

# metro family

PRICES EFFECTIVE JULY 1, 2023



OKLAHOMA CITY'S #1 RESOURCE FOR PARENTS



"We love helping local families find fun ways to connect and grow together."

SARAH TAYLOR,  
PUBLISHER



## Award-Winning Guide to Local Family Fun

MetroFamily is an award-winning, comprehensive media company that meets OKC-area parents where they are with the content they crave. Both print and digital content is highly anticipated among MetroFamily readers, and our award-winning content is read by more than 113,000 families every month.

From traditional print to new mediums of advertising, MetroFamily is the #1 pathway to parents in the OKC metro. Our dedicated and experienced sales team can create a plan perfect for your business, nonprofit, attraction or event using print ads, digital ads, calendar spotlights, daily e-newsletter ads, social media, podcast commercials and interviews, contests, content marketing stories, event sponsorship and so much more.

**We have over 25K opt-in e-newsletter subscribers  
(average 40% open rate) and an average of over  
297K pageviews per month on our website.**

Find us @metrofamilyokc



24,260 followers



11,800 followers



9,433 followers

6608 N Western Ave, #458 • OKC, OK 73116 • 405-601-2081 • metrofamilymagazine.com



# Meet our MetroFamily

Our deepest desire is to support family relationships — to help families grow and thrive. Here are some stats that give a glimpse into the lives of our OKC area readers.

• Stats from reader survey, fall 2021

## 79%

of audience is between ages 25-44, skewing younger than most print publications.

## 63%

of audience earn more than \$75,000. Average household income is \$117,423.

## 89%

of audience is college educated.

## 78%

own their own homes; 18.4% rent their home.

## 74%

visit our website at least twice a month (45% of those visit once a week).

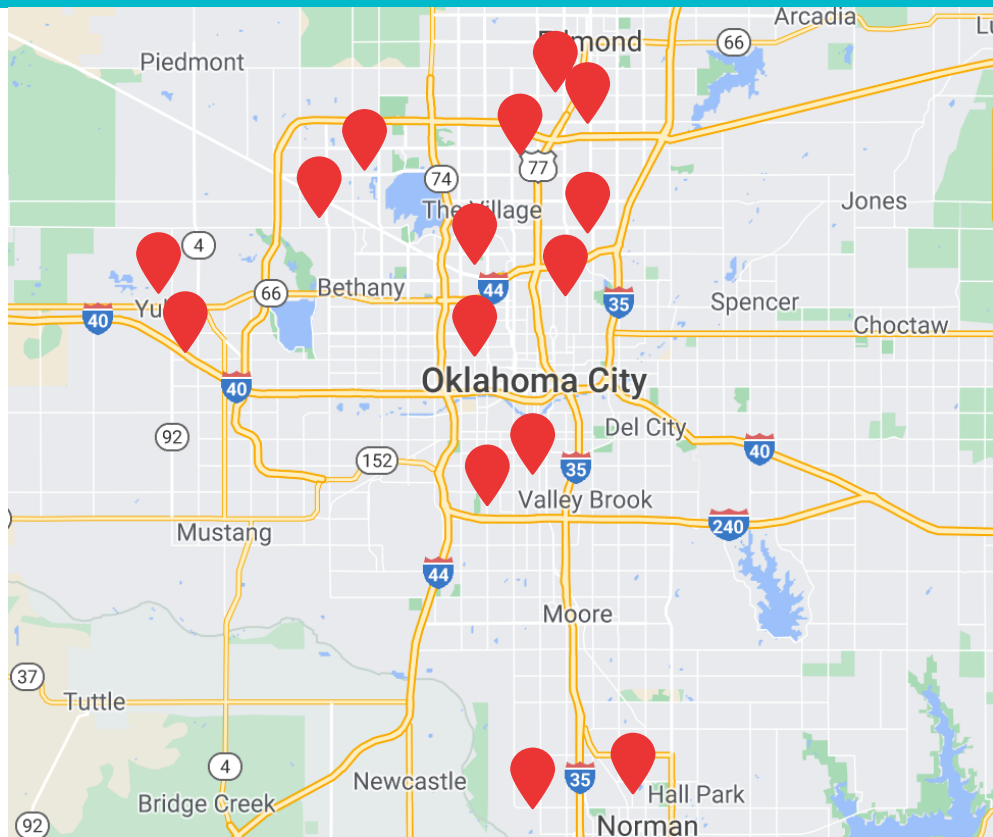
## 51%

of mom readers are employed full time outside the home; a total of 73% are employed.

**Other stats of note:** 83% frequently purchase items advertised in MetroFamily; 46% of our readers use some form of child care; 32% have kids in schools that aren't public; our readers have kids whose ages are primarily between 2 and 15; 40% have two kids under 18 in the home and an additional 24% have more than 2 kids.

## Find a copy of MetroFamily

14,000 copies of MetroFamily Magazine are distributed every other month, 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 (Sprouts, Natural Grocers & Uptown Grocers) and Jimmy's Egg restaurants. MetroFamily Insiders receive print issues in their mailboxes.





"SoccerCity has been using MetroFamily Magazine for over eight years now. We have been thrilled with the results we have received and this has helped get the word out for our children's program. When new customers come in, MetroFamily has consistently been one of the top places people have heard about our program! So much in fact that we are looking to expand our advertising with them! Thanks MetroFamily for all you do!!!"  
Matt Fansher, Soccer City OKC

# MetroFamily Editorial Calendar

## JULY/AUG 2023

**THEME:** Family Favorites

**ADVERTISING/GUIDES:**

- Family Favorites list and advertorials

**EVENT:** Cover Kids Search, Aug. 1-Sept 15

**DATES:**

Space: 6/19/2023

Ads Due: 6/22/2023

On Newsstands: 7/5/2023

## SEPT/OCT 2023

**THEME:** Fall Fun

**ADVERTISING/GUIDES:**

- Fall Fun Guide•
- Fall Break Camps Guide
- Kids Fest sponsor/vendor ad section

**EVENT:** Geekapalooza, A STEAM Festival for Kids

**DATES:**

Space: 8/11/2023

Ads Due: 8/15/2023

On Newsstands: 8/30/2023

## NOV/DEC 2023

**THEME:** Holiday Fun

**ADVERTISING/GUIDES:**

- FACES profiles
- Holiday Fun Guide
- Experiences as Gifts Guide
- Ultimate Holiday Giveaway

**DATES:**

Space: 10/11/2023

Ads Due: 10/17/2023

On Newsstands: 10/31/2023

## JAN/FEB 2024

**THEME:** Education

**ADVERTISING/GUIDES:**

- Education (Private, Charter, preschools, etc)
- Field Trip & Educational Programming
- Cutest Baby Contest
- Awesome Moms Contest

**DATES:**

Space: 12/6/2023

Ads Due: 12/12/2023

On Newsstands: 1/3/2024

## MAR/APR 2024

**THEME:** Summer Camps

**ADVERTISING/GUIDES:**

- Summer Camp Guide
- Spring Break Camp Guide
- Homeschool Resources

**EVENT:** OKC Thrive Fest, early April

**DATES:**

Space: 2/7/2024

Ads Due: 2/13/2024

On Newsstands: 2/28/2024

## MAY/JUNE 2024

**THEME:** Summer Fun & Travel

**ADVERTISING/GUIDES:**

- ULTIMATE Summer Fun Guide (& Giveaway)
- Summer Camps, continued
- Awesome Moms revealed

**EVENT:** Kids Fest, early June

**DATES:**

Space: 4/10/2024

Ads Due: 4/16/2024

On Newsstands: 5/1/2024

## Contact Us Today

Dana Price, 405-306-9935, [dana@metrofamilymagazine.com](mailto:dana@metrofamilymagazine.com)  
Sarah Taylor, 405-818-5025, [sarah@metrofamilymagazine.com](mailto:sarah@metrofamilymagazine.com)



# Print Rates

Full page*	\$1999
2/3*	\$1499
1/2*	\$1299
1/2	\$999
1/3V or H*	\$999
1/3 square	\$799
1/4	\$499
1/8H	\$279

\* These sizes are only one ad per page, meaning you get 100% share of voice on that page.

## Special Placement Fees

Additional \$350 for back cover; \$250 for inside front cover; \$200 for inside back cover & page 3; 10% special placement fee for other page requests.

Packages of all sizes and lengths of contract using any and all of our products can be created to fit your needs, with special perks available to those whose package value is over \$6K. Your account executive will be happy to work with you to create the perfect plan to reach parents in OKC who are looking for YOUR business, event or service.

# Digital Rates

## Content Marketing

Online Only Story	\$999
1.5 page print, plus receive online only benefits	\$2,999

<b>Raising OKC Kids video podcast</b>	\$999
Promoted via our e-newsletter and social media	

<b>Social Media Post</b>	\$349
Facebook & Instagram, available only within a package of other advertising	

<b>Contests/Promotions</b>	\$1,299/contest
Our readers love contests and sponsors benefit from social media, e-newsletter and web promotion. Plus sponsors get the additional benefit of being able to ask for e-mail sign-ups and another marketing question (an easy, quick survey of our readers).	

<b>Sponsor one of our annual contests</b>	Ranges from
Receive numerous print and digital ad perks plus get lots of branding perks by sponsoring one of these popular contests.	\$1,299 to \$2,999/contest

# Digital, Cont.

## Monthly Website Ads

### Run of site, desktop and mobile

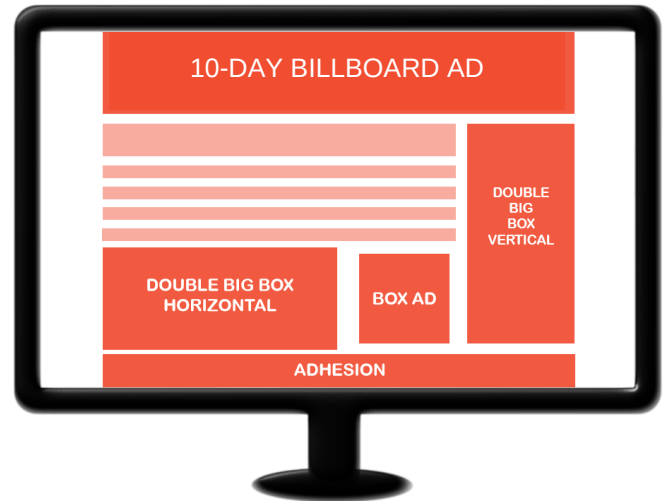
Box Ad	300x250	\$249
Double Big Box Vertical	300x600	\$349
Double Big Box Horizontal	800x400	\$429
Calendar Leaderboard/ Sponsorship	800x100 & 300x100	\$549
Calendar Inclusion	800x100	\$349
<b>NEW:</b> 4X1 rectangle	800x200	\$379

### 10-Day Billboard Ad

Run of Site Billboard	970x250	\$549
-----------------------	---------	-------

### 10-Day Adhesion Ad

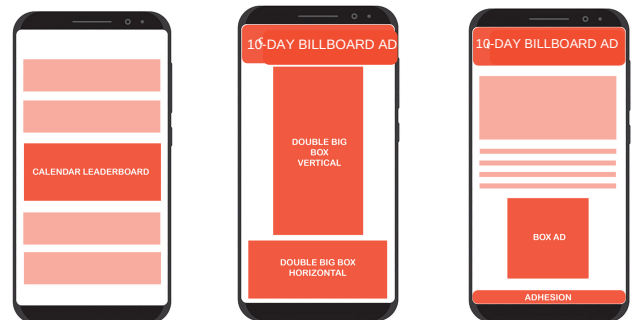
Run of Site "Sticky" ad	800x200	\$549
-------------------------	---------	-------



## Weekday Email Newsletter

Box Ad	300x250	\$199
Double Big Box (H)	800x400	\$299
<b>NEW:</b> 4X1 rectangle	800x200	\$279
Featured Content*	Picture, text and link	\$299

(\*Limited to one featured ad per issue.)



## Dedicated Email Send Options

Dedicated E-Blast	600Wx800H+	\$999
-------------------	------------	-------

<b>Participation</b> in topical e-blasts featuring special events (like Fall Fun and VBS) or resources (like private schools and summer camps).	Logo, text and link	\$299
---	---------------------	-------



*Metro Family Magazine has been an incredible resource for my family for many years!*

*Thank you for your reassurance and committing to remain true to your own values.*

**-Brittany C., Reader**



## Sponsored & Premium Directory Listings

Two levels of directory listings are offered, Sponsored at the top and Premium under that section. All paid listings are provided with the added value of SEO and therefore have the potential to boost your brand beyond MetroFamily's website.

### Sponsored Directory Listing \$999/year

Top placement. Limited availability.  
Social feed. Video. Limit 5.

### Premium Directory Listing \$799/year

Top placement under Sponsored Listings. Social feed.

## Calendar & Resource Listing Enhancements

Help your event stand out on our popular online and print calendars.

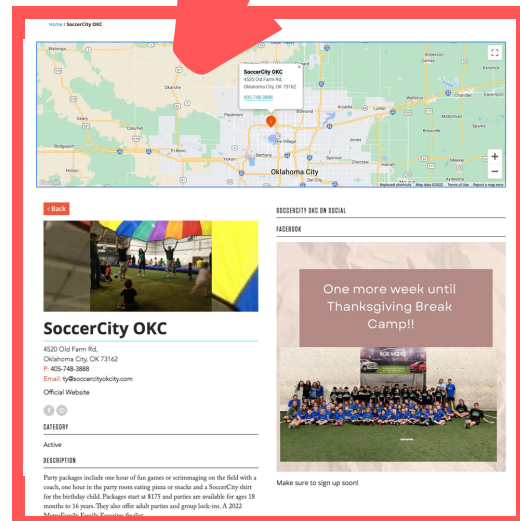
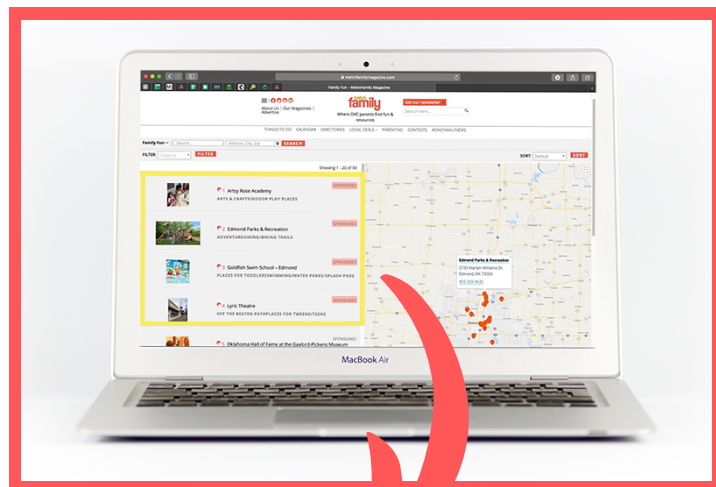
### Featured Calendar Listing (online) \$249/two weeks

Our popular lists can be sponsored, putting your brand right at the top of the page where people are looking. Includes photo, info and listing highlighted. Examples of our guides: Swim Lesson Guide, Fall Fun Guide, VBS Guide, Kids Eat Free Guides.

### List Sponsorship \$999/list/year

### List Participation \$299/list

OR stand out with a highlighted listing on our popular seasonal guides such as those listed above.



Nov. 19-Jan. 2  
**Yukon Ice Rink** at Chisholm Trail Park (500 W Vandament, Yukon) features outdoor ice skating on 4,100 square feet of real ice. \$13; \$10 without skate rental & for kids 5 & under. Monday-Thursday, 3-9 p.m.; Friday, 3-10 p.m.; Saturday, noon-10 p.m.; Sunday, noon-9 p.m.

Nov. 21-23  
**OKC Parks Day Camp – Thanksgiving 2022** at Foster Recreation Center (614 NE 4th St) features fun and exciting games that allow campers to make new friends, swimming, crafts and field trips around OKC. For ages 6-12. \$75. 8 a.m.-5 p.m. [okc.gov/parksignup](http://okc.gov/parksignup)

**Thanksgiving Break Volleyball Camp** at The Station Recreation Center (700 S Broadway Ave, Moore) teaches basic techniques to help young athletes improve their volleyball skills. For ages 6-12. Preregister. \$55. 9 a.m.-noon. [cityofmoore.com](http://cityofmoore.com)

#### Reading Time: 3 minutes

Between the gifts, the parties, the travel and the extra household guests, Christmas can get expensive. Here are 15 ways to celebrate the holiday in Oklahoma City without spending a dime. Find more information about all these activities on [our online calendar](#).

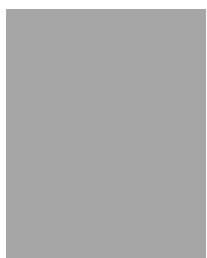


This list is generously sponsored by **New Covenant United Methodist Church**. New Covenant is hosting a Christmas Eve service designed especially for families! Families can sit together and enjoy learning and laughing while playing games, singing holiday songs, hearing the Christmas story in a fun way, and ending with a kid-friendly candlelight element during this **Family Christmas Eve service**.

1. Tour downtown for free when the **OKC Streetcars** offer **complimentary fares** on the weekends Nov. 18 – Jan. 1 in celebration of their anniversary and the holiday season.

**Dana Price, 405-306-9935, [dana@metrofamilymagazine.com](mailto:dana@metrofamilymagazine.com)**  
**Sarah Taylor, 405-818-5025, [sarah@metrofamilymagazine.com](mailto:sarah@metrofamilymagazine.com)**

# 2023 Print & Digital Specifications • MetroFamily



## Full page full bleed ad

Bleed: 8.875" X 11.375"

Trim: 8.375" X 10.875"

Safety margin: 8" X 10.5"



## 2/3 page full-bleed ad

Bleed: 5.9" X 11.375"

Trim: 5.4" X 10.875"

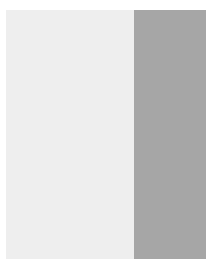
Safety margin: 5" X 10.5"



## Half page ad

Trim: 7.375" X 4.75"

Bleed: None



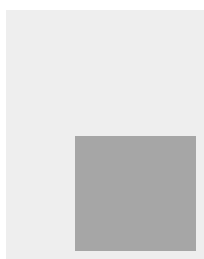
## 1/3 page vertical ad

Bleed: 3.35" X 11.375"

Trim: 2.85" X 10.875"

Safety margin:

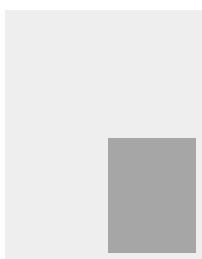
2.425" X 10.5"



## 1/3 page square ad

Trim: 4.8542" X 4.75"

Bleed: None



## 1/4 page ad

Trim: 3.625" x 4.75"

Bleed: None

## Ad Submissions

- The required file format is CMYK, high-resolution (300dpi) PDF with fonts embedded or an EPS file with its fonts converted to paths (outlines). All elements in RGB or spot colors will be converted to CMYK. This process can result in changes of color appearance.
- Do NOT use crop marks.
- All text and important graphics should be included within the safety margin.
- Upload your ads to the provided portal link or send them to [ad\\_delivery@metrofamilymagazine.com](mailto:ad_delivery@metrofamilymagazine.com).

## Additional ad sizes:

- 1/8 ad: 3.625" wide x 2.3125" tall
- 1/12 ad (available with special packages): 2.375" wide x 2.3125" tall

## Digital ad specs:

- All digital ads should be sent as web-ready png or jpg files, with the URL that the ad connects to.
- Ad sizes are listed in the pricing section of our media kit as WXH in pixels.

## Conditions of Advertising

The publisher reserves the right to refuse any advertisement at any time. The advertiser assumes total liability for ad content and full responsibility for any claims, expenses or losses arising from such content. Liability for any production error(s) appearing in advertisements produced by MetroFamily Ad Production Dept. are limited to a corrected repeat insertion upon payment of incorrect ad. Credit may be extended to established businesses with a signed contract and approved credit application. Prepayment is required for all political, transient, and single event ads, and for all ads valued under \$300 (payment expected by credit/debit card). Ad space ordered but not on a signed contract with approved credit must be paid prior to publication. MasterCard, Visa, American Express and Discover credit card payments are accepted. Invoices are due upon receipt. Invoices will be considered delinquent and subject to an interest charge of 1.5% per month (18% annual) on accounts 30 days past due. Bonus amounts earned for qualified contracts are canceled if contract is broken.

**Dana Price, 405-306-9935, [dana@metrofamilymagazine.com](mailto:dana@metrofamilymagazine.com)**

**Sarah Taylor, 405-818-5025, [sarah@metrofamilymagazine.com](mailto:sarah@metrofamilymagazine.com)**