



dallas
fortworth
northtexas

child™

2016 MEDIA KIT

DALLAS-FORT WORTH
thrive & BABY

awards ●



Written by experienced journalists who understand what it means to be a mom in North Texas, you'll find award-winning and insightful writing, as well as groundbreaking reporting and design. For thirty years, we've been out and about in the Dallas-Fort Worth community dispensing original, effective and entertaining tips on how to be an informed and proactive parent. Sophisticated, smart and full of practical wisdom, it's no surprise that *DallasChild*, *FortWorthChild*, *NorthTexasChild*, *Baby* and *Thrive* have received scores of awards for editorial and design from institutions such as the Medill School of Journalism, University of Missouri School of Journalism, Press Club of Dallas, American Cancer Society, Dallas Bar Association, Junior League of Dallas and Parenting Media Association (PMA), including the PMA's most prestigious award for General Excellence in 2004, 2008, 2009, 2012 and 2013 and the Katie Award in 2006 and 2008.



LIFESTYLE MAGAZINES FOR WOMEN WITH CHILDREN IN THE DALLAS-FORT WORTH AREA

Women are more informed than ever before. A woman who's a mother is passionate about her family, so she arms herself with information that she gathers from magazines, Internet, TV and her friends. She is a relentless shopper and she buys ... all of the time.

We understand the way she thinks and craft insightful stories expressly for her. It is vital to connect with her in a Dallas-Fort Worth area magazine that is written especially for her.



PHOTOS BY CARTER ROSE

our editorial ●



REAL MOMS

- + How notable local moms balance their career, individuality and family
- + Short articles on local goods, services and trends pertaining to moms
- + Diary of an everyday mom taking care of her family



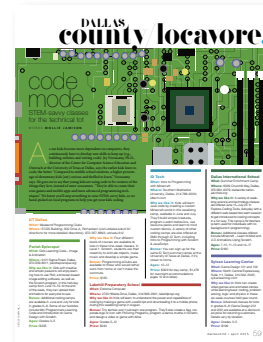
OPINIONATED

- + An op-ed style article about a hotly contested topic in the realm of parenting, written by a contributing writer



KID CULTURE

- + 5 best things to do this month, as picked by our editors
- + Travel destinations for families
- + EveryDay, the most detailed and extensive local calendar listings for activities to enjoy with your children



COUNTY LIFE

- + Hyper-local guide to your neighborhood—from party ideas to library events



MANIFESTO

- + Humorous parenting column from a father's perspective



NESTING

- + Insider's peek into the area's best-designed homes and interiors, and how families live in them
(DallasChild only)



MAIN FEATURE

- + In-depth, extensively reported stories that will educate and surprise readers
- + Biannual feature on readership survey results, i.e. "Best for Families" surveys



RESOURCE FEATURE

- + Local, resource-oriented stories according to issue themes

1 / JANUARY

EDITORIAL education
ADVERTISING meet the head of school
family law
moms mean business
family-friendly restaurants
AD DEADLINE december 4, 2015
ANCILLARY *dfwthrive – january/february*
AD DEADLINE december 2, 2015

5 / MAY

EDITORIAL mom
ADVERTISING camp guide
moms mean business
family-friendly restaurants
AD DEADLINE april 8, 2016
ANCILLARY *dfwthrive – may/june*
AD DEADLINE april 6, 2016
EVENT *baby fair*

9 / SEPTEMBER

EDITORIAL best parties
ADVERTISING mom-approved dentists
school guide
party directory
moms mean business
family-friendly restaurants
AD DEADLINE august 12, 2016
ANCILLARY *dfwthrive – september/october*
AD DEADLINE august 10, 2016

2 / FEBRUARY

EDITORIAL best for moms & babies
ADVERTISING mom-approved ob/gyns
child care & preschool guide
camp guide
moms mean business
family-friendly restaurants
AD DEADLINE january 8, 2016
EVENT *camp fair*

6 / JUNE

EDITORIAL summer
ADVERTISING mom-approved pediatricians
summer fun map
camp guide
moms mean business
family-friendly restaurants
AD DEADLINE may 13, 2016

10 / OCTOBER

EDITORIAL the arts
ADVERTISING school guide
fall family fun directory
moms mean business
family-friendly restaurants
AD DEADLINE september 9, 2016
ANCILLARY *dfwbaby – fall/winter*
AD DEADLINE september 7, 2016

3 / MARCH

EDITORIAL food
ADVERTISING child care & preschool guide
camp guide
spring family fun directory
moms mean business
family-friendly restaurants
AD DEADLINE february 12, 2016
ANCILLARY *dfwthrive – march/april*
AD DEADLINE february 10, 2016

7 / JULY

EDITORIAL the everything guide
moms mean business
family-friendly restaurants
AD DEADLINE june 10, 2016
ANCILLARY *dfwthrive – july/august*
AD DEADLINE june 8, 2016

11 / NOVEMBER

EDITORIAL health & wellness
ADVERTISING mom-approved counselors,
therapists & alternative health
school guide
holiday family fun directory
moms mean business
family-friendly restaurants
AD DEADLINE october 7, 2016
ANCILLARY *dfwthrive – november/december*
AD DEADLINE october 5, 2016
EVENT *model search 2017*

4 / APRIL

EDITORIAL green issue
ADVERTISING camp guide
moms mean business
family-friendly restaurants
AD DEADLINE march 11, 2016
ANCILLARY *dfwbaby – spring/summer*
AD DEADLINE march 9, 2016

8 / AUGUST

EDITORIAL back to school
ADVERTISING child care & preschool directory
after-school activities directory
moms mean business
family-friendly restaurants
AD DEADLINE july 8, 2016

12 / DECEMBER

EDITORIAL best dining & destinations
ADVERTISING gift guide
moms mean business
family-friendly restaurants
AD DEADLINE november 4, 2016

our readers ●



PHOTO BY CARTER ROSE

OUR READERS ARE WOMEN

with buying power

average HHI	\$85,400
\$100,000+	28%
\$75,000–\$99,999	16%
\$50,000–\$75,999	25%

who are

average age	35 years
25–34 years	42%
35–44 years	32%
45–54 years	11%

well educated,

college educated	89%
post-graduate degree	16%
post-graduate work	9%
some college	35%

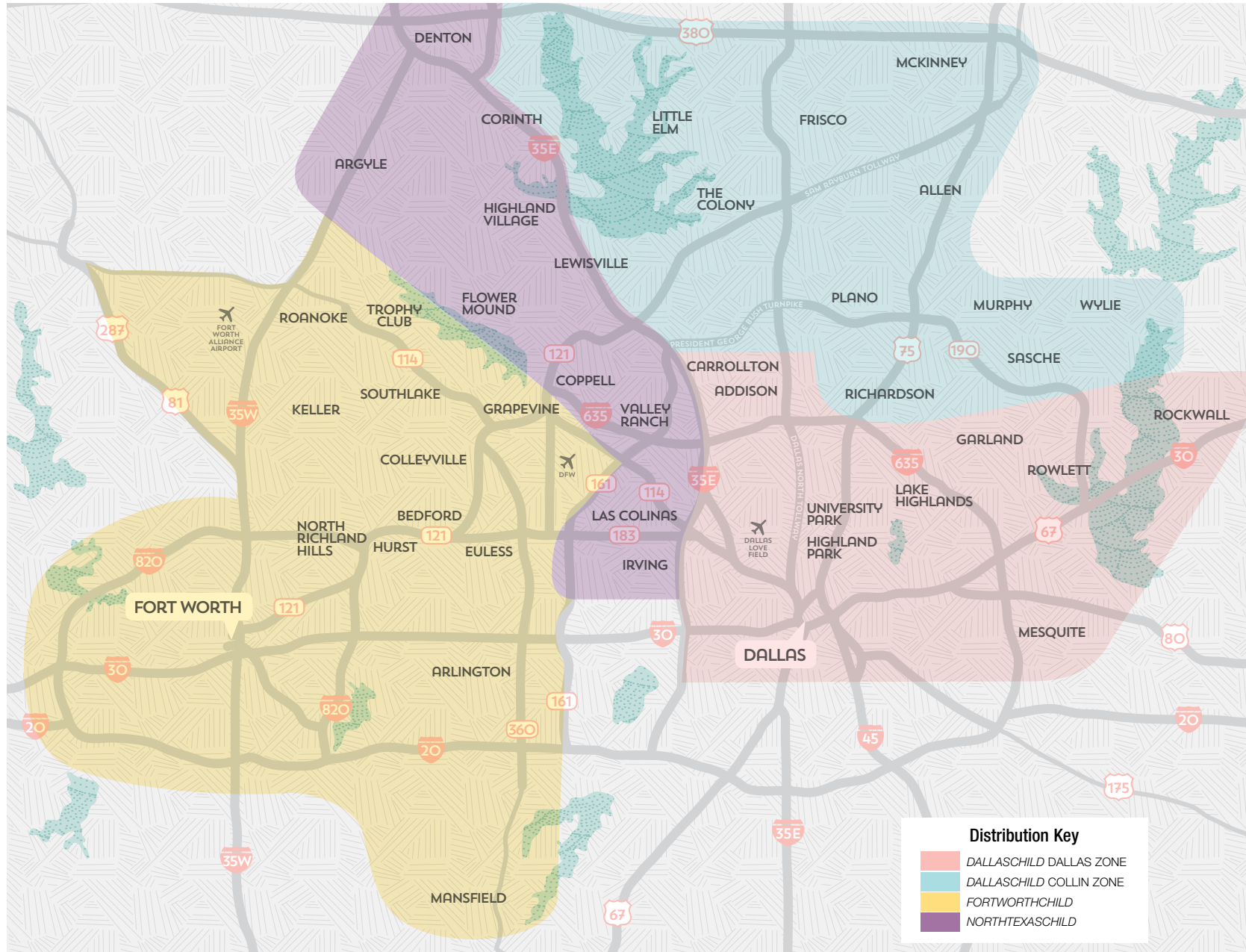
with children,

under 2 years	27%
2–4 years	50%
5–9 years	39%
10–12 years	17%
13 years +	11%

and employed.

full-time	45%
part-time	12%
work from home	10%
stay at home	33%

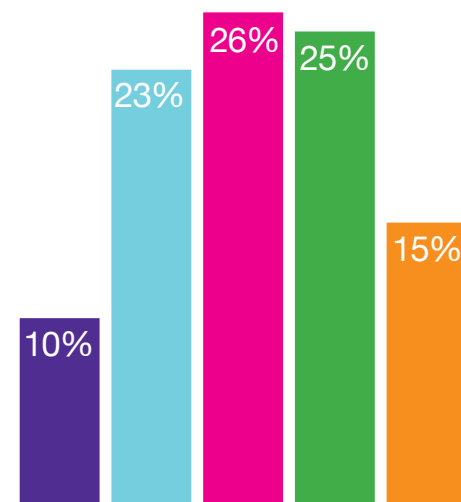
where we go ●





dallaschild ●

PUBLISHED MONTHLY



Entertainment / Retail / Health /
Education / Activities

DALLASCHILD (65,000)

	12x	9x	6x	3x	open
Two-page spread	5495	5750	6220	6695	7330
Full page	3235	3380	3660	3940	4310
2/3 page	2705	2805	2920	3200	3595
1/2 page	1935	2005	2110	2375	2565
1/3 page	1320	1445	1585	1745	1930
1/4 page	1005	1035	1095	1250	1415
1/6 page	685	720	745	810	900
back cover	4810	4945	5320	5695	6905
inside front	4495	4715	5110	5460	6260
inside back	4265	4505	4880	5250	5855

Rate Card JJ

Net Rates

DISTRIBUTION

DISTRIBUTION: 65,000 magazines

READERSHIP: 149,000+

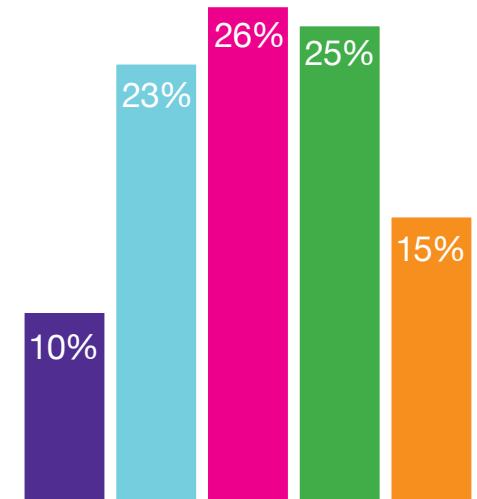
DISTRIBUTION POINTS: 1,800 family-oriented distribution locations

MARKET COVERAGE: Addison, Allen, Carrollton, The Colony, Dallas, Frisco, Garland, Highland Park, Little Elm, McKinney, Plano, Richardson, Rockwall, Rowlett, Sachse and University Park



dallaschild / zones

PUBLISHED MONTHLY



Entertainment / Retail / Health / Education / Activities

DALLASCHILD (32,500) collin or dallas zone*

	12x	9x	6x	3x	open
Two-page spread	3160	3420	3675	4020	4235
Full page	1860	2010	2165	2365	2490
2/3 page	1545	1600	1760	1975	2075
1/2 page	1105	1160	1310	1410	1480
1/3 page	795	870	965	1060	1115
1/4 page	570	600	690	775	820
1/6 page	400	410	450	500	590

Rate Card JJ

Net Rates

COLLIN/DALLAS COUNTIES

***Targeted advertising opportunities in either Dallas County or Collin County.**

The editorial content in *DallasChild's* zoned sections are county specific, aiming to give readers a look at what's in their vicinity. Included in the section are profiles, area happenings, playground reviews, library events, birthday party ideas and other localized resources.

DISTRIBUTION

COLLIN ZONE

DISTRIBUTION: 32,500 magazines each county

READERSHIP: 74,000+ each county

MARKET COVERAGE: Allen, Frisco, Little Elm, McKinney, North Carrollton, Plano, Richardson, The Colony

DALLAS ZONE

DISTRIBUTION: 32,500 magazines each county

READERSHIP: 74,000+ each county

MARKET COVERAGE: Dallas, Garland, Highland Park, Lake Highlands, Mesquite, Rockwall, Rowlett, South Carrollton, University Park



fortworthchild ●

PUBLISHED MONTHLY

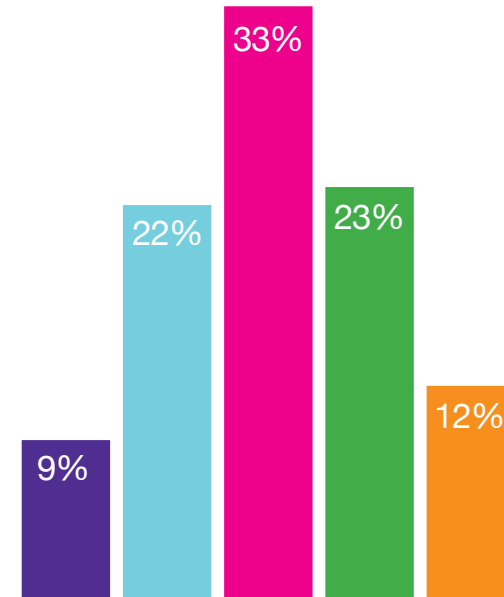


FORTWORTHCHILD (45,000)

	12x	9x	6x	3x	open
Two-page spread	3170	3340	3560	3830	4355
Full page	1865	1975	2095	2255	2565
2/3 page	1545	1600	1670	1780	2005
1/2 page	1110	1205	1290	1365	1460
1/3 page	945	965	1025	1115	1205
1/4 page	660	690	720	770	870
1/6 page	460	480	500	520	600
back cover	2930	3045	3240	3410	3730
inside front	2595	2700	2870	3045	3390
inside back	2460	2570	2720	2885	3210

Rate Card JJ

Net Rates



Entertainment / Retail / Health /
Education / Activities

DISTRIBUTION

DISTRIBUTION: 45,000 magazines

READERSHIP: 100,000+ readers

DISTRIBUTION POINTS: 1,000 family-oriented distribution locations

MARKET COVERAGE: Arlington, Colleyville, Fort Worth, Grapevine, Hurst-Euless-Bedford, Keller, Mansfield, North Richland Hills and Southlake



northtexaschild ●

PUBLISHED MONTHLY

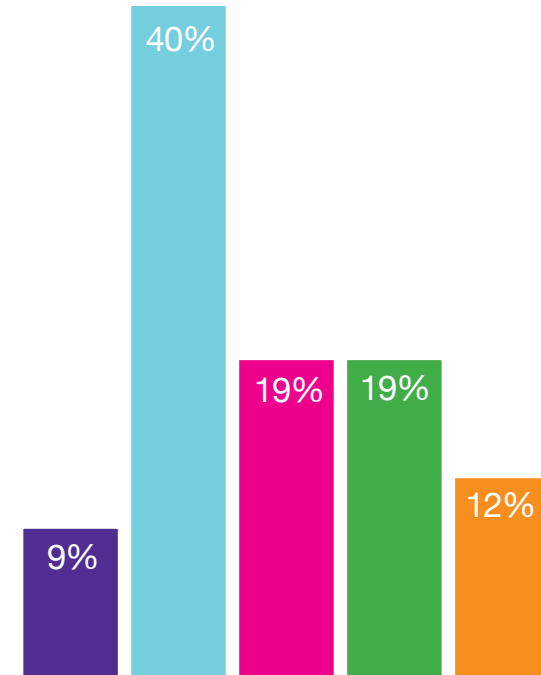


NORTHTEXASCHILD (20,000)

	12x	9x	6x	3x	open
Two-page spread	2245	2440	2580	2830	2955
Full page	1320	1435	1520	1665	1740
2/3 page	1100	1190	1250	1390	1450
1/2 page	770	830	875	970	1000
1/3 page	540	575	615	675	715
1/4 page	405	435	455	510	530
1/6 page	260	285	300	320	355
back cover	1780	1930	2010	2180	2500
inside front	1625	1760	1865	2030	2380
inside back	1575	1695	1795	1975	2275

Rate Card JJ

Net Rates



Entertainment / Retail / Health /
Education / Activities

DISTRIBUTION

DISTRIBUTION: 20,000 magazines

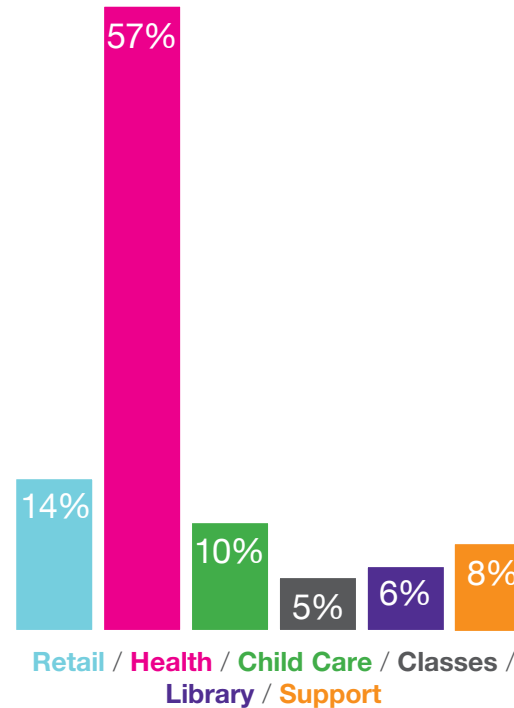
READERSHIP: 46,000+ readers

DISTRIBUTION POINTS: 300 family-oriented distribution locations

MARKET COVERAGE: Argyle, Coppell, Corinth, Denton, Flower Mound, Highland Village, Irving, Las Colinas, Lewisville and Valley Ranch



Baby is an indispensable source for expectant new mothers in the Dallas and Collin County areas. Each magazine is chock full of resources, products, interviews and information that guides a new parent. This bi-annual publication is published every April and October.



BABY (30,000)

	2x	open
Full page	1445	1525
1/2 page	850	895
1/4 page	445	500
back cover	2495	2625
inside front/3	2095	2205
inside back	1950	2100
Rate Card JJ	Net Rates	

DISTRIBUTION

DISTRIBUTION: 30,000 magazines
READERSHIP: 63,000+ readers
DISTRIBUTION POINTS: 370 new mother-oriented locations
MARKET COVERAGE: Dallas and Collin County ob/gyn and pediatrician offices, childbirth and parenting classes, hospitals, maternity stores, baby retailers, bookstores and more.

MECHANICAL REQUIREMENTS

Full page, no bleed 4.75" x 7.75"
 Full page, with bleed 5.75" x 8.75"
 1/2 page 4.64" x 3.75"
 1/4 page 2.25" x 3.75"

Trim Size & Live Area for Full Page Bleed Ads*

Trim Size 5.25" x 8.25"
 Live Area 4.75" x 7.75"
 Bleed. 5.75" x 8.75"

*Text and graphics must remain within Live Area.

thrive ●

PUBLISHED SIX TIMES A YEAR



DFWTHRIVE (45,000)

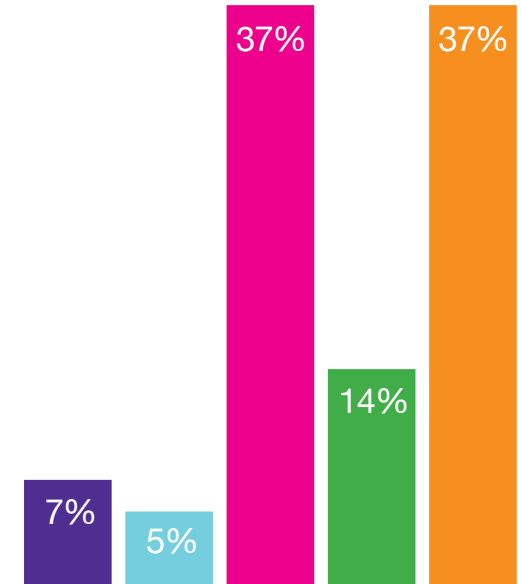
	6x	4x	2x	open
Full page	1800	2000	2250	2800
2/3 page	1455	1515	1625	2150
1/2 page	1090	1165	1245	1625
1/3 page	885	945	1025	1410
1/4 page	635	660	725	1100
1/6 page	440	455	475	850
back cover	2910	3060	3220	3800
inside front	2675	2840	2990	3540
inside back	2590	2730	2875	3425

Rate Card JJ

Net Rates

DFWThrive, published six times a year, is dedicated to assisting parents of children with learning differences and special needs in the Dallas-Fort Worth area by reporting on issues directly related to their lives, building community among local families and promoting inclusiveness.

We are committed to connecting our readers with the vast resources our area has to offer — educators, researchers, medical specialists, advocates and parents, whom we believe are the ultimate experts on their children.



Entertainment / Retail / Health /
Education / Support Groups

DISTRIBUTION

DISTRIBUTION: 45,000 magazines

READERSHIP: 84,000+ readers

DISTRIBUTION POINTS: 500 locations frequented by parents of children with special needs

MARKET COVERAGE: Collin, Dallas, Denton and Tarrant counties, specifically to diagnostic centers, therapeutic services, developmental pediatricians, medical services, clinics, support groups, educational and evaluation services, schools, hospitals and recreational resources, Whole Foods, Central Market and Market Street

website rates ●

The screenshot shows the homepage of the child magazine website. Callouts point to the following ad placements:

- Homepage Leaderboard:** Located at the top of the page, below the navigation bar.
- Homepage Medium Rectangle:** Located in the middle of the page, below the 'whatcha gonna do THIS WEEK?' section.
- Calendar Leaderboard:** Located in the middle of the page, below the 'Kids Club' section.
- Calendar Tower:** Located in the bottom left corner, below the 'child MOMS & BABIES' section.
- Calendar Button:** Located in the bottom left corner, below the 'child MOMS & BABIES' section.
- Calendar Rectangle:** Located in the bottom right corner, below the 'child MOMS & BABIES' section.

DIGITAL ADVERTISING (MONTHLY*)

		Advertiser	Non-Print Advertiser
Homepage Leaderboard	728 x 90 pixels	1200	1800
Homepage Medium Rectangle	300 x 250 pixels	700	1200
Calendar Leaderboard	728 x 90 pixels	1000	1500
Calendar Tower	160 x 600 pixels	800	1200
Calendar Rectangle	180 x 150 pixels	400	800
Calendar Button	120 x 60 pixels	150	500
Rate Card JJ		Net Rates	

*Prorated weekly prices available

email rates + specs ●



AD BLAST

DISTRIBUTION: 50,000+

ARTWORK

- / 564 x 705 pixels (8" x 10") JPG or PDF at 72-dpi
- / We do not accept HTML files
- / Ad materials due 2 weeks prior to release

SUBJECT LINE for the email; 8 or 9 words fits best.

LINK Website address to link the ad blast to advertiser's site.

Ad blast for contracted print advertisers					
Print contract	12x	9x	6x	3x	1x
ad blast rate	1500	1800	2100	2400	2800
Ad blast for non-print advertisers	3000				

Rate Card JJ



Tower

WEEKEND GUIDE

DISTRIBUTION: 50,000+

ARTWORK

- / **Tower** 160 x 600 pixels
- / JPG or PDF at 72-dpi
- / Ad materials due 2 weeks prior to release

LINK Website address to link the ad to advertiser's site.

Weekend Guide for advertisers	600
Weekend Guide non-print advertisers	900



MARKETPLACE

DISTRIBUTION: 50,000+

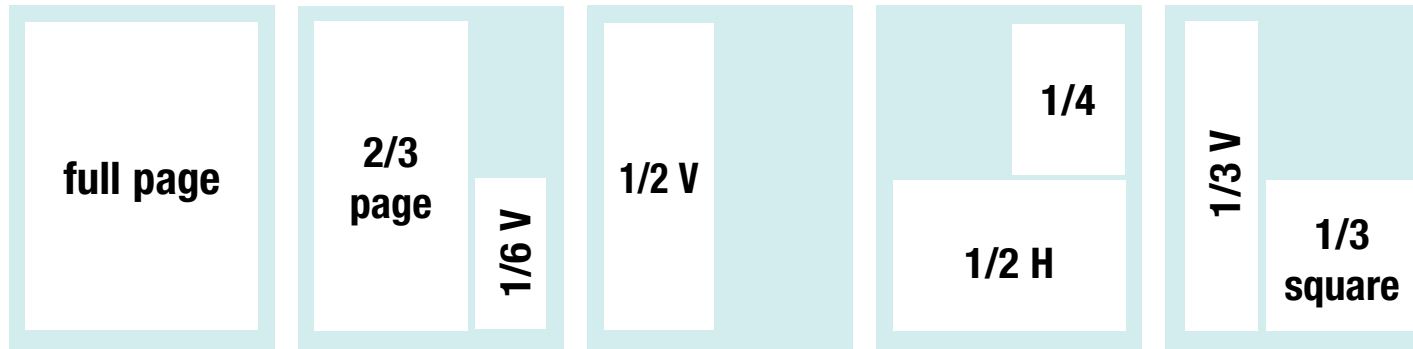
ARTWORK

- / 268 x 172 pixel JPG or PDF at 72-dpi
- / 5-7 words for headline
- / 50 words or 300 characters
- / Ad materials due 2 weeks prior to release

LINK Website address to link the ad to advertiser's site.

Position 1-2	
Contracted print advertiser	500
Non-print advertiser	800
Position 3-6	
Contracted print advertiser	400
Non-print advertiser	700

advertising specs ●



MECHANICAL REQUIREMENTS

2-page spread, no bleed	15.5" x 9.625"
2-page spread, with bleed	17" x 11.25"
Full page, no bleed	7.25" x 9.625"
Full page, with bleed	8.75" x 11.25"
2/3 page	4.7502" x 9.625"
1/2 page vertical	3.5" x 9.625"
1/2 page horizontal	7.25" x 4.688"
1/3 page vertical	2.25" x 9.625"
1/3 page square	4.7502" x 4.688"
1/4 page	3.5" x 4.688"
1/6 page vertical	2.25" x 4.688"

Trim Size & Live Area for 2-Page Spread Bleed Ads*

Trim Size	16.5" x 10.75"
Live Area	15.5" x 9.625"
Bleed	17" x 11.25"

Trim Size & Live Area for Full Page Bleed Ads*

Trim Size	8.25" x 10.75"
Live Area	7.25" x 9.625"
Bleed	8.75" x 11.25"

*Text and graphics must remain within Live Area.

DIGITAL FILES ACCEPTED ONLY

Non-digital ads will be subject to a production charge.

DIGITAL SUBMISSIONS / PRODUCTION CHARGES

IN-HOUSE AD PREP

There is a small ad prep fee charged (included in insertion rate) for all ads that DFWChild creates. If custom artwork is required, client will be charged cost of image(s). Those ads created are copyrighted and may not be used in other publications without a written release and fee.

SUBMITTING YOUR AD

Submitted digital files must be compatible with the Macintosh OSX. All files need to be CMYK or grayscale; please do not use Pantone or spot colors. We accept the following:

- Adobe InDesign CC 2015 or earlier (all fonts and artwork must be included).

- Adobe Illustrator/Photoshop CC 2015 or earlier (300-dpi/CMYK, create text outlines).
- Media: CDs and DVDs.
- File Formats: PDF, TIFF, EPS, JPEG.

UPLOADING YOUR AD TO OUR FTP SITE

1. Scroll to the bottom of our homepage: dfwchild.com
2. Click "advertise with us."
3. Click the "upload your ad here" pink box at the top right.
4. The Customer File Uploads page will appear; please enter your company name, file description and comments (optional).
5. Attach file and click "submit." After the file uploads, there will be a screen to let you know if the upload was successful.

6. Each file requires a separate upload.

7. Please do not use blank spaces in the file name. It can cause the file to upload incorrectly.

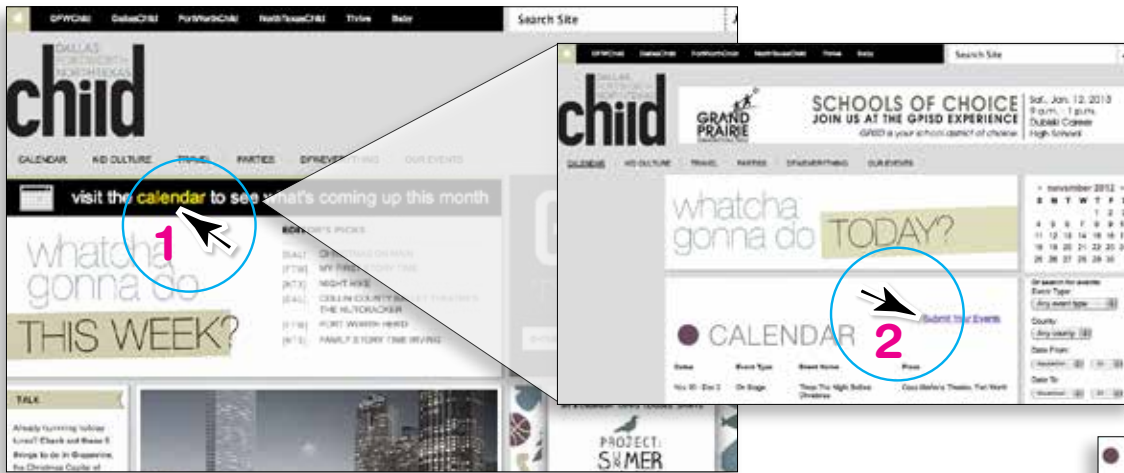
8. We will receive an e-mail letting us know that your file has been uploaded once you've successfully uploaded.

AD RELEASE FEES

Release Fee for Display Ad: \$275 per ad

Once payment and release is approved, DFWChild will burn a CD of the ad. All ads are created in Adobe InDesign and will be collected on the CD including the InDesign document, all graphics and fonts. DFWChild will not resize or modify the ad in any way.

calendar submissions ●



How to Submit an Event to our Calendar

DFWChild's calendar is one of its most popular features — with events for children of all ages every day of the month, it appeals to every one of the magazine's readers! You can reach thousands of potential attendees to your event by submitting information to our calendar online.

- 1 On the main page of the website, *dfwchild.com*, click on the yellow word **"Calendar"** located on the left side of the page.
- 2 On the right side of the next page, you'll see a link that says **"Submit Your Events"**; click there.
- 3 You'll then see a form for submitting events to our calendar, **which you must fill out in its entirety**.
- 4 After the form is completely filled out, click **"Submit."** An email will be automatically sent informing the calendar editor that a new event has been submitted to the calendar. He/she will review the event and edit per our editorial style and standards. Your event will then appear in DFWChild's online calendar and, if time and space allow, in the upcoming print edition.

In order for your event to be considered for our **print edition**, you should submit your information **no later than the 10th of the month preceding** (for example, if your event is Nov. 23, you should submit information by Oct. 10). If you don't make the deadline for print edition, your event will still appear in our online calendar and may also be featured in our Weekend Guide, which is sent to more than 50,000 readers by email every Thursday.

Keep these tips in mind when filling out our online calendar form:

- The event must be \$25 or under for consideration to appear in the print calendar. There is no minimum pricing requirement to appear in the online calendar or another section in print.
- You must include a phone number, website, name of the venue and address of the event.
- Including or sending a photo is strongly suggested. High resolution photos can be emailed to: calendar@dfwchild.com
- The description should have all the important details, including the ages of children who may participate in the event, what activities will be offered, any extra costs, whether pre-registration is required, etc.
- Must be open to the general public
- Must be of interest to families in the North Texas region