

a lifestyle magazine for central florida's modern parents

# PLAYGROUND

magazine

*Simply Shelby Photography*

## 2022 MEDIA KIT



#PLAYorlando

PlaygroundMagazine.com

 @PLAYorlando

 @PLAYGROUNDMagazine

Playground Media Group, LLC | 10151 University Blvd., Ste. 326, Orlando, FL 32817 | 407-221-4932

# 5 Reasons to Advertise With Us



1

## **QUALITY CONTENT.**

We deliver high quality content focused on modern parenting perspectives, healthy living and a playful lifestyle for Central Florida parents with children up to age 12.

2

## **BRAND IDENTITY.**

During our 14 years of publishing, we have created a trusted lifestyle brand through premium design and content. Our readers trust that we will publish only the best articles and partner with the best advertisers in the community.

3

## **ENGAGED, QUALIFIED AUDIENCE.**

Competition for our readers' attention is fierce. We don't just spray our audience with noise; we publish curated content about relevant parenting topics. Our readers are loyal and include Central Florida's most affluent parents.

4

## **COMPETITIVE RATES.**

We have created advertising opportunities that are attainable for small, locally-owned businesses as well as full campaign packages for large corporations. Scalable options ensure your brand message gets in front of Central Florida's parents.

5

## **FULLY INTEGRATED PRINT AND DIGITAL OPPORTUNITIES.**

We offer advertising packages that include sponsored content (print and online), e-mail advertising, social media campaigns and more.

# Readership & Distribution

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



PLAYGROUND Magazine is a free publication that is distributed by mail and through 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: 26-48
- Household income exceeds \$125K
- Homeowners in Orange, Seminole and Osceola counties
- Growing families with at least one child age 12 or under

## CIRCULATION

- Frequency: Bimonthly (6 times per year)
- Circulation: 10k-12k copies per issue
- Editorial Ratio: approx. 60% editorial, 40% advertising
- Readership: approx. 30k per issue (includes print and digital issue distribution)
- Home Delivery: 2,500 per issue, mailed to subscribers

## DISTRIBUTION

- Subscriptions - 25%
- 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:
  - Orange County: 60%
  - Seminole County: 30%
  - Osceola County: 10%
- Exclusive Events & Marketing - 5%  
Charity event gift bags, kids fashion shows and community events

# Print Advertising Rates & Schedule



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. 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. An online version of the Guide is posted on our website for one year.

### See/Saw \$900

- This section is a full page of photos (5 to 8) 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. Offered to current print advertisers who have an ad in that issue.

### Feature Article (Sponsored Content) \$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

### FEBRUARY/MARCH 2022

#### *The Health Issue*

Special Advertising Section:  
Pediatrics Guide

### APRIL/MAY 2022

#### *The Baby Issue*

Special Advertising Section:  
Camp Guide

### JUNE/JULY 2022

#### *The Travel Issue*

Special Advertising Section:  
Party Guide

### AUGUST/SEPTEMBER 2022

#### *The Education Issue*

Special Advertising Section:  
Enrichment Guide

### OCTOBER/NOVEMBER 2022

#### *The Culture Issue*

Special Advertising Section:  
Photography Guide

### DECEMBER/JANUARY 2022-23

#### *The Family Favorite Awards Issue*

Special Advertising Section:  
Private School Guide

# Print Ad Artwork Specs

We make you look good! Follow these guidelines for artwork submission.  
We can provide graphic design services at \$45/hour.



## IMPORTANT PRINT AD DEADLINES

ISSUE	SPACE	ARTWORK	PUB DATE
Feb/Mar 2021	Jan. 4	Jan. 7	Feb. 1
Apr/May 2021	Feb. 25	Mar. 4	Apr. 1
Jun/Jul 2021	Apr. 27	May 4	Jun. 1
Aug/Sep 2021	Jun. 27	Jul. 5	Aug. 1
Oct/Nov 2021	Aug. 26	Sep. 2	Sep. 30
Dec/Jan 2021-22	Oct. 27	Nov. 3	Dec. 1

## SUBMITTING ARTWORK

- Final approved artwork must be e-mailed to [alicia@playgroundmagazine.com](mailto:alicia@playgroundmagazine.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 4-color process. **No PMS or spot colors.**
- All artwork must be actual size at 300 dpi.
- Some color variance is usual and should be expected.

### MAGAZINE SPECS

**Size:** 8.375" x 10.875"

**Ink:** Four-color process printing (No PMS color)

**Binding:** Saddle stitch

**Paper:** 70# endurance silk text, self cover

#### 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

#### GUIDE AD

Logo: 2" wide x 1.5" high

Photo: 2.175" wide x 2" high

Description: 60 words

# Digital Advertising Options & Rates



## WEBSITE ARTICLE (Sponsored Branded Content)

- **\$200 each** You supply the article and photo(s); we provide editorial assistance.
- **\$375 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 our weekly E-newsletter that is sent directly to our exclusive list of over 4K local and engaged parents. Our E-newsletter features the best family events in Central Florida, monthly giveaways and announcements from our advertisers. The E-newsletter sponsors section includes a logo, a photo and a 60-word description with URL.

## ONLINE GUIDE LISTING **\$150 per year**

- We update our online Guides on an annual basis. Guide listings include a photo, logo and 60-word description of your business with a link back to your site. All content is supplied by the advertiser. Guide Schedule: February–Family Medical Guide; April–Camp Guide; June–Party Guide; August–Enrichment Guide; October–Photography Guide; December–Private School Guide

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

- **\$125 each** for boosted post on Facebook and/or Instagram
- **\$75 each** for post on Facebook and/or Instagram (no boost)
- We promote local businesses and events through Facebook, Instagram and Pinterest.

## DIGITAL ANALYTICS

### Website Analytics:

- Over 4,700 unique users and 6,500+ sessions per month on average

### Facebook Followers:

- Over 7,739 as of December 2021

### Twitter Followers:

- Over 2,000 as of December 2021

### Instagram Followers:

- Over 2,500 as of December 2021

### E-Newsletter Database:

- Over 4,000 subscribers

# Digital Artwork Specs

Please submit all digital artwork 5 days prior to campaign start.  
Contact [alicia@playgroundmagazine](mailto:alicia@playgroundmagazine) for your digital file deadlines.

## Sponsored Website Article

- Write a title that is clear, interesting and makes use of rich keywords.
- Write in third person, an objective point of view (or we will edit to do so).
- Use the AP Style Guide (single spaces after a period, no serial commas, etc.).
- Speak to our audience. Make content relevant to Central Florida parents (moms and dads) with at least one child 12 or under with a household income of \$125K or more.
- Use small paragraphs and sub-headings when possible.
- Submit 500-750 words of copy that includes up to 5 links.
- Include at least one photo at 1280 pixels wide horizontally oriented.
- **More SEO writing tips here:** <https://www.titangrowth.com/blog/capitalize-on-content-10-techniques-for-seo-content-writing/>

## E-newsletter Feature Article

- Include a subject title that is catchy. **See subject line tips here:** <https://jennakutcherblog.com/5-little-known-subject-line-tips-to-get-your-emails-opened/>
- Please use the AP Style Guide (single spaces after a period, no serial commas, etc.).
- Submit up to 250 words of copy.
- Send one photo at 1280 pixels wide, horizontally oriented.
- Include your business logo in JPG or EPS format.
- Don't forget to include a call-to-action, your contact information and a link to your website.

## Weekend PLAYguide E-news Sponsorship

- Send a 1280 pixels wide photo that represents your business.
- Include your business logo in JPG or EPS format.
- Don't forget to include a call-to-action, your contact information and a link to your website.

## Website Ad Sizes

NAME	WIDTH	HEIGHT	NOTES
<b>Leaderboard</b>	728px	90px	dedicated / doesn't rotate
<b>Poster</b>	300px	500px	dedicated / doesn't rotate
<b>Square</b>	300px	250px	dedicated / doesn't rotate
<b>Tile</b>	300px	130px	shared / rotates

- Submit digital ad artwork in JPEG, PNG or GIF format.

## Social Media Posts (Facebook & Instagram)

We can share your business page's Facebook post on our page or ...

- Send professional photos (up to 10) that reflect the service/goods you are promoting.
- Send a description (up to 60 words) that includes a call-to-action and a link.

## Guide Listing (Print & Online)

- Send one high-resolution square photo that reflect the service/goods you are promoting (no text or graphics over image)
- A 60-word description that includes your contact info
- Your business logo

Final approved artwork must be e-mailed to [alicia@playgroundmagazine.com](mailto:alicia@playgroundmagazine.com).

# PLAYGROUND

## Advertising Bundles

Check out our advertising bundles offering additional value with a full-year contract.



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### QUARTER PAGE AD PACKAGE

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

- 1 e-newsletter sponsorship (value \$75)
- 1 social media posts (value \$75)
- 1 printed and online Guide listing in applicable issue/theme (value \$150)
- 1 sponsored online article about your business on our website (value \$200)
- Total of \$500 of added value with a Quarter Page ad annual (6x) contract agreement.

### HALF PAGE AD PACKAGE

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

- 1 e-newsletter feature (value \$150)
- 2 e-newsletter sponsorships (value \$150)
- 2 social media posts (value \$150)
- 2 printed and online Guide listings in applicable issue/theme (value \$300)
- 1 sponsored online article about your business on our website (value \$200)
- Total of \$950 of added value for a Half Page ad annual (6x) contract agreement.

### FULL PAGE AD PACKAGE

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

- 1 e-newsletter feature (\$150)
- 2 e-newsletter sponsorships (value \$225)
- 4 social media posts (value \$300)
- All printed and online Guide listings in applicable issue/theme (value \$300+)
- 2 sponsored online articles about your business on our website (value \$400)
- 1 event sponsorship\* or 1 See/Saw\*\* article in print issue (value \$900-\$1500)
- Total of \$2,275+ of added value for a Full Page ad annual (6x) contract agreement.

\* 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.



# PLAYGROUND Contact Us

Think of us as an extension to your marketing team.



Wall Crawl

We love to hear from you. Here's who to contact and why:



**HEATHER RENEAU**

*Publisher & Editorial Director*  
heather@playgroundmagazine.com

- *Email Heather about article ideas and how we can help you with promotions!*



**BRANT MUEKELEY**

*Financial Manager*  
brant@playgroundmagazine.com

- *Contact Brant regarding billing!*



**MADDY ZOLLO RUSBOSIN**

*Editor*  
maddy@maddyzollo.com

- *Email Maddy about article ideas!*



**JESSICA VENTURA**

*Advertising Manager*  
jessica@playgroundmagazine.com

- *Contact Jessica about advertising opportunities and all things ad related!*



**CORTNEY THEKAN**

*Writer & Editor*  
cortney@playgroundmagazine.com

- *You may hear from Cortney regarding articles and interviews!*



**ALICIA MCKEE**

*Advertising Assistant*  
alicia@playgroundmagazine.com

- *Send your ad artwork and sponsored content to Alicia!*



**JESSICA FRIEND**

*Photographer & Graphic Designer*  
jessicafriend@playgroundmagazine.com

- *You'll hear from Jessica when we need to take your photos for the magazine!*



**WENDY MEYER**

*Events Editor & Social Media Manager*  
wendy@playgroundmagazine.com

- *Send your new business and/or event info to Wendy so she can share it with our readers!*