



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



Ads and  
photos due  
JUNE 5

## 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 2026, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2026 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 2026, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2026 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 2026, Family Favorites Magazine
- PROMINENT LISTING in the JULY 2026 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 DIGITAL-ONLY Package: \$699

- Winner Email Blast to all voters and subscribers
- Social Media package to include both an Instagram and Facebook post featuring your business
- Digital Badge you can include in all future promotions
- In-Content Digital Link in up to two Family Favorite-related, digital articles

*New for 2026!*

### ADD-ON TO ANY PACKAGE ABOVE:

- Winner plaque \$119
- Extra window cling(s) \$11 per cling
- Extra copies of the July magazine(s) \$6 per copy
- Stay with us and advertise beyond the July Family Favorites issue; take 15 percent off every package above!
- Add Digital-Only package to any Platinum, Gold, or Silver package for just \$199



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 2026 FAMILY FAVORITES special issue.



A list of Finalists and Winners will be available 24/7 on [www.FredericksburgParent.NET](http://www.FredericksburgParent.NET).

Ads and photos due June 5



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

[www.FredericksburgParent.net](http://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.