Distribution Begins
July 2025



SINCE 2024

Readership: 40,000+

Market Coverage: Metairie
and New Orleans

FACES & PLACES OF NOLA FAMILY

Faces and Places of Nola Family 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

ADVERTISING RATES



Front Cover Sponsor 	Full Page/ 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	Back Cover Full Page 8.75 X 11.25 0.125 Margin 0.5 Bleed Back Cover Specs Only	

DISTRIBUTION

Spring Issue Distribution
Begins June 2025

Fall Issue Distribution
Begins November 2025



SINCE 2024

Readership: 40,000+

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

NEW ORLEANS' ONLY MAGAZINE FOR NEW OR EXPECTANT PARENTS

Pink & Blue Nola 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.

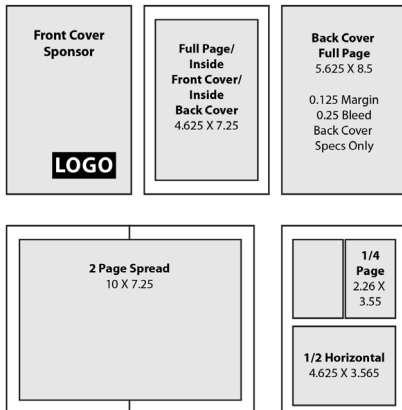
ANNUAL
ANCILLARY
PUBLICATIONS

40,000

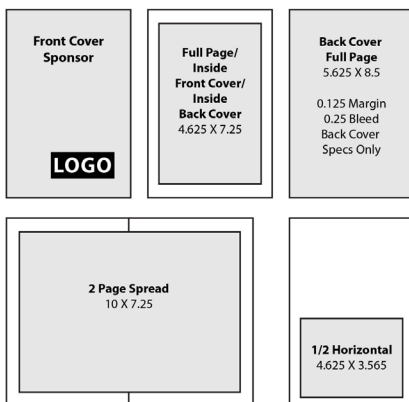
PRINT
READERSHIP

DISTRIBUTION

Begins August 2025

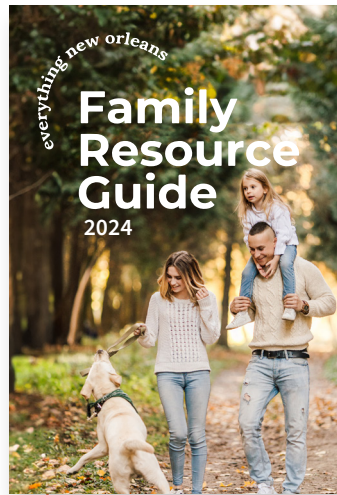


ADVERTISING RATES



DISTRIBUTION

Begins February 2025



SINCE 2006

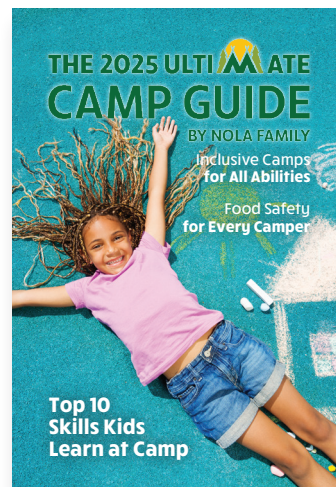
Readership: 40,000+

FAMILY RESOURCE GUIDE

Everything New Orleans: 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.

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.



SINCE 2021

Readership: 40,000+

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.

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.

nolafamily.com

NEW ORLEANS'
MOST
COMPREHENSIVE
EVENT CALENDAR

1,000+
MONTHLY
EVENTS LISTED

DIGITAL DELIVERY

Website, Sponsored Content, Newsletter



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.

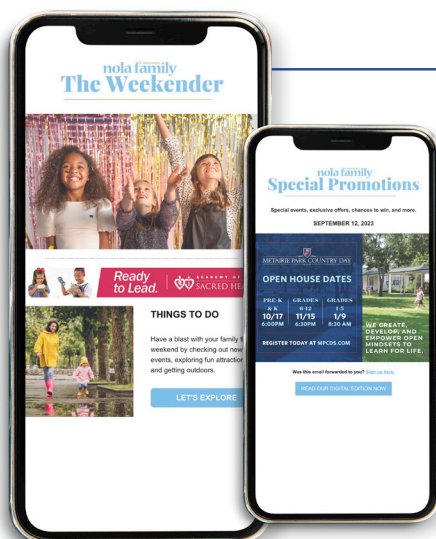
ADVERTISING RATES



3 WEEKLY NEWSLETTER

Nola Family's Weekender 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

MEET YOUR TEAM



MARTINE MELANCON

Senior Account Executive
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martine@frg.inc

With over a decade of experience as a sales professional, Martine's success stems from her dedication to helping clients achieve their goals through tailored, results-driven strategies. She invests time in understanding each client's unique needs, fostering strong, lasting partnerships built on trust and collaboration. Creative, strategic, and committed to your success, Martine delivers marketing plans that drive real growth.

BOOK A TIME



JENNIFER HOFFMANN

Account Executive
(504) 910-1100
jennifer@frg.inc

Jennifer has been with the Family Resource Group for over three years, where her passion for New Orleans and connecting with clients has been key to her success in helping businesses thrive. She finds joy in supporting others and is always eager to embrace new challenges. Jennifer looks forward to partnering with you to reach a new audience and helping grow your brand.

BOOK A TIME



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