

Families First Monthly

Advertising Rate Sheet

“SPEAK TO” THE #1 CONSUMER GROUP

Your ads will get NOTICED when you advertise in Families First Monthly. This publication caters to one of the hottest consumer markets - FAMILIES. These readers are in a special stage in their lives and they have very specific WANTS and NEEDS. Families First Monthly offers support to parents at every age and stage of child rearing: from learning to walk, to learning to drive, and off to college (also adults taking care of our own adult parents). You the advertiser have a fantastic avenue to speak to this number one consumer group. Our readers are loyal, enjoy reading the editorial content and DO notice our display ads. The content together with the ads are what make us a perfect RESOURCE for parents.

— SIX ISSUES PER YEAR —

Feb/Mar	Party Planning Issue/Winter Fun
April/May	Mother’s Day Gift Guide/Earth Day
June/July	Summer Fun/Father’s Day
Aug/Sept	End of Summer/Back to School
Oct/Nov	Annual Baby Issue/Halloween/ Thanksgiving/Holiday
Dec/Jan	Holiday & Winter Fun

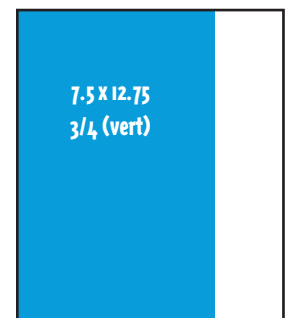
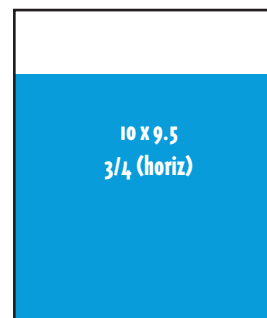
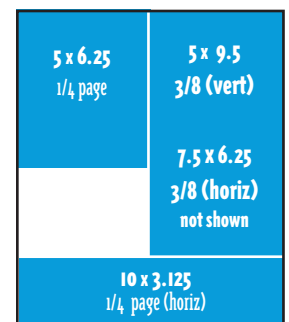
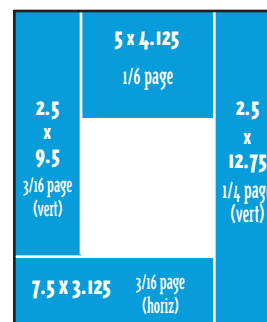
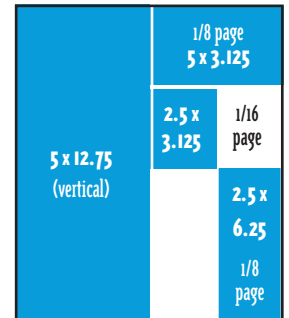
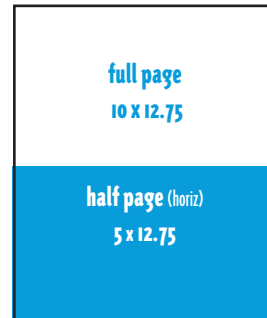
Ad Deadline: 20th of the month prior to the issue

Families First Monthly is distributed FREE on newsstands. We distribute 9-12,000 copies depending on season. Over 290 distribution sites in four counties - Grand Traverse, Leelanau, Benzie & Antrim

RATES PER ISSUE

AD DESIGN: Included free of Charge

	1 issue	2-5	6
1/16	\$100	\$85	\$76
1/8	\$145	\$130	\$114
1/6	\$185	\$165	\$155
3/16	\$240	\$210	\$190
1/4	\$260	\$225	\$205
3/8	\$365	\$335	\$310
1/2	\$470	\$440	\$405
3/4	\$690	\$640	\$590
full	\$875	\$740	\$695



- Non-profit, subtract 10% • Pre-paid discount 5%
- Spot Color: \$40 per color; Four color: available - \$120
- FAMILY DIRECTORY: Mini display ads - ask for rates
- Inserts: Quotes Available
- Files Accepted: PDF files preferred (all fonts embedded) jpeg & tiff files; InDesign (Mac OS), Illustrator; Color files must be in cmyk format, photos 200-300 dpi

CALL OR EMAIL LAURA LEE KALCHIK TODAY TO RESERVE YOUR SPACE

ad sizes are in inches width x height