

# Washington FAMILY MEDIA KIT 2024

washingtonfamily.com



REACH PARENTS IN THE DMV

Print | Digital |   

p 301-230-2222, ext. 2 | advertising@washingtonfamily.com | washingtonfamily.com  
9200 Rumsey Road, Suite 215 | Columbia, MD 21045 | Please submit ad materials to ads@washingtonfamily.com

# Washington FAMILY

Print & Digital Magazine

p 301-230-2222, ext. 2

advertising@washingtonfamily.com

WashingtonFAMILY.com

Please submit ad materials to your sales consultant



9200 Rumsey Road, Suite 215 | Columbia, MD 21045

410-902-2300, ext. 2 • 301-230-2222, ext. 2

midatlanticmedia.com

## 2024 EDITORIAL CALENDAR

PUB DATE	THEME	DIRECTORIES	ADVERTORIAL FOCUS	SALES DEADLINE	CAMERA READY ADS DUE
JANUARY	Camps, Indoor Fun	Overnight Camps	School Open Houses Spotlight on Camps	December 14	December 16
FEBRUARY	Camps and Summer Programs Valentine's Day	Camps and Summer Programs, Education Guide	School Open Houses Spotlight on Camps	January 18	January 20
MARCH	Youth Arts   Education	Camp, Family Entertainment	Camps	February 15	February 17
APRIL	Health & Fitness/Sports Easter & Passover Events	Sports, Camp	Spotlight on Camps	March 15	March 17
MAY	Party   Teachers of the Year, Mother's Day   Pets	Party		April 12	April 14
JUNE	Summer Fun with Expanded Calendar Pregnancy   Father's Day   Dental Health	Pregnancy Guide	Spotlight on OB/GYN & Pediatrics, Dentists/Orthodontists	May 17	May 19
JULY	Special Needs   <b>Readers Choice</b>	Special Needs	Spotlight on Special Needs	June 14	June 16
AUGUST	Back-to-School	Open House Dates, Back-to-School Guide, Medical, Aftercare		July 12	July 14
SEPTEMBER	Education   The Arts   Dance   Theatre	Arts, Open House Dates, Education Guide	Spotlight on Preschool	August 16	August 18
OCTOBER	Private Schools   Halloween Happenings   Pets Mom Health, BMore Inclusive, A Resource Guide for Families of Children with Special Needs	Private Schools	Spotlight on Arts & Education Spotlight on Special Needs	September 13	September 15
NOVEMBER	Preschool and Day Care   Santa Sightings Charitable Giving   National Adoption Month	Open House Dates, Preschool and Day Care	Spotlight on Preschool	October 11	October 13
DECEMBER	Holiday Happenings   Gift Guide Charitable Giving   Family Health   Camps	Holiday Gift Guide		November 15	November 17

*All themes/directories are subject to change.*

# Washington FAMILY

Print & Digital Magazine

## AUDIENCE & DEMOGRAPHICS

Washington FAMILY is the go-to resource for D.C. area parents. For more than 30 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.

Print | Digital |     
[washingtonfamily.com](http://washingtonfamily.com)



### 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



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**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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## ADVERTISING RATES

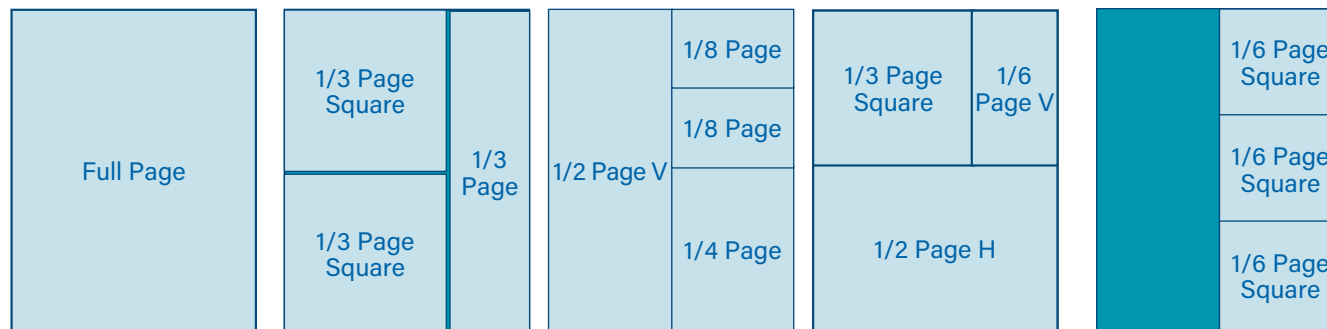
Effective Jan. 1, 2024

*Reach an affluent audience of 84,000 engaged parents with WF's print & digital magazine.*

Size	Width" x Height"	1-2x	3-5x	6-11x	12x	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)	\$2500	\$2375	\$2250	\$2150		
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2500	2250	1875	1550	\$500	\$250
Full Page	7.125" x 9.4375"	2500	2250	1875	1550	500	250
1/2 Page Horizontal	7.125" x 4.625"	1679	1469	1159	995	500	250
1/2 Page Vertical	3.5" x 9.4375"	1679	1469	1159	995	500	250
1/3 Page Square	4.75" x 4.625"	850	810	770	735		
1/3 Page Vertical	2.25" x 9.4375"	850	810	770	735		
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		

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.





# DIGITAL ADVERTISING rates

EFFECTIVE JAN. 1, 2024

## ONLINE ADVERTISING

### WEBSITE ADS

#### JUMBO LEADERBOARD

994 pixels x 100 pixels

1 MONTH \$600

*Jumbo leaderboard appears on the home page.*

#### IN-ARTICLE ADVERTISING

468 x 60 pixels

1 WEEK \$750

4 WEEKS 600

12 WEEKS 450

26 WEEKS 300

52 WEEKS 150

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

#### PREMIUM JUMBO TILE AD

300 pixels x 250 pixels

1 MONTH \$900

*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 \$450

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

### ADDITIONAL WEBSITE OPTIONS

#### DIRECTORY LINK & LOGO

Adjustable size

1 YEAR \$600

*Logo, URL and description.*

#### DIGITAL SPOTLIGHT

Adjustable size

1 YEAR \$300

*Photo, 100 word write-up and contact information.*

#### WEB PACKAGE

1 YEAR \$900

*Includes both Directory Link & Logo and the Digital Spotlight.*

### SPONSORED CONTENT

#### STORY

500 Maximum Words

1 MONTH \$400

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

#### VIDEO

1 MONTH

Up to 60 seconds \$500

### 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

320×50    300×50    300×250    728×90    160×600

*\*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 AND INSTAGRAM \$250/POST

*Image and short write-up.*

### EMAIL MARKETING

#### ELETTER

600 x 90 pixels

TOP BANNER AD \$299

BOTTOM BANNER AD \$249

#### 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 Washington-area parents with children pre-K to 8th grade.*

\*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.