

FRONT RANGE family



One Resource to Reach the Entire Family

Front Range Family is a new, local publication that focuses on issues related to all types of family members, from newborns and new parents to busy tweens and active grandparents. Through in-depth articles, professional advice and kid-friendly content, *Front Range Family* stands out as a trusted resource that delivers the details families care about.

- ◆ **SPEAK DIRECTLY TO FAMILIES:** Quality design and editorial reinforce your message in a publication where it will be seen
- ◆ **REACH LOCAL HOUSEHOLDS:** Distribution at key locations that provides exposure to family decision-makers
- ◆ **MAXIMIZE YOUR AD DOLLARS:** Cost-effective, targeted advertising that eliminates wasteful placement in front of the wrong audiences

Relevant Insight on Family Matters

- Back-to-School Fashions
- Selecting the Right Pet for Your Children
- “No Parents Allowed” Section for Kids
- Fitness Tips for the Entire Family
- Fun-Filled Summer Weekend Ideas
- Successful Savings for College Education
- Helping Grandparents Who Have Alzheimer’s
- Guide to Throwing the Ultimate Birthday Party
- Highlights of Colorado Family Events



Reach Several Key Decision Makers Through One Magazine

With a circulation of 20,000 copies, *Front Range Family* reaches a wide spectrum of your potential customers including:

- Young couples who are expecting their first child
- Families preparing to send their kids off to college
- Retired grandparents who volunteer with children
- Parents looking for the right educational opportunities for their kids
- Teenagers interested in after-school activities
- Mothers in charge of making major purchase decisions



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Advertising Categories

- Clothing, Shoes and Accessories
- Entertainment and Family Fun
- Schools, Education and Tutoring
- Music, Theater and Dance
- Family Fitness, Sports and Recreation
- Healthcare
- Pet Products and Services
- Party Activities, Rentals and Supplies
- Hair and Beauty
- Youth Groups and Programs
- Senior Activities and Care
- Support Groups
- Family Finances
- Photography and Scrapbooks
- Camps and After-School Activities
- Family Vacations

Bi-Monthly Distribution at Family Locations

With a circulation of 20,000, *Front Range Families* is a free publication distributed throughout the greater Denver Metro area at selected locations that attract families such as:

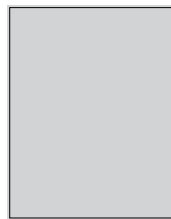
- Recreation centers
- Daycare facilities
- Private schools
- Children's entertainment venues
- Movie theaters
- Churches
- Bookstores
- Healthcare centers
- Other specialty retailers

2009 Net Retail Rates (all rates are four-color)

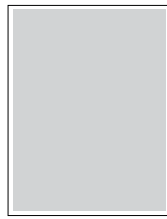
	1x/year	3x/year	6x/year
Full Page	\$2200	\$1775	\$1575
Half Page (Horizontal)	\$1200	\$990	\$840
1/3 Page (Vertical)	\$800	\$680	\$580
1/6 Page (Vertical)	\$500	\$400	\$350

2009 Issue Dates

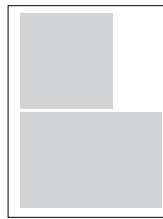
April
June
August
October
December



Full Page Bleed
8.875" w X 11.375" h
7.875" w X 10.375" h Live Area

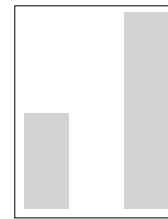


Full Page
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No Bleed/Live Area



1/3 (Horizontal)
4.75" w X 4.875" h
No Bleed/Live Area

Half Page (Horizontal)
7.25" w X 4.875" h
No Bleed/Live Area



1/6 Page (Vertical)
2.25" w X 4.875" h
No Bleed/Live Area

1/3 Page (Vertical)
2.25" w X 9.975" h
No Bleed/Live Area

