



# 2021 MEDIA KIT



Print

Digital

Social

Events

# OUR READERS



*Cincinnati Family* is the oldest publication in greater Cincinnati focusing solely on parenting and families.

Each month we interact with 100,000+ families through our various channels; print, digital, e-newsletters, dedicated eblasts, and live events.

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Cincinnati Family magazine  
DayCom Media, Inc.  
10945 Reed Hartman Hwy., Ste. 323  
Cincinnati, OH 45242  
513.252.0077  
cincinnatifamilymagazine.com

## FOLLOW US

 **23,000**

 **1,130**

 **720**

 **3,600**

Our primary readers are women.

They are between the ages of 25 and 44.

They are raising children in the developing stages of 0 to 14 years of age.

Our secondary readership is expectant and new parents with children up to 23 months old.

Finally, we editorially address the needs of our newly expanding "super dads" demographic and single parents.

### By the numbers...

**76%** women – primary reader

**60%** some college or college grad

**75K** average household income

**55%** have at least one child 0-6 years

**45%** have at least one child 7-14 years

**73%** read the magazine monthly

**94%** visit our website

**22%** read our digital edition

**52%** visit our social media regularly

**20%** send their kids to private school

**64%** use an after-school program

**65%** will sign up for daycare

Sources: Circulation Verification Council Audited Survey 2018



TOTAL COMBINED MEDIA REACH OF OVER **200,000**

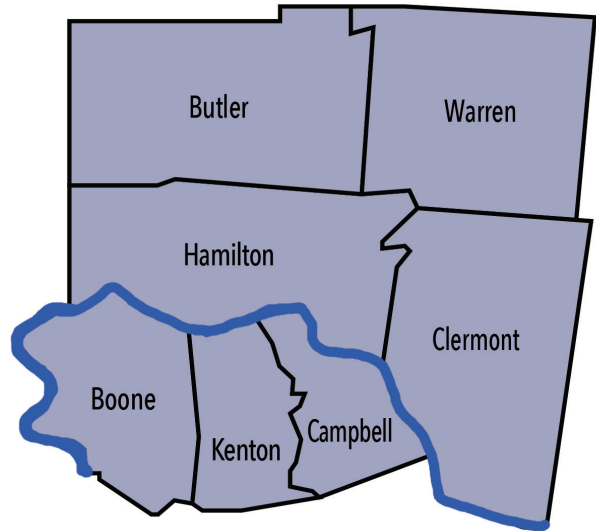
# WHERE WILL YOUR AD BE SEEN?

**22K** monthly copies

**55K** readers each month

**900+** distribution points

Our monthly distribution guarantees delivery in the middle of your target market.



- Doctor Offices
- Hospitals
- Daycare Centers
- Selected Public Schools
- Family Events
- Private Schools
- Retail/Shopping Centers
- Libraries
- Book Stores
- ...and more!



We continually work to provide an informative, easy to use resource for parents. We focus on health and wellness, along with our award-winning Things To Do event calendar, to help our readers find the information most important to them.

## The Most Award-Winning Editorial in Cincinnati

### AUDITED CIRCULATION

We are confident that *Cincinnati Family* reaches the region's parents. We have the Circulation Verification Council audit our distribution.



Cincinnati Family | 2021 Media Kit | 513.252.0077



#1 Things to Do Calendar in Cincinnati and the U.S.

Winner of over 50 Excellence Awards for Journalism

# RATES & SPECS

*Cincinnati Family* magazine is distributed on the first of every month.

All space reservations are due by the 8th of each month prior to publication.  
Materials are due by the 10th.

SIZE	12X	6X	3X	1X
Premium FP	\$1,800	\$1,875	\$1,950	\$2,000
Full Page	\$1,500	\$1,595	\$1,695	\$1,800
1/2 Page	\$800	\$825	\$875	\$995
1/3 Page	\$575	\$600	\$650	\$750
1/4 Page	\$400	\$450	\$475	\$575
1/6 Page	\$300	\$375	\$450	\$495
1/8 Page	\$250	\$295	\$330	\$390
1/16 Page	\$150	\$210	\$260	\$305

## ADD COLOR 4 color \$250

1x rates to be used for event ads only.

All rates are commissionable and per insertion.

Guaranteed positioning is available up to a 20% surcharge.

No charge for design fees.

## AD SPECS

### FORMATS ACCEPTED

Advertisers are asked to submit their ads as PDF files.

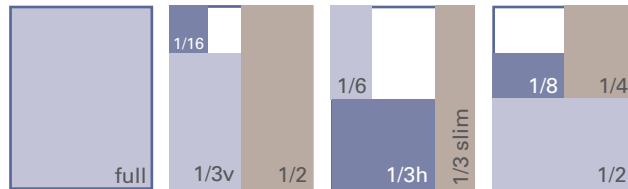
We can accept InDesign files (include all images and fonts used in your ad).

We accept image formats (TIF, EPS or Photoshop PSD).

All materials must be set for CMYK process separation. We are Macintosh based.

We do NOT accept ads in JPEG, PNG or GIF formats.

We cannot accept ads in PUB (Microsoft Publisher) format.



SIZE	WIDTH	HEIGHT
Full Page, Bleed*	8.5"	10.75"
Full Page, Non-Bleed	8"	10.25"
1/2 Vertical	3.75"	9.75"
1/2 Horizontal	7.75"	4.75"
1/3 Vertical	3.75"	7.25"
1/3 Horizontal	5.125"	4.75"
1/3 Slim	2.375"	4.75"
1/4 Vertical	3.75"	4.75"
1/6 Vertical	2.375"	4.75"
1/8 Vertical	1.75"	4.75"
1/8 Horizontal	3.75"	2.25"
1/16 Vertical	1.75"	2.25"

\* Full page bleed: Dimension shown is trim. Please add a 0.25" bleed on all sides. Restrict live area to no closer than 0.25" from any edge.

# DIGITAL DELIVERY

## Website, Newsletter and eBlast

### 1 [cincinnatifamilymagazine.com](http://cincinnatifamilymagazine.com)

Our website was designed from the ground up to provide our users with a simplified, easy to navigate and fulfilling experience. First and foremost, we made finding things to do in greater Cincinnati the priority. And all the parenting resources that our users have come to expect from us are here – presented in a clean interface that makes finding things quick and easy.

Leaderboard and banner ads are available at the top **1** and middle **2** of the site content. Premium sidebar **3**, sidebar **4** and tower ads **5** are available in prime positions next to the content. And button ads **6** appear at the bottom of pages, all across the site.

more than **10,000** users per month

more than **30,000** page views per month

## Newsletter

Sent every Thursday, our newsletter features our picks for the best events for the coming weekend as well as news and information that our readers need to know before they head out. We also feature new and exclusive content on our website and other late-breaking news that we think our readers will want to know. Banner and tower ads are available each week, as well as larger sponsored content blocks.

more than **15,000** newsletter subscribers

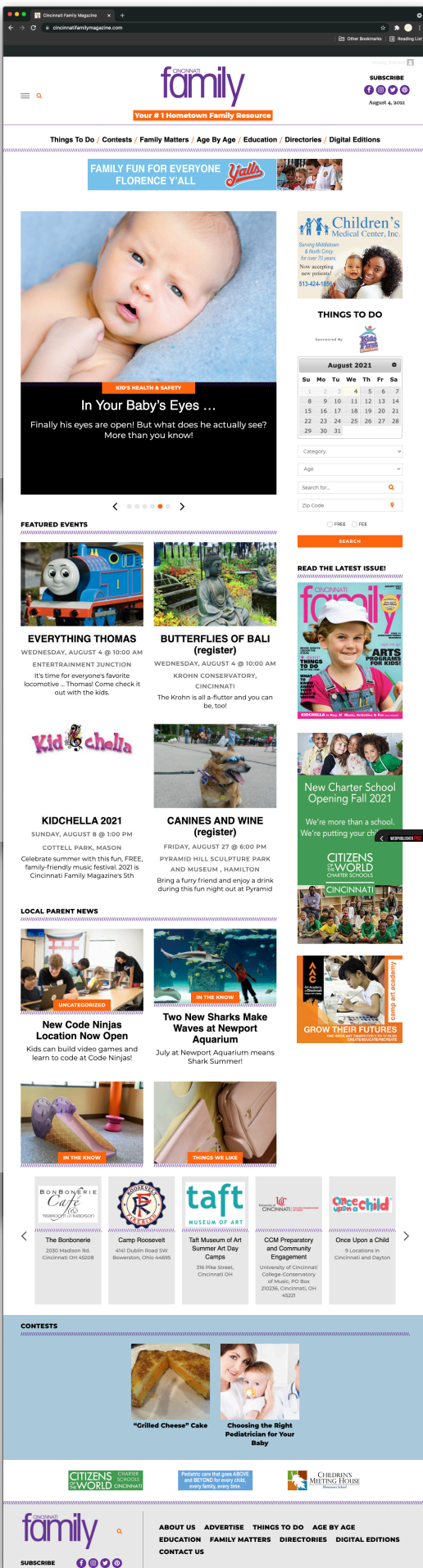
## eBlasts

Send your message out directly to our subscribers with an eblast. This message is all about you and can feature a link (or links) directly to your website or social media posts. Introduce them to a new product or service, invite them to an event, or announce ticket availability. This is a very cost effective way to reach our subscribers.

more than **150,000** emails in our full database

Looking to reach an even more targeted audience? We can help you by securing an email list that targets the exact demographic you're looking for (geographic area, age, income, pregnancy, and more). Your sales rep will help you determine your target and the cost per thousand to utilize that list.

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# Connect with our readers **Face to Face**

## EVENTS

Our events are a fantastic way to meet our readers up close and personal. Talk to them one-on-one and introduce them to your products and services.

These events are for the entire family and are always geared towards fun and learning.

Consider sponsoring an event to increase your reach and visibility!



### **Summer Camp Adventure Fair** **February | Blue Ash**

This huge event is held each year. We bring together the best local camps and summer programs, as well as some of the finest camps from the rest of the country. The 5,000 attendees each year have the opportunity to choose from more than 100 different summer experiences.



### **Kidchella** **August | Mason**

A free family-fun music festival for all ages! Benefiting Common Ground, an all-inclusive park coming to Mason. Includes live music, food vendors, local artisans and crafts, and other family resources.



### **Private School Fair** **September**

Education is the #1 priority for many of our readers. We present the Private School Fair each year to provide them the opportunity of meeting the administrators and principals of over 20 schools and academies as they weigh the important decision of where to educate their children.



### **Family Fall Fest** **November | Mason**

Come celebrate fall with live stage performances, family fun activities, game giveaways, and over 40 local exhibitors. This event is all about the family – including entertainment and fun, as well as education and enrichment opportunities plus health and wellness resources.

Your sales rep will provide you with booth registration forms for each individual event.

They will also share sponsorship opportunities and bundled packages with you.