

# we love being with YOU!

CincinnatiFamilyMagazine.com

# #1

Voted #1 Regional  
Parenting Website  
in the Country!



Total Monthly Media Reach  
**120,000+!**



**CINCINNATI**  
**family** Celebrating **20 YEARS**  
of Raising Families in Greater Cincinnati

**ONLINE**

**18,000** monthly visitors

**15,000** uniques monthly

**45,000+** Page Views

**66%** NEW Visitors

**34%** Returning Visitors

User-Intuitive Experience on Mobile, Tablet and Desktop

**PRINT**

**66,000** monthly readers

**22,000** copies

**600+** Distribution Locations

**WINNER** of over 50 National Awards  
for Journalism Excellence

CONTENT PROVIDER FOR ALL THINGS DIGITAL

# WEBADVERTISING

← 1

## 1. LEADERBOARD AD

- Runs on all pages
  - Shows on tablet (sub pages)
  - Runs in additional spot on home page below the fold
- \$1,000/mo

← 2

## 2. SIDEBAR AD

### PREMIUM SIDEBAR

- Runs above the fold
  - Shows on tablet
- \$500/mo

← 3

## 3. EVENT TOWER

- Runs on all pages
  - Shows on our award-winning calendar
- \$600/mo

← 4

## 4. SIDEBAR AD

### STANDARD SIDEBAR

- Runs below the fold
  - Shows on tablet
- \$300/mo

(Does not run on directory listings)

← 5

## 5. FOOTER BUTTONS

- Runs on all pages
  - Maximum views
  - High level of click-thrus
  - Lowered cost per 1,000
  - Bundled at discounted rate for print display advertisers
- \$200/mo

← 6

## 6. SPONSORED CONTENT AD

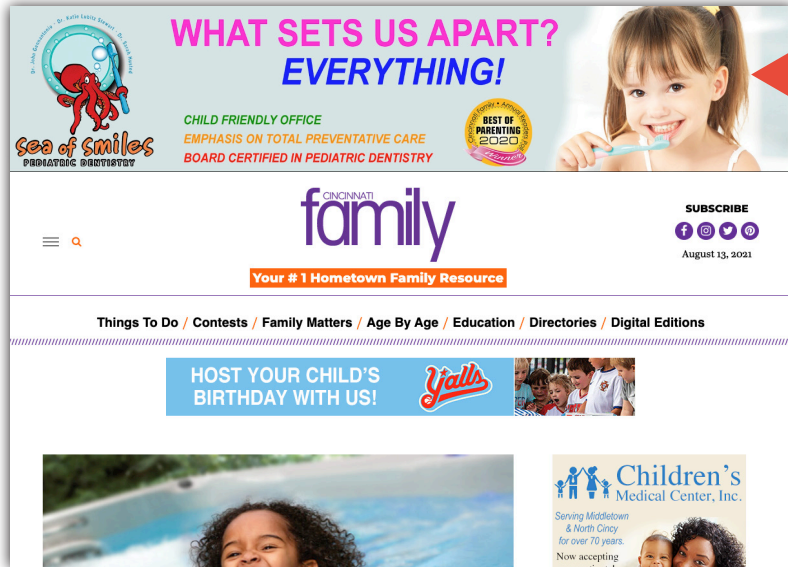
### THE FOLLOWING SECTIONS OF THE SITE HAVE AD UNITS AVAILABLE

- Family health and fitness
  - Young moms
  - Educational
  - Camps
  - Parties
- \$500/mo

# EXCLUSIVESUPER PREMIUM ADS

We have new options for eye-catching ads that increase your visibility on our site. Ads that include video, ads that include more links to your site or blog, and ads with the ability to showcase multiple images in galleries or “3D” special effects – these are just a few of the new formats we can offer (see details on these below).

**AND THERE ARE MANY MORE!** Ask your sales rep about these great new premium ad options.



1

## 1. THE BILLBOARD

This premium top-slide ad runs on all pages

Shows on mobile and tablet

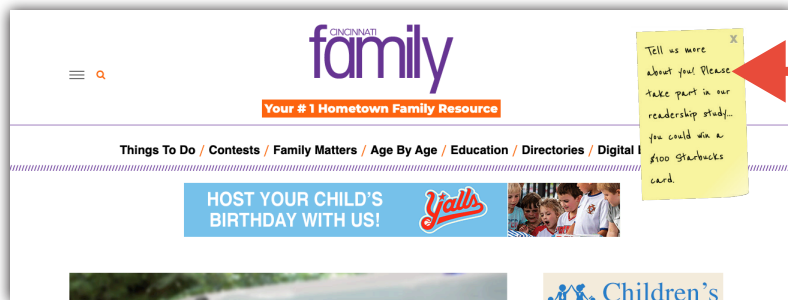
Automatically expands open when page loads, then closes when the user scrolls down

All content below ad moves down to accommodate the ad

Runs for a maximum of one week

Maximum of 4 sold per month

\$100 per day

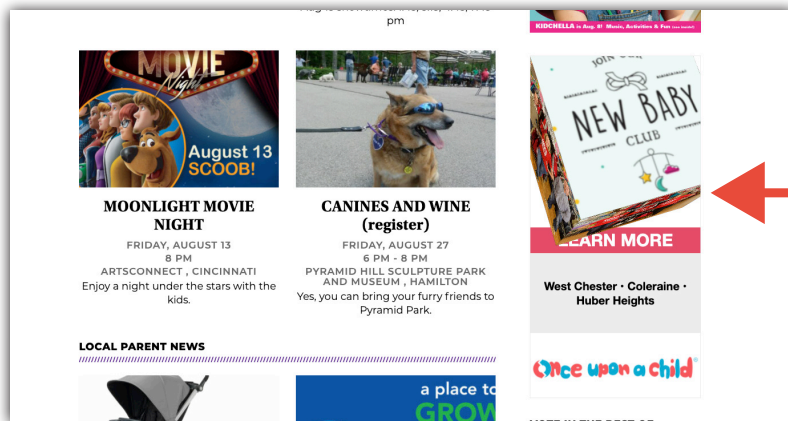


2

## 2. STICKY NOTE

Text only on a sticky note in the upper right corner of the page.

\$200 per week (2 week min.)



3

## 3. THE AMAZING CUBE

Appears in the sidebar

Features 6 of your photos that rotate in a “3D” cube – an intriguing, eye-catching visual effect

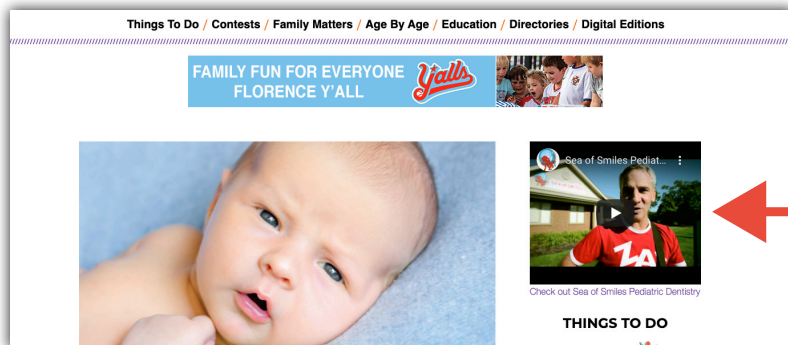
Brief text with each photo, or just one message

Each image can link to a URL, or use just one URL for the ad

Includes your logo and a call to action

Can also link to your social media via small icons on the ad

\$500 per month



4

## 4. PREMIUM VIDEO ADS

Includes slider ads, tower video ad, video sidebar ad, sponsored content ads and more.

\$1,000 per month

# E-MARKETING OPPORTUNITIES

728 X 90 PIXELS



## WEEKEND FAMILY FUN



**Cincinnati Ballet's *The Wizard of Oz* at the Aronoff Center for the Arts**  
Through Nov. 3

Follow the yellow brick road to a land of enchantment with Cincinnati Ballet's *The Wizard of Oz*. Be wowed with dazzling sets, costumes, special effects and even flying monkeys! A special sensory-friendly performance will be held Oct. 30 at

610 X 77 PIXELS

### EDITOR'S PICKS FOR THE WEEKEND:

Friday, Oct. 25:  
**Cincinnati Computer Cooperative's All Treats Halloween at Cincinnati Computer Cooperative**

Saturday, Oct. 26:  
**Books by the Banks at the Duke Energy Convention Center**

Saturday, Oct. 26:  
**Blue Ash Halloween Walk in the Woods at Blue Ash Nature Park**

Sunday, Oct. 27:  
**Trail of Treats at Voice of America MetroPark**

Sunday, Oct. 27:  
**Bear Paddle Trunk or Treat Fundraiser at Bear Paddle**

## FROM THIS MONTH'S ISSUE



### Is It Baby Blues?

Bringing home Baby is life changing. Understanding your emotions is the key to knowing if your post-partum mood is "normal" or not.

**QUICK LINKS**

**ALL EVENTS**  
**PLAN-AHEAD EVENTS**

**JUST FOR YOU:**  
Bundle of Dreams

**MOM REPORT:**  
Fun at Station Road Farm

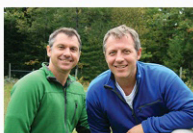
**#WINSday!**  
Our weekly Wednesday Facebook drawing lets you enter to WIN!  
[Visit us on Facebook](#) each week to see what's up for grabs.



[Click Here for Issues!](#)

300 X 300 PIXELS

## THIS MONTH'S GIVEAWAY

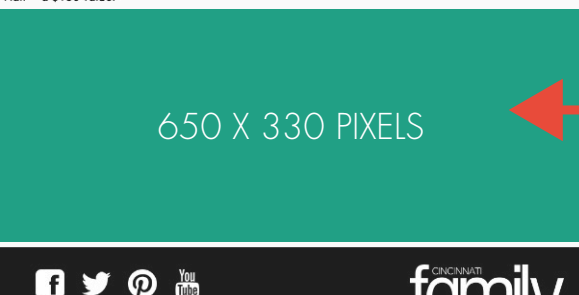


Win tickets to see **WILD KRATTS LIVE 2.0**

We're giving away a family-four pack of tickets for the 2 p.m., Saturday, Nov. 23 showing of *Wild Kratts LIVE 2.0 - Activate Creature Power*.

It's happening at the Aronoff Center for the Arts Procter & Gamble Hall — a \$180 value!

650 X 330 PIXELS



## E-NEWSLETTER BANNERS

	1X	2X	3X	4X
1. PREMIUM BANNER	\$250	\$200	\$175	\$150
2. MIDDLE BANNER	\$250	\$200	\$175	\$150
3. BLOCK AD	\$300	\$275	\$250	\$200
4. BRANDED CONTENT	\$350 One Week			
TEXT ADS	\$50	\$75	\$125	\$150

## EXCLUSIVE E-BLAST

Zoned by county/Zip **25¢** per subscriber  
Full Zone **45¢** per subscriber  
**6,300+** subscribers

## DIRECTORY LISTINGS

### DELUXE LISTING

Logo • (5) Photos • Website link • Contact info & map  
Email contact form • Front-end analytics • Description (100 words)

3 Months	6 Months	12 Months
\$375	\$570	\$600

### FEATURED LISTING

Logo • (10) Photos • Website link • Contact info & map  
Email contact form • Front end analytics • Description (300 words) Featured at top of category pages • (1) Video (YouTube or Vimeo) Facebook and Twitter links • Special offer link

3 Months	6 Months	12 Months
\$600	\$900	\$1200

# GO SOCIAL – WITH OUR FOLLOWERS

At *Cincinnati Family* digital we offer multiple channels to get your message engaged and shared across our social platforms. *Cincinnati Family's* daily analytics show the most engaged following in the Cincinnati and Northern Kentucky area, ranked as number one in the market more than any other local media.

We offer opportunities for our clients to reach moms and families and to target their message as part of a print and digital campaign.



**FACEBOOK SPONSORED POSTS:** Sponsored posts are placed into our news feed. You can offer any type of information that you feel will be of interest to our followers. For an additional fee we will boost your post.



**TWITTER SPONSORED POSTS:** Twitter is a great way to create a digital impression, particularly for events, special happenings and quick news for busy families.



**INSTAGRAM SPONSORED POSTS:** Instagram posts are more pictorial and entertaining, and usually focus on special sale items, events, happenings and experiences. After all, a picture is worth a thousand words.



**FACEBOOK LIVE:** This platform takes the native content (see below) and in a quick view, faster format tells a compelling or entertaining story. Fully produced with video shorts and pictures that engage with a fully laid out story, this social media channel demands more of a production than other native content created by our team of writers, graphic designers and digital strategists to socialize your message of importance (MOI).

*Costs are based upon the number of channels and frequency of digital campaigns purchased.*

*Open rate per social media message is \$200 per post.*

## GO NATIVE

- “Generated Content” specially created to drive incoming links
- Appears as a home page post, categorized and treated like an editorial news post
- Delivery can also include our e-newsletter, social media and e-blast
- Can embed video into posts
- Can attach ads to posts

*Costs are based upon the work involved and channels selected to deliver this message.*

