



Special Ad Packages for 1st Place and Top 5 **WINNERS**



Ads and
photos due
June 11

FAMILY FAVORITE **PLATINUM Package: \$1099**

- FULL PAGE (8.12 W x 10.3 H), full color advertisement in the Family Favorites July magazine
- WINNER PLAQUE
- WINNER POSTER customized, exclusive 8x10 poster, digital image. *Designed especially for you by our FredParent team for printing and framing*
- WINDOW CLING to proudly display in your business announcing you have been VOTED a FAMILY FAVORITE
- RESERVED COPY of the July 2024, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2024 FAMILY FAVORITES GUIDE
- BADGE. A "VOTED FAMILY FAVORITE" badge which you can include in all print and digital materials
- BRAGGING RIGHTS!

*special advertising rates valid for up to six-months

FAMILY FAVORITE **GOLD Package: \$799**

- HALF PAGE (8.12 W x 5 H), full color advertisement in the Family Favorites July magazine
- WINNER PLAQUE
- WINDOW CLING to proudly display in your business announcing you have been VOTED a FAMILY FAVORITE
- RESERVED COPY of the July 2024, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2024 FAMILY FAVORITES GUIDE
- BADGE. A "VOTED FAMILY FAVORITE" badge which you can include in all print and digital materials
- BRAGGING RIGHTS!

*special advertising rates valid for up to six-months

FAMILY FAVORITE **SILVER Package: \$599**

- QUARTER PAGE (8.12 W x 2.3 H), full color advertisement in the Family Favorites July magazine
- WINDOW CLING to proudly display in your business announcing you have been VOTED a FAMILY FAVORITE
- RESERVED COPY of the July 2024, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2024 FAMILY FAVORITES GUIDE
- BADGE. A "VOTED FAMILY FAVORITE" badge which you can include in all print and digital materials
- BRAGGING RIGHTS!

*special advertising rates valid for up to six-months

ADD-ON TO ANY PACKAGE ABOVE:

- Customized, exclusive "Winner" 8x10 poster size digital image featuring your business and designed especially for you by our FredParent team to print and frame \$119 for your digital copy
- Winner Plaque \$119
- Extra Window Cling(s) \$11 per cling
- Extra copies of the July magazine(s) \$5 per copy
- Want to be part of the Family Favorite magazine REPRINT in January 2025?
- Stay with us and advertise beyond the July Family Favorites issue; take 15 percent off every package above!

CONGRATULATIONS!

2024 family FAVORITES

You're a FAVORITE with FredParents!

FredParent has been THE resource for area families for over 20 years and YOU'VE been voted by our readers as a TOP 5 FAMILY FAVORITE!

By capitalizing on your amazing reputation (& maybe some savvy social media and face-to-face interactions), your business has been voted as a TOP 5 FINALIST of your FREDPARENT FAMILY FAVORITE category.



First Place winners (and top 5 finalists) will be announced in our **JULY 2024 FAMILY FAVORITES** special issue.

A list of Finalists and Winners will be available 24/7 on www.FredericksburgParent.NET.

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FredParent's print magazine reaches **67% (24,000)** families in our region.

www.FredericksburgParent.net receives more than **51,000 views** a month.

About a typical FredParent reader and FAMILY FAVORITE Voter

- Spends 34 minutes reading one issue
- 97% use the advertising to make purchasing decisions
- 85% have read at least three of the last four issues
- 79% are the primary shopper for their family
- 78% do NOT subscribe to the local daily paper
- 70% have a college degree or some college
- 43% are employed outside the home full time
- 25% are employed part time
- 71% share the magazine with a friend
- 78% have income over \$75,000.00
- Have an average of 2.2 kids under 18



PRINT - Magazine distribution to 7 counties in over 500 locations with a 97% pick up rate and 3.2 pass along rate. Exclusively distributed in all Quantico Welcome Aboard Packages, in all maternity wards, new mother packages, prenatal packages and more.



SOCIAL MEDIA

More than 11,000+ monthly active users with an average of 2,600 interactive responses.

There is only a 10% overlap from web to print, making FredParent the only real MULTI-MEDIA parenting resource, **touching distinctly different audiences.**