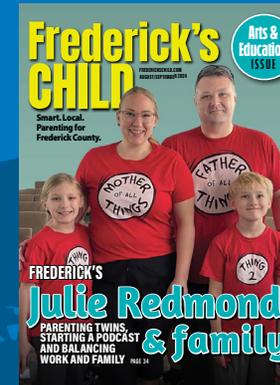
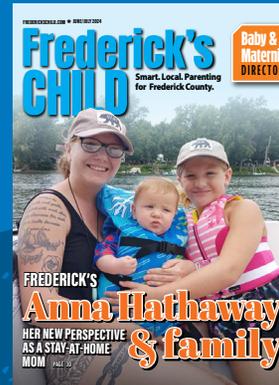
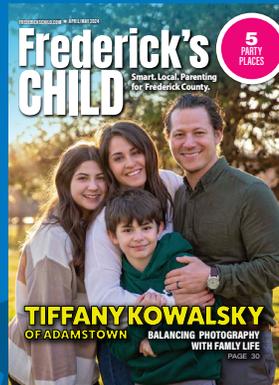


# Frederick's CHILD

# Media Guide

2025

Smart. Local.  
Parenting for  
Frederick County.



advertising@frederickschild.com | 301-230-2222 ext. 2

FredericksChild.com

## Magazine Reach

Frederick's Child is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in Frederick County.

## Newsstand

- 100% pickup

## Magazine Audience

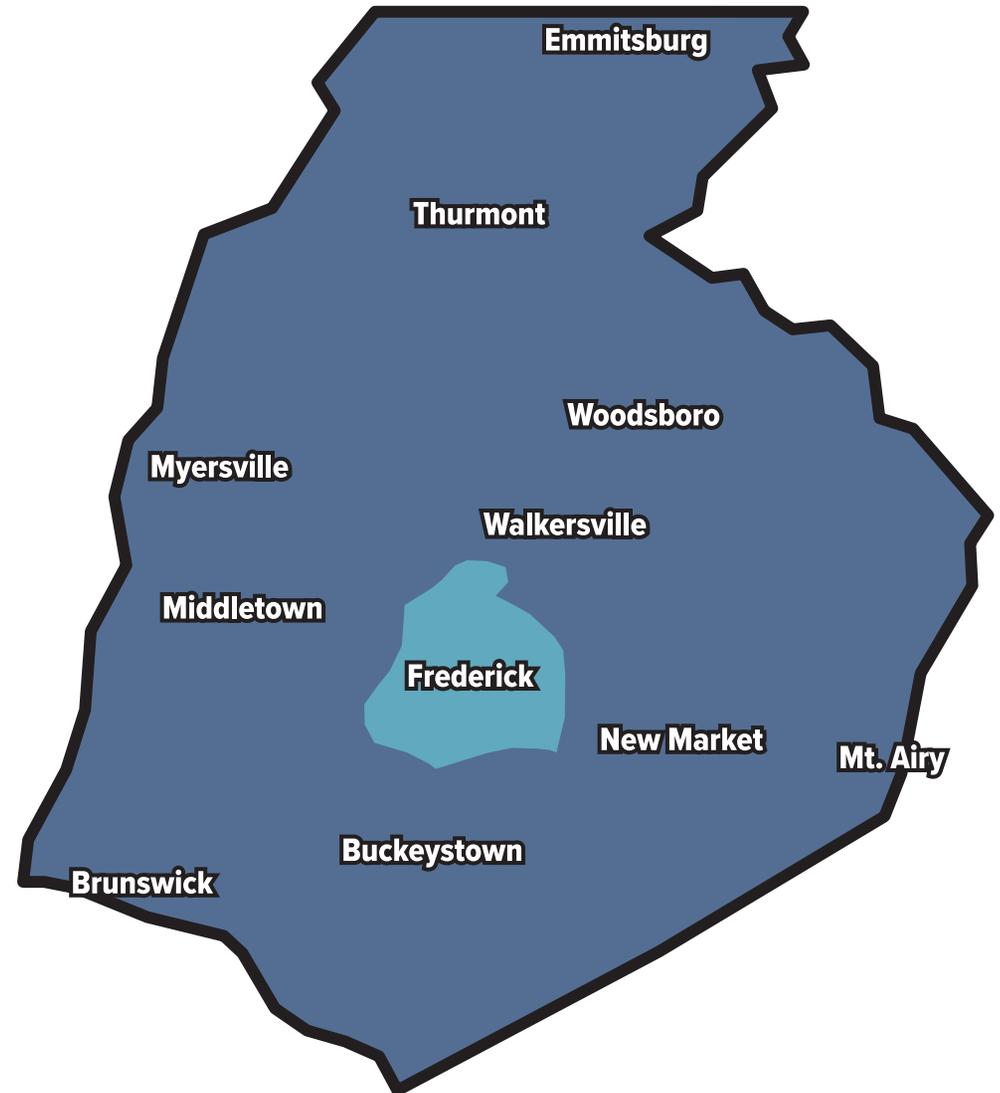
Targeted Email

- 100% Female
- 100% Children Ages 0-12
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+

**41,500**  
Magazines  
distributed with  
a mix of print  
and digital.

## Survey Results

- 89%** Look for Entertainment and Things to Do
- 88%** Preferred to read Magazines
- 88%** Look for Local Parenting News
- 87%** Use ads in FC to make buying decisions
- 75%** Use ads for Sales and Specials
- 63%** Use ads for information about products and services



## February/March

Sales Deadline January 15  
Camera Ready Ads Due January 17

### Magazine

- Camps and Summer Programs
- BIG Book for Families
- Valentine's Day
- Spring Events
- Travel: Kent and Queen Anne's Counties
- National Children's Dental Health Month

*Directories: Camps and Summer Programs, Dental, Education Guide, Family Entertainment*  
*Advertorial Focus: Open Houses, Camps*

## August/September

Sales Deadline July 16  
Camera Ready Ads Due July 18

### Magazine

- Big Book of Education
- Family Wellness
- After School Activities
- The Arts: Visual, Dance and Theatre
- Apple Picking
- Travel: Sports Trips

*Directories: Open House Dates, Medical, Aftercare*  
*Advertorial Focus: Open House Dates, Medical, Aftercare*

## April/May

Sales Deadline March 12  
Camera Ready Ads Due March 14

### Magazine

- Health & Fitness/Sports
- Amusement Parks and Carnivals
- Spring Events
- Musical Theatre
- Parties
- Mother's Day
- Travel: Deep Creek and West Virginia

*Directories: Camps and Summer Programs, Sports, Parties, Performing Arts*  
*Advertorial Focus: Camps, Parties*

## October/November

Sales Deadline September 17  
Camera Ready Ads Due September 19

### Magazine

- Special Needs Resource Guide
- Fall Fun & Holiday Countdown
- Independent Schools, Preschool and Day Care
- Charitable Giving
- National Adoption Month
- Children's Mental Health Month
- Mom Health
- Travel: Winter Sports Preview

*Directories: Independent Schools, Preschool and Day Care*  
*Advertorial Focus: Special Needs, Arts, Education, Preschool*

## June/July

Sales Deadline May 14  
Camera Ready Ads Due May 16

### Magazine

- 100 Days of Summer
- Pregnancy
- Father's Day
- Favorite Docs/Dentists
- Special Needs
- Travel: Explore the Mid-Atlantic

*Directories: Pregnancy Guide, Special Needs, Medical*  
*Advertorial Focus: OB/GYN & Pediatrics, Dentists/Orthodontists, Special Needs*

## December/January

Sales Deadline November 10  
Camera Ready Ads Due November 12

### Magazine

- Readers' Choice
- Holiday Happenings
- Family Health
- Camps
- Preschool and Childcare
- Travel: Virginia

*Directories: Holiday Gift Guide, Camps; Preschool/Day Care, Education Open House*  
*Advertorial Focus: Charitable Giving, Open Houses, Camps, Preschool*

## January

### Newsletters:

- School Open Houses
- Camps and Activities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Focus on Camps and Activities

## February

- Expanded Digital Magazine
- BIG Book for Families Digital Magazine

### Newsletters:

- Medical
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Focus on Camps and Activities

## March

### Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Focus on Camps and Activities

## April

- Expanded Digital Magazine

### Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Spring Events and Sports

## May

### Newsletters:

- Party Planning
- Last Chance Camps
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Spring Events and Sports

## June

- Expanded Digital Magazine
- Summer Fun Guide Digital Magazine

### Newsletters:

- Medical
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media:

- 100 Days of Summer

## July

### Newsletters:

- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media:

- 100 Days of Summer

## August

- Expanded Digital Magazine
- BIG Book of Education Digital Magazine

### Newsletters:

- Medical
- Back To School
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media:

- 100 Days of Summer

## September

### Newsletters:

- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media

- Focus on Education

## October

- Expanded Digital Magazine
- Special Needs Resource Guide Digital Magazine

### Newsletters:

- Medical
- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

### Website and Social Media:

- Focus on Education / The Arts

## November

### Newsletters:

- Education / Preschool
- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

## December

- Expanded Digital Magazine

### Newsletters:

- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Size	Width" x Height"	1x	3x	6x	ADD VIDEO	ADD SLIDESHOW
Premium Positions Inside Front, Inside Back, Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	\$1375	\$1275	\$1175	\$500	\$250
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	1130	1025	920	500	250
Full Page	7.125" x 9.4375"	1130	1025	920	500	250
1/2 Page Horizontal	7.125" x 4.625"	640	590	535	500	250
1/2 Page Vertical	3.5" x 9.4375"	640	590	535	500	250
1/3 Page Square	4.75" x 4.625"	500	475	450		
1/3 Page Vertical	4.75" x 4.625"	500	475	450		
1/4 Page	3.5" x 4.625"	420	395	370		
1/6 Page Square	3.5" x 3.0625"	370	340	315		
1/6 Page Vertical	2.25" x 4.625"	370	340	315		
1/8 Page	3.5" x 2.25"	290	265	240		

Trim Size is 8.125 x 10.625 | \*All prices are per ad insertion. Rates are net, non-commissionable.

Effective January 1, 2025

# Frederick's CHILD

# DIGITAL Advertising Rates

## WEBSITE ADS

### JUMBO LEADERBOARD

994 pixels x 100 pixels  
1 MONTH \$200

*Jumbo leaderboard appears on the home page.*

### IN-ARTICLE ADVERTISING

468 x 60 pixels  
1 MONTH \$450  
3 MONTHS 325  
6 MONTHS 250

*These ads appear within an article on our website.*

## ADDITIONAL WEBSITE OPTIONS

### DIRECTORY LINK & LOGO

Adjustable size  
1 YEAR \$499

*Logo, URL and description.*

### CONTENT HUB

Adjustable size  
1 YEAR \$250

*Photo, 100 word write-up and contact information. Links to sponsored content if available.*

### WEB PACKAGE

1 YEAR \$699

*Includes both Directory Link & Logo and the Content Hub.*

### PREMIUM JUMBO TILE AD

300 pixels x 250 pixels  
1 MONTH \$699

*Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.*

### STANDARD TILE ADS

300 x 250 pixels  
1 MONTH \$200

*Tile ad appears on the home page and all other pages throughout the website.*

## SPONSORED CONTENT

### STORY

500 Maximum Words  
1 MONTH \$299

*The article title is listed on our home page for one month under "Sponsored Articles."*

### STORY WITH VIDEO

1 MONTH \$399  
*Up to 60 seconds*

## EMAIL MARKETING

### ELETTER

600 x 90 pixels

BANNER AD  
\$349

SPONSORED CONTENT  
\$700

### THEMES:

WEEKLY EVENTS  
MEDICAL  
TRAVEL  
EDUCATION  
CAMP  
PARTIES

### EBLAST\*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$599

*To our opted-in database*

### PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750

*30,000 targeted emails to area parents with children pre-K to 8th grade.*

### COMBO PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$999

*30,000 targeted emails plus our opt-in subscriber emails*

## PROGRAMMATIC AUDIENCE EXTENSION

### ★ GOOD — 50,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 2 locations  
Publisher site retargeting — **\$600 per month**

### ★★ BETTER — 75,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 4 locations  
Publisher site retargeting — **\$900 per month**

### ★★★ BEST — 100,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 10 miles of your location  
Keyword retargeting • Geo-fencing of up to 5 locations  
Publisher site retargeting • Advertiser site retargeting (*requires pixel placement*) — **\$1,200 per month**

### AD SIZES

320x50	300x50	300x250	728x90	160x600
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*\*For a single business location only.*

*\*\*Client supplies five keywords for us to build from.*

*\*\*\*Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*\*\*\*\*Three-month campaign minimum*

## SOCIAL MEDIA

FACEBOOK OR INSTAGRAM \$250/POST

*Image and short write-up.*

\*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.

*Rates are net, non-commissionable. Effective January 1, 2025*