

we love being with YOU!

CincinnatiFamilyMagazine.com

#1

Voted #1 Regional
Parenting Website
in the Country!



Total Monthly Media Reach
120,000+!



CINCINNATI family Celebrating **20 YEARS**
of Raising Families in Greater Cincinnati

ONLINE

18,000 monthly visitors

15,000 uniques monthly

45,000+ Page Views

66% NEW Visitors

34% Returning Visitors

User-Intuitive Experience on Mobile, Tablet and Desktop

PRINT

66,000 monthly readers

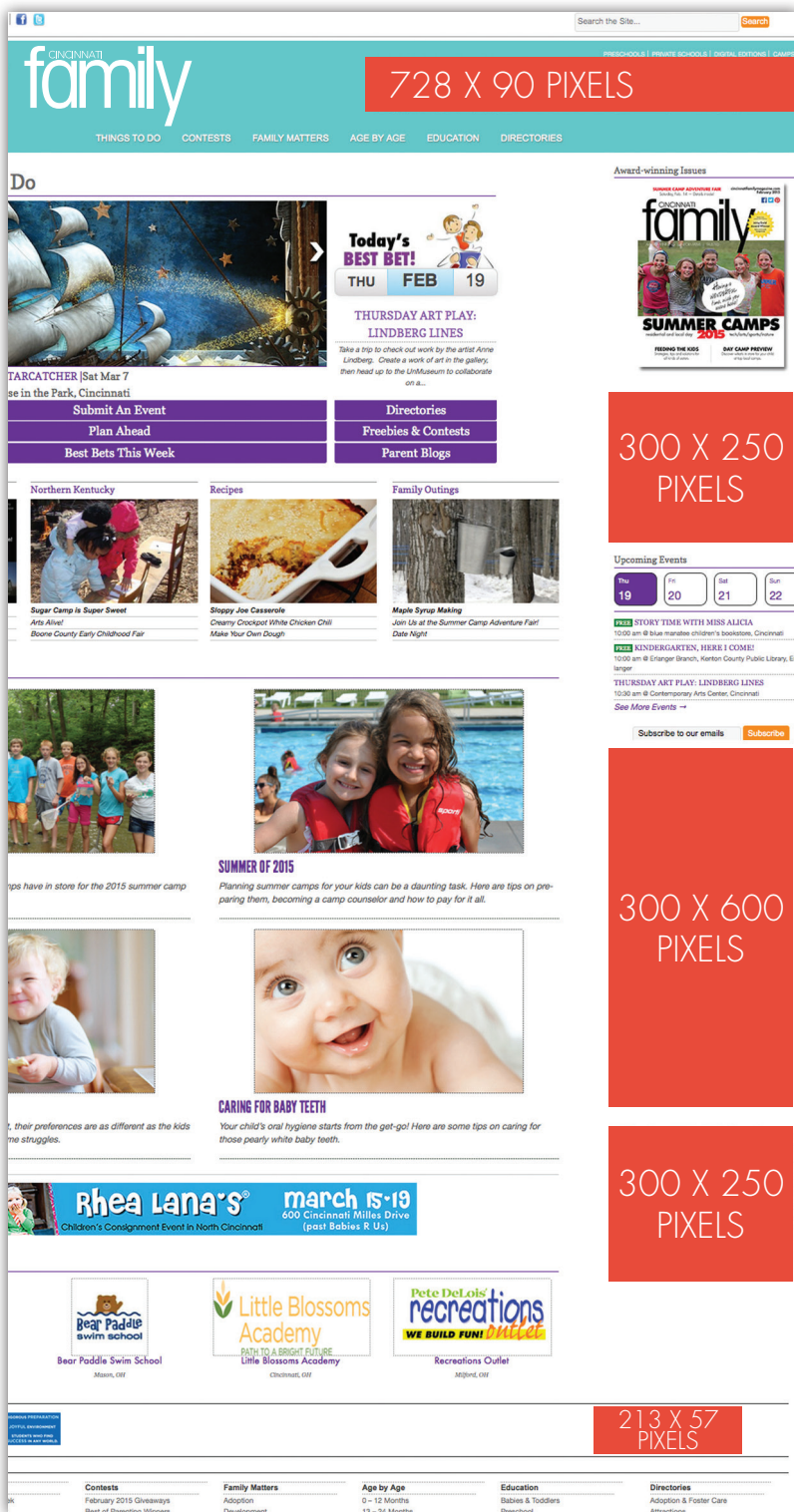
22,000 copies

600+ Distribution Locations

WINNER of over 50 National Awards
for Journalism Excellence

CONTENT PROVIDER FOR ALL THINGS DIGITAL

WEBADVERTISING



1

1. LEADERBOARD AD

- Runs on all pages
 - Shows on tablet (sub pages)
 - Runs in additional spot on home page below the fold
- \$1,000/mo

2

2. SIDEBAR AD

PREMIUM SIDEBAR

- Runs above the fold
 - Shows on tablet
- \$500/mo

3. EVENT TOWER

- Runs on all pages
 - Shows on our award-winning calendar
- \$600/mo

3

4. SIDEBAR AD

STANDARD SIDEBAR

- Runs below the fold
 - Shows on tablet
- \$300/mo

(Does not run on directory listings)

4

5. FOOTER BUTTONS

- Runs on all pages
 - Maximum views
 - High level of click-thrus
 - Lowered cost per 1,000
 - Bundled at discounted rate for print display advertisers
- \$200/mo

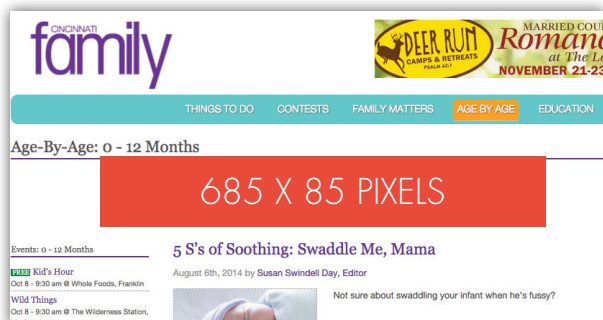
5

6. SPONSORED CONTENT AD

THE FOLLOWING SECTIONS OF THE SITE HAVE AD UNITS AVAILABLE

- Family health and fitness
 - Young moms
 - Educational
 - Camps
 - Parties
- \$500/mo

6



EXCLUSIVESUPER PREMIUM ADS

We have new options for eye-catching ads that increase your visibility on our site. Ads that include video, ads that include more links to your site or blog, and ads with the ability to showcase multiple images in galleries or “3D” special effects – these are just a few of the new formats we can offer (see details on these below).

AND THERE ARE MANY MORE! Ask your sales rep about these great new premium ad options.



← 1

1. THE BILLBOARD

This premium top-slide ad runs on all pages

Shows on mobile and tablet

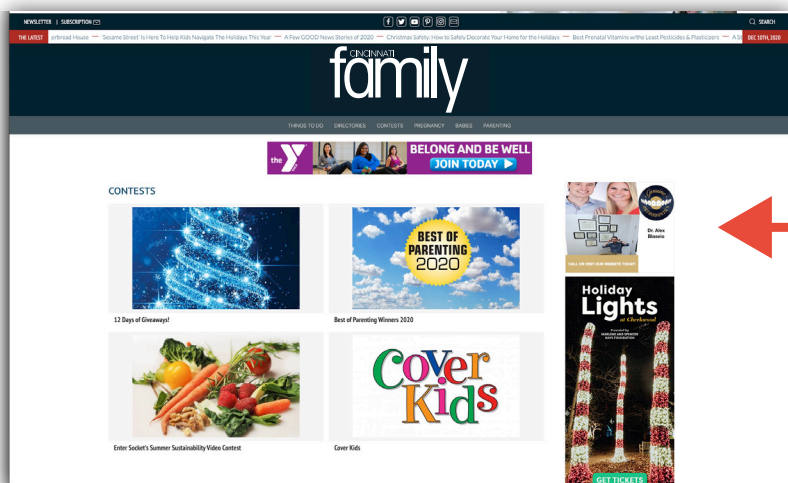
Automatically expands open when page loads, then closes when the user scrolls down

All content below ad moves down to accommodate the ad

Runs for a maximum of one week

Maximum of 4 sold per month

\$200 per day



← 2

2. THE AMAZING CUBE

Appears in the sidebar position

Features 6 of your photos that rotate in a “3D” cube – an intriguing, eye-catching visual effect

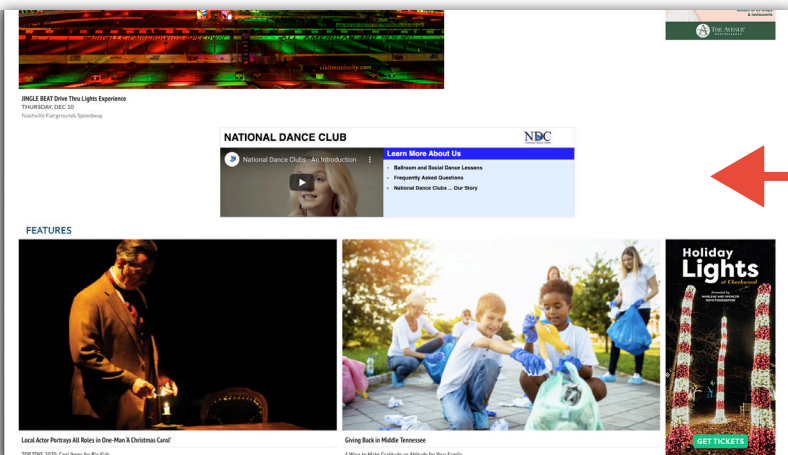
Brief text with each photo, or just one message

Each image can link to a URL, or use just one URL for the ad

Includes your logo and a call to action

Can also link to your social media via small icons on the ad

\$800 per month



← 3

3. VIDEO AD WITH FEATURED LINKS

Includes your YouTube or Vimeo video

Includes links to articles or pages on your website

Includes your logo and bold company name at top

Can also link to your social media via small icons on the ad

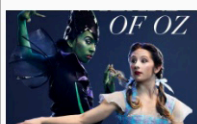
\$1,000/month

E-MARKETING OPPORTUNITIES

728 X 90 PIXELS



WEEKEND FAMILY FUN



Cincinnati Ballet's *The Wizard of Oz* at the Aronoff Center for the Arts
Through Nov. 3

Follow the yellow brick road to a land of enchantment with Cincinnati Ballet's *The Wizard of Oz*. Be wowed with dazzling sets, costumes, special effects and even flying monkeys! A special sensory-friendly performance will be held Oct. 30 at

610 X 77 PIXELS

EDITOR'S PICKS FOR THE WEEKEND:

Friday, Oct. 25:
Cincinnati Computer Cooperative's All Treats Halloween at Cincinnati Computer Cooperative

Saturday, Oct. 26:
Books by the Banks at the Duke Energy Convention Center

Saturday, Oct. 26:
Blue Ash Halloween Walk in the Woods at Blue Ash Nature Park

Sunday, Oct. 27:
Trail of Treats at Voice of America MetroPark

Sunday, Oct. 27:
Bear Paddle Trunk or Treat Fundraiser at Bear Paddle

FROM THIS MONTH'S ISSUE



Is It Baby Blues?

Bringing home Baby is life changing. Understanding your emotions is the key to knowing if your post-partum mood is "normal" or not.

THIS MONTH'S GIVEAWAY



Win tickets to see *WILD KRATTS LIVE 2.0*

We're giving away a family-four pack of tickets for the 2 p.m., Saturday, Nov. 23 showing of *Wild Kratts LIVE 2.0 - Activate Creature Power*.

It's happening at the Aronoff Center for the Arts Procter & Gamble Hall — a \$180 value!

650 X 330 PIXELS



CINCINNATI family

E-NEWSLETTER BANNERS

	1X	2X	3X	4X
1. PREMIUM BANNER	\$250	\$200	\$175	\$150
2. MIDDLE BANNER	\$250	\$200	\$175	\$150
3. BLOCK AD	\$300	\$275	\$250	\$200
4. BRANDED CONTENT	\$350 One Week			
TEXT ADS	\$50	\$75	\$125	\$150

EXCLUSIVE E-BLAST

Zoned by county/Zip **25¢** per subscriber
Full Zone **45¢** per subscriber
6,300+ subscribers

DIRECTORY LISTINGS

DELUXE LISTING

Logo • (5) Photos • Website link • Contact info & map
Email contact form • Front-end analytics • Description (100 words)

3 Months	6 Months	12 Months
\$375	\$570	\$600

FEATURED LISTING

Logo • (10) Photos • Website link • Contact info & map
Email contact form • Front end analytics • Description (300 words) Featured at top of category pages • (1) Video (YouTube or Vimeo) Facebook and Twitter links • Special offer link

3 Months	6 Months	12 Months
\$600	\$900	\$1200

GO SOCIAL – WITH OUR FOLLOWERS

At *Cincinnati Family* digital we offer multiple channels to get your message engaged and shared across our social platforms. *Cincinnati Family's* daily analytics show the most engaged following in the Cincinnati and Northern Kentucky area, ranked as number one in the market more than any other local media.

We offer opportunities for our clients to reach moms and families and to target their message as part of a print and digital campaign.



FACEBOOK SPONSORED POSTS: Sponsored posts are placed into our news feed. You can offer any type of information that you feel will be of interest to our followers. For an additional fee we will boost your post.



TWITTER SPONSORED POSTS: Twitter is a great way to create a digital impression, particularly for events, special happenings and quick news for busy families.



INSTAGRAM SPONSORED POSTS: Instagram posts are more pictorial and entertaining, and usually focus on special sale items, events, happenings and experiences. Afterall, a picture is worth a thousand words.



FACEBOOK LIVE: This platform takes the native content (see below) and in a quick view, faster format tells a compelling or entertaining story. Fully produced with video shorts and pictures that engage with a fully laid out story, this social media channel demands more of a production than other native content created by our team of writers, graphic designers and digital strategists to socialize your message of importance (MOI).

Costs are based upon the number of channels and frequency of digital campaigns purchased.

Open rate per social media message is \$200 per post.

GO NATIVE

- “Generated Content” specially created to drive incoming links
- Appears as a home page post, categorized and treated like an editorial news post
- Delivery can also include our e-newsletter, social media and e-blast
- Can embed video into posts
- Can attach ads to posts

Costs are based upon the work involved and channels selected to deliver this message.

