Washington FAMILY MEDIA KIT 2022

washingtonfamily.com

TARGET MORE THAN 154,000 PARENTS IN THE DMV

Print | Digital |

p 301.230-2222, ext. 2 | advertising@washingtonfamily.com | washingtonfamily.com
11900 Parklawn Dr., #300 | Rockville, MD 20852 | Please submit ad materials to ads@washingtonfamily.com

Washington FAMILY

LOCAL. TIMELY. RELEVANT.

AUDIENCE & DEMOGRAPHICS

Washington FAMILY is the go-to resource for D.C. area parents. For more than 25 years, our magazine, website, eNewsletter and social media outlets have reached tens of thousands of affluent and educated local moms and dads in D.C., Maryland and Northern Virginia.

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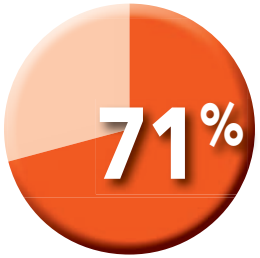
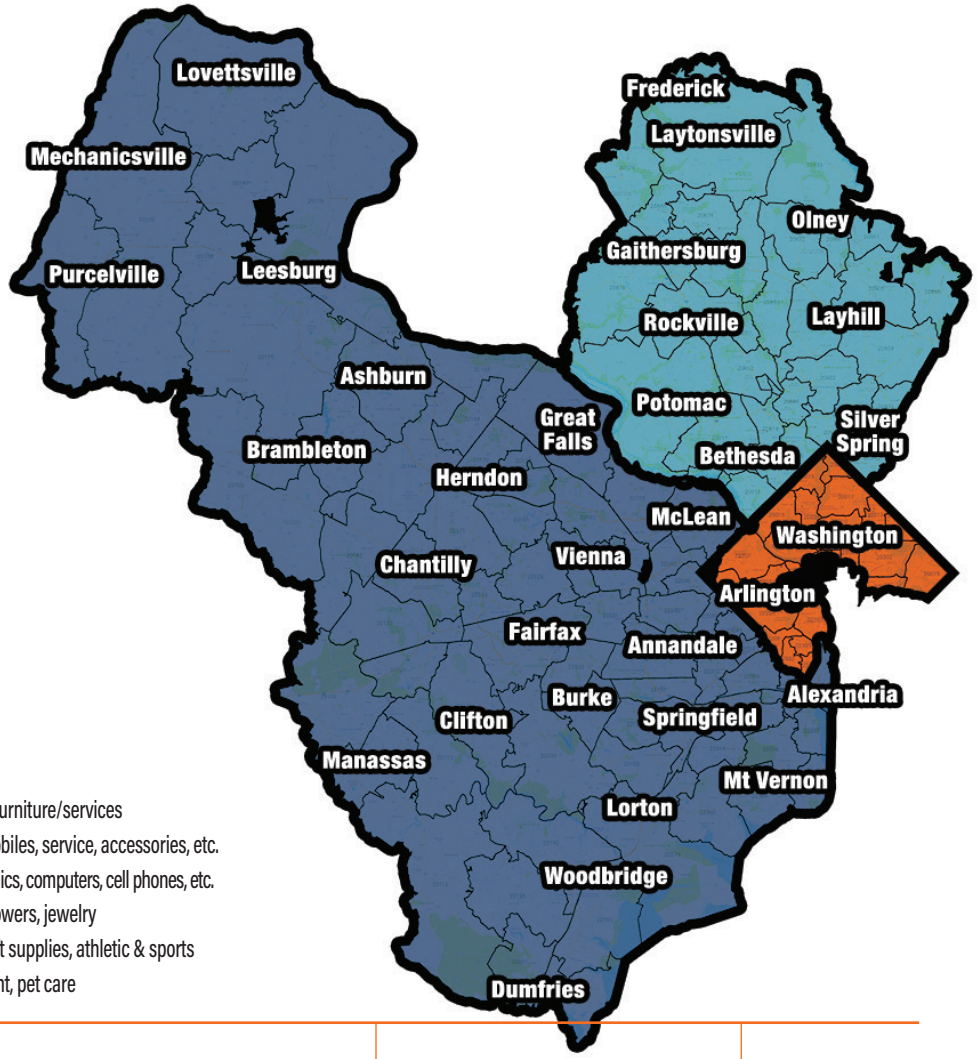


use ads in Washington FAMILY to make purchasing decisions*



TOP 10 PURCHASING HABITS

1. Apparel for the whole family
2. Entertainment, dining, and travel
3. Healthcare
4. Education/childcare
5. Financial planning/legal advice
6. Home/furniture/services
7. Automobiles, service, accessories, etc.
8. Electronics, computers, cell phones, etc.
9. Gifts, flowers, jewelry
10. Art & craft supplies, athletic & sports equipment, pet care

HOMEOWNERS
90.8%

COLLEGE GRADUATE
77%

MEDIAN HOUSEHOLD INCOME
Over $100,000 – 70%
Over $200,000 – 22%

AVERAGE FAMILY SIZE
3.36

Publication Audit Report by Circulation Verification Council

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2022 EDITORIAL CALENDAR

PUB DATE	THEME	DIRECTORIES	SPECIAL ADVERTISING SECTION & SPOTLIGHT	SALES DEADLINE	CAMERA READY ADS DUE
JANUARY	Camps, Indoor Fun	Overnight Camps	School Open Houses Spotlight on Camps	December 15	December 17
FEBRUARY	Camps and Summer Programs Valentine's Day	Camps and Summer Programs, Education Guide	School Open Houses Spotlight on Camps	January 12	January 14
MARCH	Youth Arts | Education	Camp, Family Entertainment	Camps	February 9	February 11
APRIL	Health & Fitness/Sports Easter & Passover Events	Sports, Camp	Spotlight on Camps	March 16	March 18
MAY	Party | Teachers of the Year, Mother's Day	Party		April 13	April 15
JUNE	Summer Fun with Expanded Calendar Pregnancy | Father's Day | Dental Health	Pregnancy Guide	Spotlight on OB/GYN & Pediatrics, Dentists/Orthodontists	May 11	May 13
JULY	Special Needs | **Best for Families**	Special Needs	Spotlight on Special Needs	June 15	June 17
AUGUST	Back-to-School	Open House Dates, Back-to-School Guide, Medical, Aftercare		July 13	July 15
SEPTEMBER	Education | The Arts | Dance | Theatre	Arts, Open House Dates, Education Guide	Spotlight on Preschool	August 17	August 19
OCTOBER	Private Schools | Halloween Happenings Mom Health, Resource Guide for Families of Children with Special Needs	Private Schools	Spotlight on Arts & Education Spotlight on Special Needs	September 14	September 16
NOVEMBER	Preschool and Day Care | Santa Sightings Charitable Giving | National Adoption Month	Open House Dates, Preschool and Day Care	Spotlight on Preschool	October 12	October 14
DECEMBER	Holiday Happenings | Gift Guide Charitable Giving | Family Health	Holiday Gift Guide		November 9	November 11

All themes/directories are subject to change.

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Print & Digital Magazine

PRINT ADVERTISING RATES

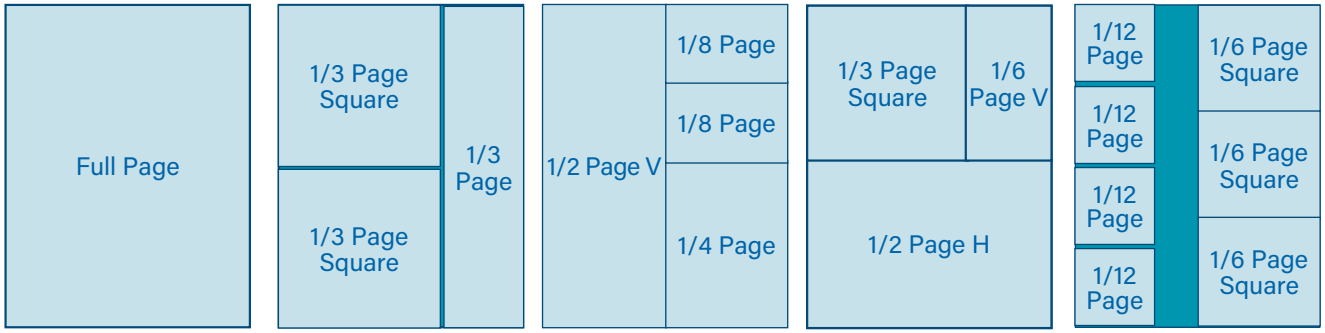
Effective January 1, 2022

Reach an affluent audience of 85,000 engaged parents with WF's print & digital magazine.

Size	Width" x Height"	1-2x	3-5x	6-11x	12x
Front Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	$2699 (includes: Photo Shoot, Front Cover Mention, Full Page ad or Sponsorship Ad)			
Premium Positions (Cover pages)	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	$2475	$2352	$2231	$2122
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2500	2250	1850	1535
Full Page	7.125" x 9.4375"	2500	2250	1850	1535
1/2 Page Horizontal	7.125" x 4.625"	1679	1469	1159	959
1/2 Page Vertical	3.5" x 9.4375"	1679	1469	1159	959
1/3 Page Square	4.75" x 4.625"	830	790	750	715
1/3 Page Vertical	2.25" x 9.4375"	830	790	750	715
1/4 Page	3.5" x 4.625"	800	730	675	600
1/6 Page Vertical	2.25" x 4.625"	700	630	575	500
1/8 Page	3.5" x 2.25"	525	450	350	300
1/12 Page	2.25" x 2.25"	325	285	225	200

Trim Size of Washington Family is 8.125 x 10.625 | *All prices are per ad insertion.

DISPLAY AD SIZES



DEADLINES

The deadline for all advertising is the second Wednesday of each month.

PRODUCTION NOTES

Camera-ready art accepted by email.
Ask your sales representative for a current list of acceptable formats and production guidelines.

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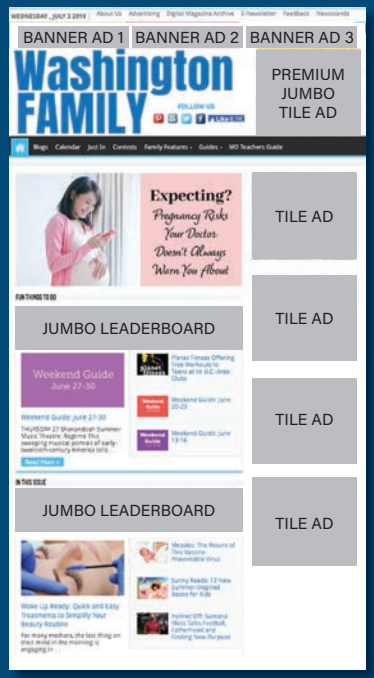

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DIGITAL ADVERTISING RATES

Kind	Size	Cost	Description
Banner Ad 1 **Banner Ad 2** **Banner Ad 3**	330 pixels wide x 75 pixels high	**$599/month** **$599/month** **$499/month**	Your ad appears at the top of the home page and all pages of our website above the masthead. Position one and two 100% share of voice (can be animated). Position three rotates up to three advertisers.
Premium Jumbo Tile Ad	300 pixels wide x250 pixels high	**$899/month**	Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.
Jumbo Leaderboard	660 pixels wide x95 pixels high	**$799/month**	This leaderboard appears on the home page.
Tile Ads	300 x 250 pixels	**$450/month**	Tile ad appears on the home page and all other pages throughout the website.
In-Article Ad	468 pixels wide x 60 pixels high	**1 month $750** **3 months $600/month** **6 months $450/month** **9 months $325/month** **12 months $250/month**	These ads appear within an article on our website.
Sponsored Articles and Link	500 maximum words	**$399/month** First month featured on the home page.	The article title is listed on our home page for one month under "Sponsored Articles" and remains on WashingtonFamily.com for six months.
Video	Max of 60 seconds	**$499/month**	This is a video/virtual tour of your school or business. It appears on the home page.
Web Package	Adjustable	**$899/year**	Enhance your listing with a live link to your website and make it stand out with a logo or artwork that attracts attention and a spotlight ad.
Link and Logo	Adjustable	**$599/year**	Enhance your listing with a live link to your website and make it stand out with a logo.
Digital Spotlight	Adjustable	**$299/year**	An advertorial listing with 55-65 words of copy and a photo.
E-Newsletter Ads	600 pixels wide x 90 pixels high	**$199/per E-Newsletter**	Ads appears in our bi-monthly newsletter. There is a top, middle and bottom position. The e-Newsletter is sent the 2nd and 4th Thursday of the month.
Facebook Announcements		**$199/post**	
E-Blasts	600 pixels wide x 1115 pixels high	**$499/E-Blast**	We use Delivra for our email blasts.*

*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.

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DIGITAL ADVERTISING STATS

Website Statistics *(Average)*

Visits	6,337
Page views	26,373
Avg. time	2:05
Pages/Visit	4.16

Web Ad Statistics *(Average)*

Tile Impressions 300 x 250 pixels	25,400
Banner Impressions: 330 pixels wide x 75 pixels high	25,400

eNewsletter (Average)

Subscribers	25,087
Open Rate	8.6%
Click To Open Rate	8.39%

Scheduled for second and fourth Thursday each month

E-Blast (Average)

Subscribers	23,105
Open Rate	7.1%
Click To Open Rate	1.32%

Social Media Followers

facebook.com/WashingtonFamilyMagazine	6,574
twitter.com/FAMILYMagDC	4,747
instagram.com/familymagdcc	1,724

Web Ads

Digital Magazine

Social Media

eNewsetter

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ADVERTISING SPECIFICATIONS

PRINT SPECIFICATIONS

FILE REQUIREMENTS

Washington FAMILY accepts Adobe PDF files created using the unmodified PDFX1a2001 Industry Standard setting, available within nearly all Adobe applications and current versions of Indesign. If you are uncertain about your settings, please contact us for further guidance.

FONT EMBEDMENT

All fonts must be embedded for proper output.

BORDER

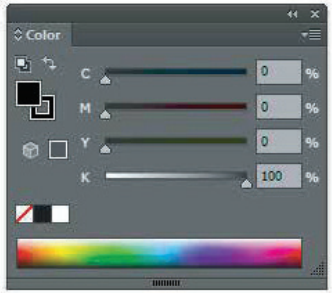
Please include a border around the edge of your advertisements. A small, hairline border will be added to borderless ads.

COLOR SPACE

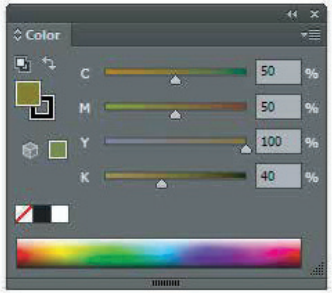
All color (except black) must be composed of either CMYK and/or Grayscale. Other color spaces will require color conversation to the proper color space which can introduce unwanted color shifts and other potential situations when printed on an off-set press.

RICH BLACK/PROCESS BLACK

Black text and images must be composed of pure black (K) or a percentage of black (K) vs. a combination of varying percentages of Cyan, Magenta, Yellow and Black. Rich Black (a combination of CMYK) presents registration challenges on an off-set press and potentially unexpected reproduction. See example.



Correct color assignment for black



Correct ink density

COLOR BUILDS

Simple color combinations (builds) yield the brightest and most vibrant tones. Complex color combinations can present registration difficulties and unexpected color reproduction. Colors with one or two color combinations work best.

IMAGE RESOLUTION

All images should be saved as high resolution 200-300 DPI at 100%. Bitmap/monotone images should be saved black and white only with no levels of gray, at 1200 DPI. Lower resolution images may reproduce unexpectedly with lower quality.

BLEED ELEMENTS

Add 1/4" on four sides of the Full Page Trim Size for Full Page Bleed. Full Page Trim Size is 7.75" x 10.75".

WHITE TEXT

White text on a colored or black background should be set at 12 point or greater.

COLORED TEXT

Text with 2 or more colors should be set at 12 point or greater.

TRAPPING

In-RIP trapping negates the need for custom document trapping. Layout application preferences should be set to "Knock-out All" whenever possible.

INK DENSITY

Total ink density (sum of all 4 colors in a particular area) should not exceed 240% to avoid unwanted offset or tracking off press. This total should not be more than 240. See example.

ONLINE SPECIFICATIONS

RGB at 72 DPI | gif, jpg, HTML, Flash (Flash requires a backup .gif and URL link must be set to open in the existing window). Link: Send URL and art to your sales consultant.

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Digital Marketing

Solutions optimized for your business needs.

In today's competitive world, a business' success doesn't happen by chance. You need a game plan that thinks three steps ahead. So how do you get there? With a thorough check of your brand, along with an awareness of customer habits and the best selection of business marketing solutions to reach your target, we will build an integrated marketing strategy to maximize your competitive advantages and stay within budget.

EBLAST PLUS

You know who your target consumer is. Target them more effectively with Eblasts to custom audience by parameters YOU define. Choose how many people you want to reach, then choose your geography and filter by income, demographics, and even interests!

>>$900 for up to 30,000 emails; $30 per 1,000 for additional emails

PROGRAMMATIC DISPLAY ADVERTISING

Everywhere we go on the internet we see ads. Whether we are checking our weather apps, reading news, watching videos, or playing games on our mobile devices, ads are shown. With Programmatic ads, we focus on reaching your ideal audience no matter where they are online.

AVAILABLE TACTICS CAN INCLUDE:

KEYWORD RETARGETING — By using a custom-built keywords list based on your audience, serve your ads to people who have been online searching for similar products and services.

GEO-FENCING — We create a virtual boundary around a specific location and serve ads to people in that area. Competitor locations, areas of interest, specific neighborhoods, parks, and more.

SITE RETARGETING — Serve your ads to people who have previously visited your website. This unique audience is curated after a pixel is added to the site.

AUDIENCE CURATION — Use publicly available data to serve ads at the household level to your ideal audience. Start with location and layer in any number of factors including: Age, gender, languages spoken, children present of a certain age, income, credit, interests, military service, and more.

It's all about getting the right message to the right person at the right time. Let's build your custom campaign today.

PROGRAMMATIC + PAID SOCIAL PACKAGING OPTIONS

PRESENT	COMPETITIVE	DOMINANT
65,000 monthly impressions	100,000 monthly impressions	185,000 monthly impressions
(50,000 programmatic +15,000 social)	(75,000 programmatic +25,000 social)	(125,000 programmatic +60,000 social)
$700 per month	**$1,100 per month**	**$2,000 per month**

PROGRAMMATIC + EBLAST PLUS PACKAGING OPTIONS (3 MONTH PROGRAM)

PRESENT	COMPETITIVE	DOMINANT
50,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	100,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	150,000 programmatic impressions per month + 2 eBlasts to up to 30,000 emails
$2,400 / $800 per month	**$3,900 / $1,300 per month**	**$6,000 / $2,000 per month**

Contact your Mid-Atlantic Media sales consultant to schedule your program

or

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