



Dallas  
Fort Worth  
northtexas  
**child**<sup>TM</sup>  
2016 MEDIA KIT  
**thrive & BABY**

# awards ●



ANNUAL STEPHEN PHILBIN AWARDS  
2014



**W**ritten 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

**W**omen 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



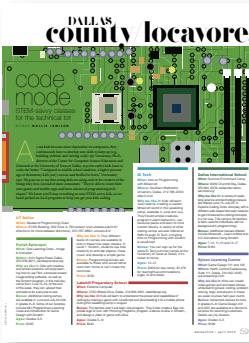
## OPINIONATED

- 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

# 2016 planning calendar

## 1 / JANUARY

EDITORIAL	education
ADVERTISING	meet the head of school
	family law
	moms mean business
	family-friendly restaurants
AD DEADLINE	december 4, 2015
ANCILLARY	<i>dfwthrive</i> – 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	<i>dfwthrive</i> – may/june
AD DEADLINE	april 6, 2016
EVENT	<i>baby fair</i>

## 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	<i>dfwthrive</i> – 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	<i>camp fair</i>

## 6 / JUNE

EDITORIAL	summer
ADVERTISING	mom-approved pediatricians
	summer fun map
	camp guide
	moms mean business
	family-friendly restaurants
AD DEADLINE	may 13, 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	<i>dfwthrive</i> – march/april
AD DEADLINE	february 10, 2016

## 7 / JULY

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

## 4 / APRIL

EDITORIAL	green issue
ADVERTISING	camp guide
	moms mean business
	family-friendly restaurants
AD DEADLINE	march 11, 2016
ANCILLARY	<i>dfwbaby</i> – 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

## 10 / OCTOBER

EDITORIAL	the arts
ADVERTISING	school guide
	fall family fun directory
	moms mean business
	family-friendly restaurants
AD DEADLINE	september 9, 2016
ANCILLARY	<i>dfwbaby</i> – fall/winter
AD DEADLINE	september 7, 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	<i>dfwthrive</i> – november/december
AD DEADLINE	october 5, 2016
EVENT	<i>model search 2017</i>

## 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%

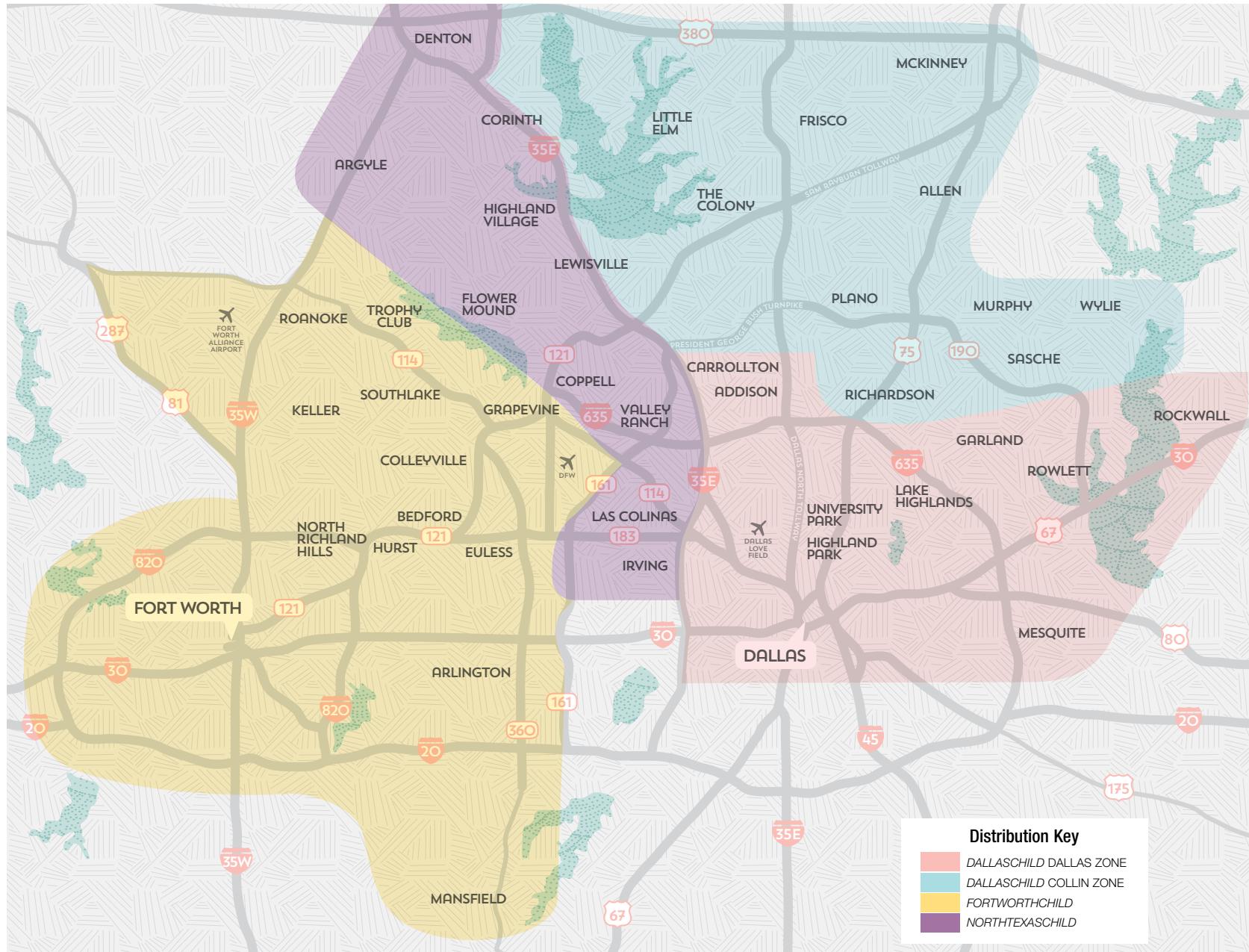
**with children.**

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 (65,000)

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

Rate Card JJ

Net Rates



Entertainment / Retail / Health /  
Education / Activities

## 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 (32,500) **collin or dallas zone\***

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

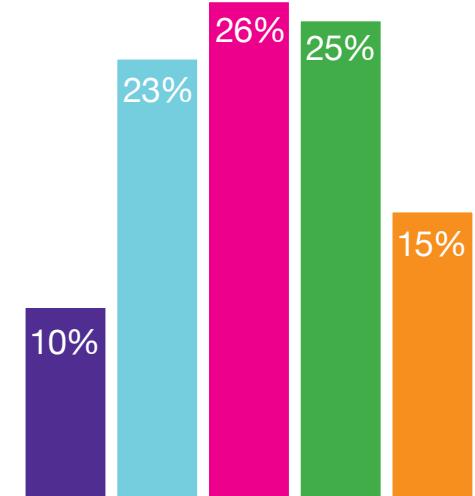
Rate Card JJ

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.



Entertainment / Retail / Health /  
Education / Activities

## 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

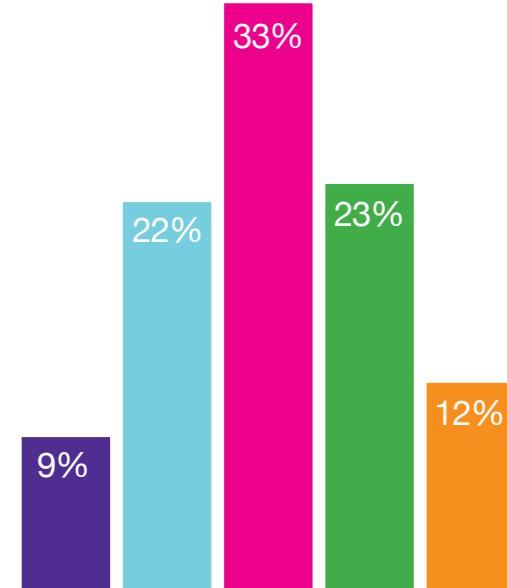
**READERSHIP:** 74,000+ each county

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



## FORTWORTHCHILD (45,000)

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



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



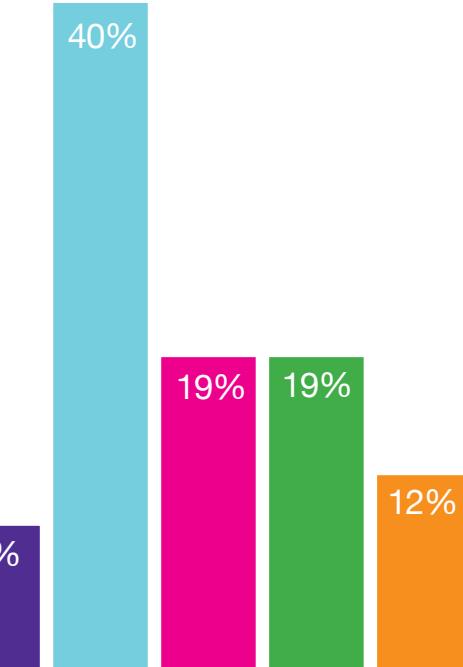


## NORTHTEXASCHILD (20,000)

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



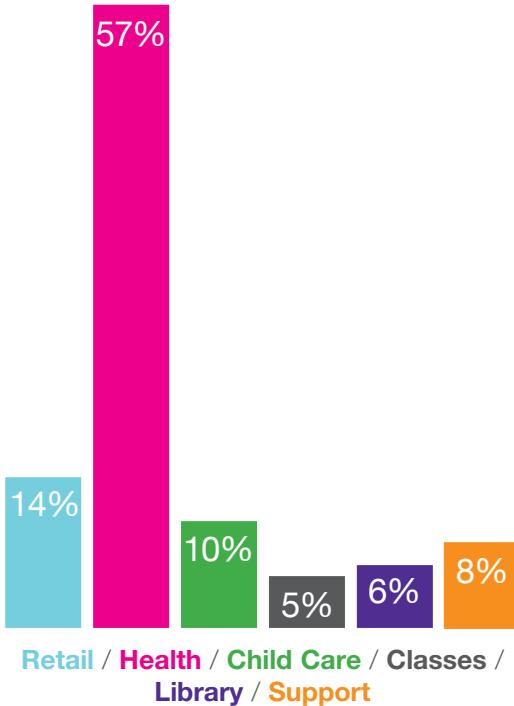


## BABY (30,000)

	2x	open
<b>Full page</b>	1445	1525
<b>1/2 page</b>	850	895
<b>1/4 page</b>	445	500
<b>back cover</b>	2495	2625
<b>inside front/3</b>	2095	2205
<b>inside back</b>	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 8.75"
Bleed	5.75" x 8.75"

\*Text and graphics must remain within Live Area.

# thrive

PUBLISHED SIX TIMES A YEAR

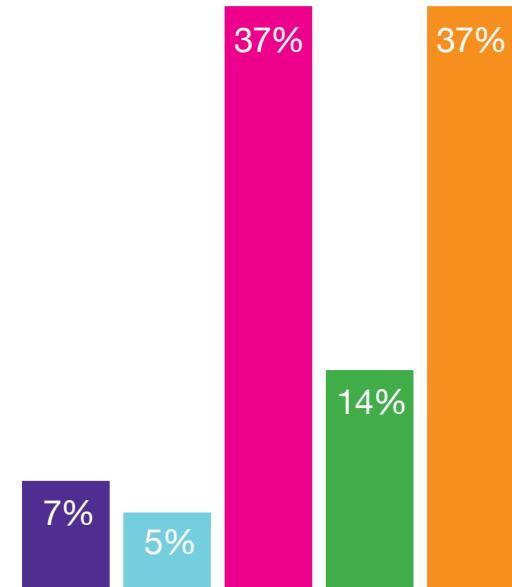


## DFWTHRIVE (45,000)

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

Rate Card JJ

Net Rates



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

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.

# website rates



## DIGITAL ADVERTISING (MONTHLY)

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

\*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



## 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

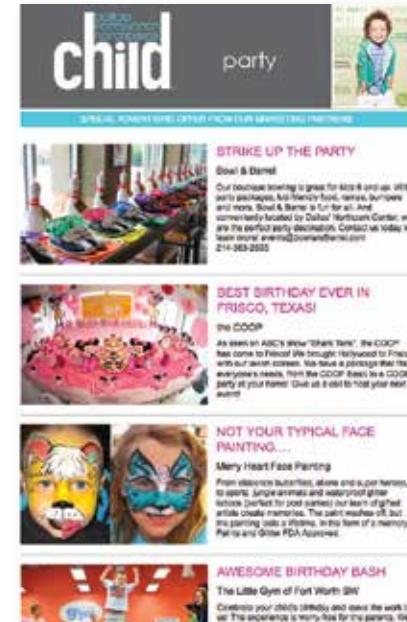
**LINK** Website address to link the ad to advertiser's site.

#### 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

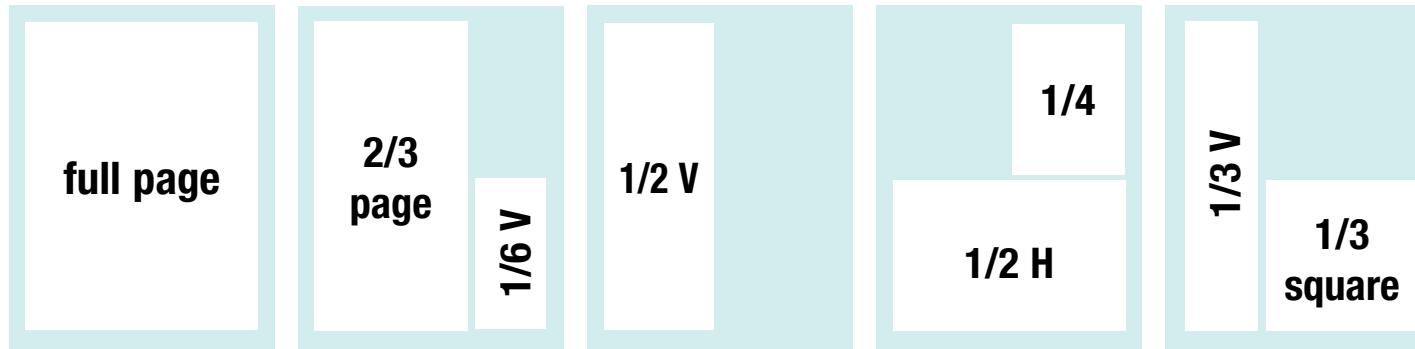
Non-print advertiser 800

#### 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](http://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](http://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 our 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](mailto: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