



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 2025, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2025 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 2025, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2025 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 2025, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2025 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 2026?
- Stay with us and advertise beyond the July Family Favorites issue; take 15 percent off every package above!

FredParents' 2025 family FAVORITES



CONGRATULATIONS!

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 2025 FAMILY FAVORITES** special issue.



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

Ads and photos due June 11



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

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



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.

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

fredericksburg
parent
..... & family



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.**