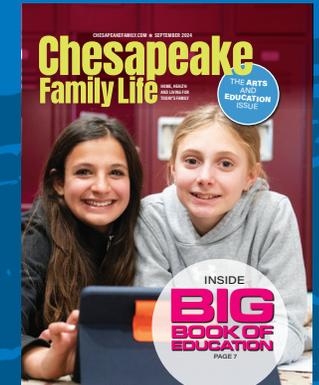
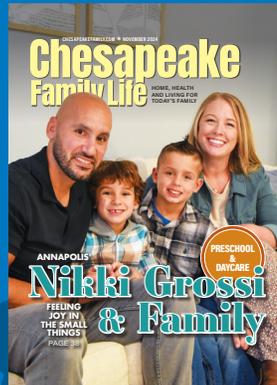


Chesapeake Family Life

Media Guide 2025



Smart. Local.
Parenting for the
Chesapeake Bay
region.



advertising@ChesapeakeFamily.com | 410-263-1641

ChesapeakeFamily.com

Magazine Reach

Chesapeake Family Life is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in the Chesapeake Bay region.

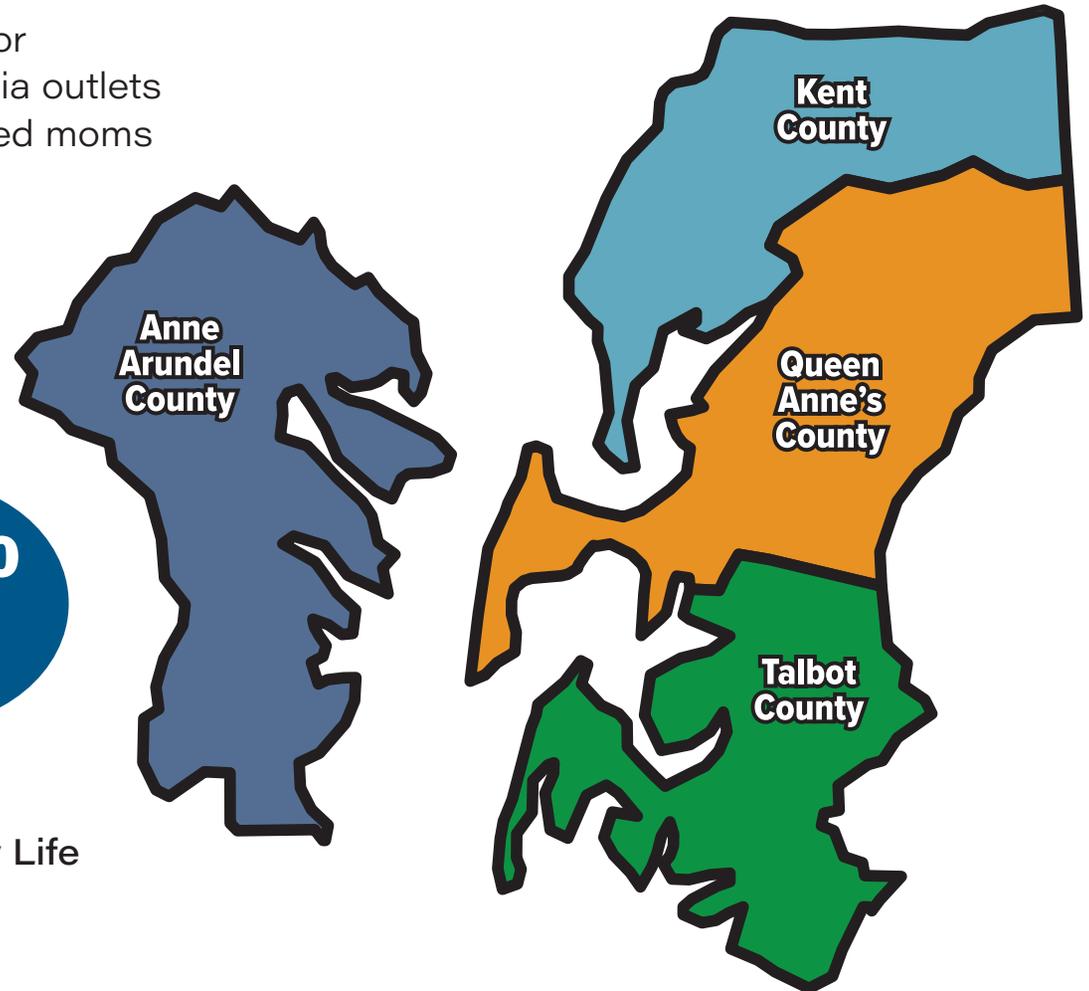
Newsstand

- 99.6% Pickup

Magazine Audience

- Targeted Email
- 100% Female
- 100% Children Ages 0-12
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+
- Our Readers Use Ads in Chesapeake Family Life to Make Buying Decisions

56,500
Digital
Magazines
Distributed



January

Sales Deadline Dec. 11
Camera Ready Ads Due Dec. 13

Magazine

- New Year's Checklist
- Camps and Summer Programs
- Preschool and Childcare
- Travel: Virginia
- Indoor Fun

Directories: Camps; Preschool/Day Care, Education Open House
Advertorial Focus: Open Houses, Camps, Preschool

February

Sales Deadline Jan. 15
Camera Ready Ads Due Jan. 17

Magazine

- Camps and Summer Programs
- BIG Book for Families
- Valentine's Day
- Travel: Kent and Queen Anne's Counties
- National Children's Dental Health Month

Directories: Camps and Summer Programs, Dental
Advertorial Focus: Camps

**CAMP
FAIR**

March

Sales Deadline Feb. 12
Camera Ready Ads Due Feb. 14

Magazine

- Youth Arts
- Education
- Spring Events: Easter
- Travel: Beaches

Directories: Camps and Summer Programs, Family Entertainment
Advertorial Focus: Camps

April

Sales Deadline Mar. 12
Camera Ready Ads Due Mar. 14

Magazine

- Health & Fitness/Sports
- Amusement Parks and Carnivals
- Best Places to Live
- Spring Events
- Musical Theatre
- Travel: Howard and Carroll Counties

Directories: Camps and Summer Programs, Sports, Performing Arts
Advertorial Focus: Camps

May

Sales Deadline Apr. 16
Camera Ready Ads Due Apr. 18

Magazine

- Parties
- Mother's Day
- Family Friendly Workplace
- Women in Business
- Travel: Deep Creek and West Virginia

Directories: Parties
Advertorial Focus: Parties

June

Sales Deadline May 14
Camera Ready Ads Due May 16

Magazine

- 100 Days of Summer
- Pregnancy
- Father's Day
- Dental Health
- Travel: Explore the Mid-Atlantic

Directories: Pregnancy Guide
Advertorial Focus: OB/GYN & Pediatrics, Dentists/Orthodontists

July

Sales Deadline Jun. 11
Camera Ready Ads Due Jun. 13

Magazine

- Favorite Doctors
- Special Needs
- Summer Fun
- Travel: Talbot County
- Medical

Directories: Special Needs, Medical
Advertorial Focus: Special Needs

August

Sales Deadline Jul. 16
Camera Ready Ads Due Jul. 18

Magazine

- Back-to-School
- Family Wellness
- After School Activities
- Travel: Camping and RV

Directories: Open House Dates, Back-to-School Guide, Medical, Aftercare
Advertorial Focus: Open House Dates, Medical, Aftercare

September

Sales Deadline Aug. 13
Camera Ready Ads Due Aug. 15

Magazine

- Big Book of Education
- The Arts: Visual, Dance and Theatre
- Travel: Sports Trips
- Apple Picking

Directories: Arts, Open House Dates, Education Guide
Advertorial Focus: Education, Preschool, Afterschool Activities

October

Sales Deadline Sept. 17
Camera Ready Ads Due Sept. 19

Magazine

- Special Needs Resource Guide
- Fall Fun
- Mom Health
- Independent Schools
- Travel: Winter Sports Preview
- National Orthodontics Health
- Children's Mental Health Month

Directories: Independent Schools, Dental
Advertorial Focus: Special Needs, Arts, Education

November

Sales Deadline Oct. 15
Camera Ready Ads Due Oct. 17

Magazine

- Holiday Countdown
- Preschool and Day Care
- Charitable Giving
- National Adoption Month
- Travel: New York for the Holidays

Directories: Independent Schools
Advertorial Focus: Preschool

December

Sales Deadline Nov. 10
Camera Ready Ads Due Nov. 12

Magazine

- Family Favorite Winners
- Military Family
- Holiday Happenings
- Family Health
- Camps
- Travel: Ocean City in Winter

Directories: Holiday Gift Guide
Advertorial Focus: Charitable Giving

January

- Expanded Digital Magazine

Newsletters:

- School Open Houses
- Camps and Activities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

February

- Expanded Digital Magazine
- BIG Book for Families Digital Magazine
- Camp and Summer Activities Digital Magazine

Newsletters:

- Medical
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

March

- Expanded Digital Magazine

Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

April

- Expanded Digital Magazine

Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports

May

- Expanded Digital Magazine

Newsletters:

- Party Planning
- Last Chance Camps
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports

June

- Expanded Digital Magazine
- Summer Fun Guide Digital Magazine

Newsletters:

- Medical
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

July

- Expanded Digital Magazine

Newsletters:

- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

August

- Expanded Digital Magazine

Newsletters:

- Medical
- Back To School
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

September

- Expanded Digital Magazine
- BIG Book of Education Digital Magazine

Newsletters:

- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Education

October

- Expanded Digital Magazine
- Special Needs Resource Guide Digital Magazine

Newsletters:

- Medical
- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- Focus on Education / The Arts

November

- Expanded Digital Magazine

Newsletters:

- Education / Preschool
- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

December

- Expanded Digital Magazine
- Military Family Digital Magazine

Newsletters:

- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Size	Width" x Height"	1-2x	3-5x	6-11x	12x	ADD VIDEO	ADD SLIDESHOW
Premium Positions Inside Front, Inside Back, Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	\$3000	\$2850	\$2700	\$2550	\$500	\$250
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2775	2625	2495	2370	500	250
Full Page	7.125" x 9.4375"	2775	2625	2495	2370	500	250
1/2 Page Horizontal	7.125" x 4.625"	1655	1570	1490	1415	500	250
1/2 Page Vertical	3.5" x 9.4375"	1655	1570	1490	1415	500	250
1/3 Page Square	4.75" x 4.625"	1199	1140	1090	1035		
1/3 Page Vertical	4.75" x 4.625"	1199	1140	1090	1035		
1/4 Page	3.5" x 4.625"	885	840	790	750		
1/6 Page Square	3.5" x 3.0625"	799	760	725	690		
1/6 Page Vertical	2.25" x 4.625"	799	760	725	690		
1/8 Page	3.5" x 2.25"	660	625	590	560		

Trim Size is 8.125 x 10.625 | *All prices are per ad insertion.

Effective January 1, 2025

WEBSITE ADS

JUMBO LEADERBOARD

994 pixels x 100 pixels
1 MONTH \$995

Jumbo leaderboard appears on the home page.

IN-ARTICLE ADVERTISING

468 x 60 pixels
1 WEEK \$750
4 WEEKS 600
12 WEEKS 450
26 WEEKS 300
52 WEEKS 150

These ads appear within an article on our website.

ADDITIONAL WEBSITE OPTIONS

DIRECTORY LINK & LOGO

Adjustable size
1 YEAR \$1100

Logo, URL and description.

CONTENT HUB

Adjustable size
1 YEAR \$600

Photo, 100 word write-up and contact information. Links to sponsored content if available.

WEB PACKAGE

1 YEAR \$1500

Includes both Directory Link & Logo and the Content Hub.

PREMIUM JUMBO TILE AD

300 pixels x 250 pixels
1 MONTH \$900

Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.

STANDARD TILE ADS

300 x 250 pixels
1 MONTH \$450

Tile ad appears on the home page and all other pages throughout the website.

SPONSORED CONTENT

STORY

500 Maximum Words
1 MONTH \$799

The article title is listed on our home page for one month under "Sponsored Articles."

STORY WITH VIDEO

1 MONTH \$899
Up to 60 seconds

EMAIL MARKETING

ELETTER

600 x 90 pixels

BANNER AD
\$349

SPONSORED CONTENT
\$700

**THEMES:
WEEKLY EVENTS
MEDICAL
TRAVEL
EDUCATION
CAMP
PARTIES**

EBLAST*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$599
To our opted-in database

PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750
30,000 targeted emails to area parents with children pre-K to 8th grade.

COMBO PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$999
30,000 targeted emails plus our opt-in subscriber emails

PROGRAMMATIC AUDIENCE EXTENSION

★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 2 locations
Publisher site retargeting — **\$600 per month**

★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 4 locations
Publisher site retargeting — **\$900 per month**

★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location
Keyword retargeting • Geo-fencing of up to 5 locations
Publisher site retargeting • Advertiser site retargeting (*requires pixel placement*) — **\$1,200 per month**

AD SIZES

320x50	300x50	300x250	728x90	160x600
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**For a single business location only.*

***Client supplies five keywords for us to build from.*

****Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*****Three-month campaign minimum*

SOCIAL MEDIA

FACEBOOK OR INSTAGRAM \$250/POST

Image and short write-up.

*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.

Rates are net, non-commissionable. Effective January 1, 2025

Chesapeake Family Life

**Lets Talk!
Reach out
to us for any
questions.**

Email

advertising@chesapeakefamily.com

Call us

410-263-1641, ext. 2

ChesapeakeFamily.com

