



lexington  
**family**  
magazine

*Media  
Kit*

*Reaching 1 Million Readers a Year*



Since 1997, Lexington Family Magazine has published the most comprehensive calendar of day-to-day events in Central Kentucky.

Our magazine is hyper local. All stories in our publications are by, for and about Central Kentucky families.



## We Deliver 77,500 Loyal Readers to You, the Advertiser

Which products or services will our readers – parents, educators, grandparents and caregivers – purchase in the next 12 months?

<b>87%</b> Children's Apparel	<b>58%</b> Travel & Vacations	<b>46%</b> Furniture
<b>78%</b> Dining & Entertainment	<b>54%</b> Automotive Accessories	<b>39%</b> Sports Products
<b>79%</b> Women's Apparel	<b>51%</b> Pharmacists	<b>41%</b> Fitness
<b>70%</b> Education/Classes	<b>55%</b> Tax Services	<b>35%</b> Home Improvement
<b>66%</b> Men's Apparel	<b>55%</b> Electronics	<b>30%</b> Lawn & Garden
<b>72%</b> Medical Expenses	<b>43%</b> New or Used Auto	<b>35%</b> Cleaning Services
		<b>31%</b> Childcare

Survey by Circulation Verification Council

## Online & Social Media



91,542 Average Monthly Page Views  
More than 4,500 Facebook Likes  
More than 5,100 eNewsletter Subscribers

[lexingtonfamily.com](http://lexingtonfamily.com)



## Demographics

READERSHIP **77,500**

CIRCULATION **30,000**

FACEBOOK LIKES **4,500**

eNEWSLETTER SUBSCRIBERS **5,100**

**90%** Female

**90%** Ages 25-54

**89%** College Educated

**83%** Homeowners

**56%** Annual Income: \$75,000+

### AGES OF CHILDREN

**40%** Under 5

**77%** 5-12

**36%** 13-18

## A Powerful Distribution Network

*Audited Distribution Means Guaranteed Exposure for You!*

Lexington Family Magazine is committed to bringing the most trusted professional service to our advertisers. We are audited by the nationally recognized Circulation Verification Council. This assures you of a dependable and accurate assessment of our distribution system and numbers.

## MORE THAN 700 LOCATIONS

### Fayette County & Seven Surrounding Counties

- Child Care Centers • Hospitals • Public Libraries • Museums
- Public & Private Schools • Restaurants • Churches
- Realtor Relocation Kits • Family Friendly Businesses • Senior Communities & Centers • Parks, Pools & Other Recreation Areas

Available at all area Kroger Stores.



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## Additional Opportunities

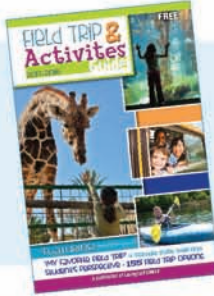


### The Baby Bump

Because babies don't come with instructions, Lexington Family Magazine offers parents the next best thing – our annual, full-color Baby Guide.

### Exceptional Family

A collaboration with the State Council on Developmental Disabilities, this full-color, statewide publication is a guidebook for people with disabilities, their families and the professionals who support them.



### Field Trip & Activity Guide

This annual publication reaches teachers, youth leaders, scout groups and more in Fayette and 11 surrounding counties with info on field trips, fundraisers and resources.

### Summer Camp & Activities Fair

This hugely popular one-of-a-kind annual event brings you face-to-face with 3,000 parents looking for summer camps, kids' activities and services for families.



### Successful Aging Guide

Addressing the needs of the Sandwich Generation, this annual full-color, glossy publication provides comprehensive information for older adults, their families and caregivers addressing all aspects of aging.

### Lexington Relocation Guide

The Relocation Guide has everything you need to know about the Bluegrass – information that is useful for newcomers and current residents alike. The Guide is distributed through Real Estate companies and Relocation Services.



## Highly Requested, Useful Editorial

Unlike the daily papers, **Lexington Family Magazine** is often read cover to cover by busy parents who are looking for tips and advice for their families. Readers appreciate the consistent editorial coverage of the news, events and issues affecting their families' lives.

## Topics Include

- Family Health Checkup
- Mom Approved Doctors
- College & Private School Guide
- Birthday Party Guide
- Summer Camps
- Pets
- Vacation & Travel
- Special Needs
- Maternity & Children's Health
- Family Fun Guide
- Preschools & Daycares
- Back To School
- After School Directory
- Family Favorite Winners
- Private School Open Houses
- Elder Care & Retirement Planning
- Holiday Gift Guide
- Top Events in Surrounding Counties

## Dates & Deadlines

Magazines are distributed on or about the 25th of the previous month of issue. Space reservation deadlines are the 15th of every month.

Call 223-1765 for specific dates.

# Advertising with Lexington Family WORKS!

*"Our practice has grown tremendously in the past decade and the only marketing we do is with Lexington Family Magazine. It's a pleasure to partner with people who care about you and your business."*

— Dr. Rick Graebe, Family Eyecare Associates

*"Our Scholar Athlete feature in Lexington Family Magazine has far exceeded our expectations. We know it has generated tremendous support in the community, and it identifies terrific young people. We are very pleased with our association with Lexington Family Magazine."*

— Cliff Feltham, Kentucky Utilities

*"We regularly advertise in Lexington Family Magazine and have found it to be an effective way to reach families throughout Central Kentucky. When we ask our new families how they heard about Sayre School, they often say they found us in Lexington Family Magazine."*

— Barb Milosch, Sayre School

*"I have never worked with a publication that does a finer, more consistent job of capturing in words the heart of our human interest stories while graphically portraying them in such stunning and pleasing ways. Your ad department does the same great job in helping us to tell our story in new and creative ways."*

*"You have significantly helped us capture the attention of countless new prospects and supporters over the years. We look forward to many more years of beneficial association with you!"*

— Alan Beuscher,  
Wesley Village Senior Living Community

*"We advertised in the April issue of Lexington Family Magazine and had a booth at the Summer Camp Fair, which really helped grow our business."*

— Tracy Morris, Bricks 4 Kidz

# lexington family magazine



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