

a lifestyle magazine for central florida's modern parents

# PLAYGROUND

CELEBRATING

10

YEARS



2018  
MEDIA KIT

[WWW.PLAYGROUND-MAGAZINE.COM](http://WWW.PLAYGROUND-MAGAZINE.COM)

Playground Media Group, LLC | 10151 University Blvd., Ste. 326, Orlando, FL 32817

*Photo by Simply Shelby Photography*

# 10 Reasons to Advertise With PLAYGROUND Magazine



PHOTO: SIMPLY SHELBY PHOTOGRAPHY

**1 CREATED BY LOCAL MOMS FOR LOCAL PARENTS.** We have a high standard of delivering content that is specifically relevant to Central Florida families. We use local models, photographers, designers and writers—we keep it all local.

**2 10 YEARS OF EXPERIENCE.** We're celebrating our 10th anniversary in 2018! We've been researching, photographing and writing about Central Florida's best family-friendly businesses and events for the past decade. We know this town!

**3 MODERN, HEALTHY, PLAYFUL CONTENT.** We deliver high quality content focused on modern parenting perspectives, healthy living, and a playful lifestyle for Central Florida families with children up to age 12.

**4 ENGAGED, QUALIFIED AUDIENCE.** Competition for our readers' attention is fierce. We don't just spray our audience with noise; we strive to engage our audience with curated content about parenting in Central Florida.

**5 ACCESS TO THE PLAYGROUND NETWORK.** Over the past decade, we've established a broad network of partners in the local family-centered market space. We will help you connect and collaborate with those partners who can help grow your business.

**6 LOCAL MEDIA PARTNERSHIPS.** Local news outlets often invite PLAYGROUND's team of experts to deliver guest segments on live television, where we often feature our advertisers—we're considered Central Florida's go-to parenting resource.

**7 FULLY INTEGRATED PRINT AND DIGITAL OPPORTUNITIES.** We meet your broad marketing needs by offering advertising packages that include critical components such as sponsored content, e-mail advertising, social media campaigns and more.

**8 SCALABLE PACKAGES AND PRICING.** We offer a range of packages and pricing designed to provide a variety of options for local businesses, from the newbies just starting out to the established PLAYERS on the local scene.

**9 PREMIUM DESIGN QUALITY.** We pride ourselves on modern, colorful design enhanced by brilliant original photography featuring local models and locations. We look good, and we make you look good too.

**10 FULL-SERVICE PARTNERSHIP.** The PLAYGROUND team is here to support you every step of the way. We are experts in this market—we want to share that knowledge with you to help you succeed. From feedback on advertising copy to full service writing and design, we'll work with you to maximize your success.

# Readership & Distribution

We position ourselves to reach and relate to Central Florida's modern and affluent families.



PHOTO: NICOLE MITCHEM PHOTOGRAPHY

PLAYGROUND Magazine is a free publication that is distributed by mail and by controlled distribution. Subscriptions are mailed directly to Central Florida's most affluent neighborhoods. Issues are also strategically distributed to high-traffic locations throughout the area. In addition, we provide our advertisers with complimentary issues to share with their customers.

## TARGET DEMOGRAPHIC

- Modern & active parents with disposable income
- Age range: 25-50
- Household income exceeds \$125K
- Homeowners in Orange, Seminole or Osceola Counties
- Growing families with at least one child between the ages of 0-12

## CIRCULATION

- Frequency: Bimonthly (6 times per year)
- Circulation: 12,000 copies per issue
- Editorial Ratio: approx. 60% editorial, 40% advertising
- Readership: approx. 30,000 per issue (includes digital issue distributed on our website and through our e-newsletter)
- Home Delivery: 2,500 per issue, mailed to Central Florida's finest zip codes

## DISTRIBUTION

- Subscriptions - 25% (paid & complimentary)
- Controlled Distributions - 70% Free distribution at strategic locations in Orange, Seminole and Osceola Counties, such as children's boutiques and salons, private schools, upscale grocery stores, doctors' offices, book stores, libraries, entertainment centers and more  
Distribution Breakdown by County:
  - Seminole County: 30%
  - Orange County: 60%
  - Osceola County: 10%
- Exclusive Events & Marketing - 5% Charity event gift bags, kids fashion shows and community events

# 2018 Print Advertising Rates & Editorial Calendar



PHOTO: NICOLE MITCHEM PHOTOGRAPHY

DISPLAY RATES	6x	5x	4x	3x	2x	1x
Full Page	\$1,450	\$1,550	\$1,650	\$1,750	\$1,850	\$1,950
1/2 Page	\$ 850	\$ 925	\$1,000	\$ 1,075	\$1,125	\$1,250
1/4 page	\$ 475	\$ 525	\$ 575	\$ 625	\$ 675	\$ 725

PREMIUM POSITIONS	6x	5x	4x	3x	2x	1x
Back Cover	\$2,000	\$2,100	\$2,200	\$2,300	\$2,400	\$2,500
Inside Front Cover	\$1,850	\$1,950	\$2,050	\$2,150	\$2,250	\$2,350
Inside Back Cover	\$1,650	\$1,750	\$1,850	\$1,950	\$2,050	\$2,150

## SPECIAL ADVERTISING SECTIONS

### Locally-Owned, Playground Approved \$200

- This section provides space for business card sized ads to locally-owned businesses. We can work within all budgets. Artwork provided by the advertiser.

### Guides \$150

- Each print issue has a themed Guide section that includes a photo, logo and 60-word description of your business; All content is supplied by the advertiser. The printed Guides are also posted online for one year.

### See Saw \$900

- This section is a full page of (5 to 8) photos and a 50-word description of your business or event. These spots are limited and require editorial approval. Photos and description are provided by the advertiser.

### Feature Article \$900

- A one page article on a locally-owned business that runs in print and as an online article. We write the article and take a professional photo for the page.

## EDITORIAL CALENDAR

### JANUARY / FEBRUARY 2018

#### *The Health Issue*

Special Ad Section:  
Private School Guide

### MARCH / APRIL 2018

#### *The Baby Issue*

Special Ad Section:  
Pediatrician Guide

### MAY / JUNE 2018

#### *The Travel Issue*

Special Ad Section: Camp Guide

### JULY / AUGUST 2018

#### *The Party Issue*

Special Ad Section: Party Guide

### SEPTEMBER / OCTOBER 2018

#### *The Education Issue*

Special Ad Sections: Photography  
+ After-School Guides

### NOVEMBER / DECEMBER 2018

#### *The Holiday & Family Favorite Awards Issue*

Special Ad Section:  
Shop & Pamper Guide

# Digital Advertising Options & Rates



PHOTO: NICOLE MITCHEM PHOTOGRAPHY

## DIGITAL ADVERTISING OPTIONS & RATES

### WEBSITE ARTICLE (Sponsored Content)

- **\$200 each** You supply the article and photo(s); we provide editorial assistance.
- **\$250 each** We write and edit the article; you supply the photo(s).

### E-NEWSLETTER SPONSORSHIP **\$75 each**

- Your business is highlighted as the sponsor of the Weekly PLAYguide. This e-newsletter is sent directly to our list of over 3K local parents. The Weekly PLAYguide features the top family events in the Central Florida area. Sponsors receive a linked logo at the top and a business highlight at the bottom that includes a photo and a 60-word description.

### NEW ONLINE BUSINESS DIRECTORY PAGE **\$150 per year**

- Your business can have its own directory page on the newly redesigned playgroundmagazine.com website set to launch in Spring 2018. Our current website receives approximately 5700+ unique users and 6500+ sessions per month. Your business directory page will include up to 10 photos, one video (optional), and a description.

### SOCIAL MEDIA POSTS (Facebook and/or Instagram)

- **\$125 each** for boosted post on Facebook or Instagram
- **\$75 each** for post on Facebook or Instagram (no boost)
- We promote local businesses and events through Facebook and Instagram. We have 6700+ engaged and active Facebook followers and 800+ Instagram followers.

## DIGITAL ANALYTICS

### Website Analytics:

- Over 5,700 unique users and 6500+ sessions per month on average

### Facebook Followers:

- Over 6,800 as of January 2018

### Twitter Followers:

- Over 2,000 as of January 2018

### Instagram Followers:

- Over 900 as of January 2018

### E-Newsletter Database:

- Over 2,000 active subscribers

# Advertising Packages Include Print, Digital, Editorial & Events



PHOTO: MARLIESE CARMONA PHOTOGRAPHY

## QUARTER PAGE AD PACKAGE

Added value received with a full-year print agreement (6 issues):

- 1 e-newsletter sponsorship (value \$75)
- 1 social media post (value \$75)
- 1 PLAYguide Special Ad Section listing in applicable theme (value \$150)
- 1 premium website directory page (value \$125)
- Total of \$425 worth of added value for an annual advertising investment of \$2850.

## HALF PAGE AD PACKAGE

Added value received with a full-year print agreement (6 issues):

- 1 e-newsletter feature (reserved for print advertisers only)
- 2 e-newsletter sponsorships (value \$150)
- 2 social media posts (value \$150)
- 2 PLAYguide Special Ad Section listings in applicable themes (value \$300)
- 1 premium website directory page (value \$125)
- Total of \$725 worth of added value for an annual advertising investment of \$5,100.

## FULL PAGE AD PACKAGE

Added value received with a full-year print agreement (6 issues):

- 1 website article (value \$200)
- 1 e-newsletter feature (reserved for print advertisers only)
- 3 e-newsletter sponsorships (value \$225)
- 3 social media posts (value \$225)
- All PLAYguide Special Ad Section listings that are applicable (value \$300+)
- 1 event sponsorship\* or 1 See/Saw article (value \$900-\$1500)
- Total of \$1850+ worth of added value for an annual advertising investment of \$8,700.

\* Event sponsorship includes: up to 250 magazines provided for handout/swag bags, complimentary quarter page ad to promote your event, one social media post, online calendar listing, and one e-newsletter event listing

\* See/Saw articles include 5 to 8 photos of your event and a description

## NEW BUSINESS BONUS

If you have opened a family-oriented business\* within the past year, you are eligible for these additional promotions with your full-year print ad contract (6 issues):

- 1 mention in the **Talk of the Playground** section of a print issue
- 1 photo shoot of your business

\* A family-oriented business is one that's exclusively geared toward children or families. This excludes restaurants, malls and any other business that also caters to individual adults.

“ Exciting things are happening here at Lou & Pepper, and since the most recent issue of PLAYGROUND came out, we have been so busy! We are so grateful to everyone there! We are absolutely interested in advertising again next year. PLAYGROUND has been the best decision we made!”

— Andrea St. Onge  
Co-owner of Lou & Pepper

# Video Ad Spots

Partner with PLAYGROUND to create video advertorials designed to drive prospect engagement and brand awareness online, resulting in more qualified leads, easier conversions and higher revenue.



PHOTO: MEGAN NAVARRO

**We have exciting news for 2018 advertisers ... PLAYGROUND Magazine is introducing video advertorial packages to increase exposure to your local family-friendly business.**

We can help you use the power of video to reach more potential customers. Our creative producers, editors and content partners are ready to help you create and promote a video advertorial for your business that fits your budget.

- **“LET’S GO PLAY” VIDEO TOURS**

Local mom and influencer Megan Navarro (of I Am Megan Navarro on YouTube) and her family take us on a virtual tour of a local family-friendly business and give a review of their experience. Videos are shared on social media (Facebook, Instagram, YouTube) and they are also posted on our website. Limited spots available (1 per month; 12 per year).

**Average Length:** under 3 minutes; **Cost:** \$475

- **SQUARE VIDEO SPOT TO MUSIC**

These fun videos show the highlight reel of your business, service or event and are a favorite viral video for social media shares. Video or still photos are set to music and feature your business. **Average Length:** under 1 minute; **Cost:** \$375

- **FACEBOOK LIVE VIDEO INTERVIEW**

A PLAYGROUND staff member will interview you in our studio or at your place of business for a Facebook Live video to discuss an upcoming event, new service and more.

**Average Length:** under 5 minutes; **Cost:** \$550

In this always-on world, it's important to get your message across as fast as possible, and there's no better way than with video.

**Video ads increase purchasing intent by 97% and brand association by 139%.**

(According to the Social Ad Effectiveness study by Unruly)

# Artwork Specs

We make you look good! Follow these guidelines for artwork submission. We can provide graphic design services at \$25/hour.



PHOTO: JESSICA FRIEND PHOTO DESIGN

## IMPORTANT PRINT AD DEADLINES

ISSUE	SPACE	ARTWORK	PUB DATE
Jan/Feb 2018	Dec 10	Dec 15	Dec 29
Mar/Apr 2018	Feb 2	Feb 9	Feb 23
May/June 2018	Apr 2	Apr 6	Apr 20
Jul/Aug 2018	Jun 1	Jun 10	Jun 22
Sep/Oct 2018	Aug 1	Aug 10	Aug 24
Nov/Dec 2018	Oct 1	Oct 5	Oct 26

## SUBMITTING ARTWORK

- Final, approved artwork must be e-mailed to [emily@playground-magazine.com](mailto:emily@playground-magazine.com).
- We prefer that all ads be submitted in **PDF format**. PDFs should be distilled with no color management and all fonts embedded. We can also accept JPEG, TIFF and EPS file types. All TIFF and EPS files should be flattened with fonts converted to outlines.
- The magazine is produced using CMYK process color. **No PMS colors.**
- All artwork must be actual size at 300 dpi.
- Some color variance is usual and should be expected.

**FULL PAGE**  
 Bleed: 8.625" x 11.125"  
 Trim: 8.375" x 10.875"  
 Live: 7.875" x 10.375"

**QUARTER PAGE (VERTICAL)**  
 3.625" x 4.875"  
 No Bleed

**HALF PAGE (HORIZONTAL)**  
 7.875" x 5"  
 No Bleed

**LOCALLY-OWNED AD**  
 3.5" x 2"  
 No Bleed

**PLAYGUIDE AD**  
 Logo: 2" wide x 1.5" high  
 Photo: 2.175" wide x 2" high  
 Description: 60 words

**MAGAZINE SPECS**  
**Size:** 8.375" x 10.875"  
**Ink:** Four-color process printing (No PMS color)  
**Binding:** Saddle stitch  
**Paper:** 80# gloss text, self cover



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