

REACH LOCAL MOMS LOOKING FOR ACTIVITIES FOR KIDS



our readers

More than **32,000** readers look to Lee County Family News every month. It is the local **EVENT MAGAZINE** for young families in Lee County. A bright and colorful tabloid news magazine for moms, it features stories, vital information, photos of current and upcoming community, school and family events.

Moms of all socio and economic backgrounds turn to Family News every month in record numbers to find out what children's events are taking place in Lee County.

All moms want to know what to do specifically with their children, and our comprehensive monthly calendar is specialized for activities with & for kids.

deadlines

- Ad space reservation & ad artwork deadline is the **15th of the month** prior to publication.

- Calendar and editorial deadline is the **20th of the month** prior to publication

where to get it

Family News is available free each month at more than **350 LOCATIONS** in Fort Myers, Bonita Springs, Cape Coral, Estero, Lehigh Acres, Sanibel, Fort Myers Beach and Pine Island at private schools, charter schools, Lee County libraries, child care centers, toy stores, doctors' & dentists' offices, restaurants and special attractions:

13,500 copies monthly

Call 239-278-5236

or e-mail us at

leefamilynews@earthlink.net

www.leefamilynews.net

PO Box 9285, Fort Myers, FL 33902



rates

FULL COLOR

	1X	3 X	6 X	12 X
Full page	\$900	\$750	\$700	\$650
1/2 page	\$500	\$410	\$385	\$360
1/4 page	\$300	\$230	\$210	\$190
1/8 page	\$180	\$130	\$120	\$110
Small block	\$85	\$75	\$70	\$65

■ Above rates are per ad per month. Net rates, non-commissionable. Add 15% for back page; 10% for preferred position

sizes

Size	Width x Height
Full page	10" x 12"
1/2 page (horizontal)	10" x 5.75"
1/2 page (vertical)	5" x 11.5"
1/4 page (block)	5" x 5.75"
1/4 page (horizontal strip)	10" x 2.75"
1/4 page (vertical strip)	2.5" x 11.5"
1/8 page (horizontal)	5" x 2.75"
1/8 page (vertical)	2.5" x 5.75"
Small block	2.5" x 2.75"

who we are

Family News is the original local parenting publication serving Lee County since 1991. It is published by KMK Publishing Inc., owners of Happenings Arts & Entertainment Magazine, which has been around since 1995. Both magazines are owned and operated by the husband and wife team of Jamie & Kathy Kuser of Fort Myers.

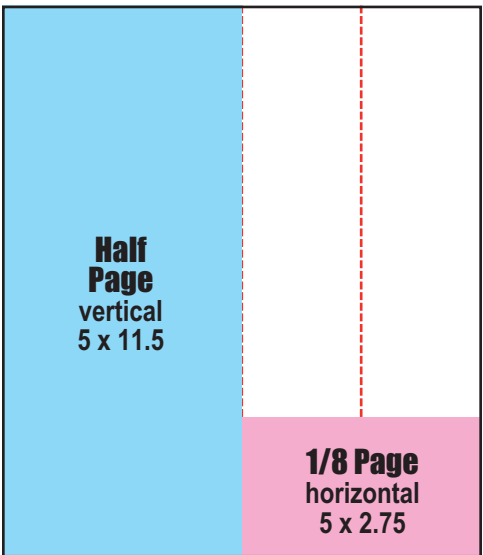
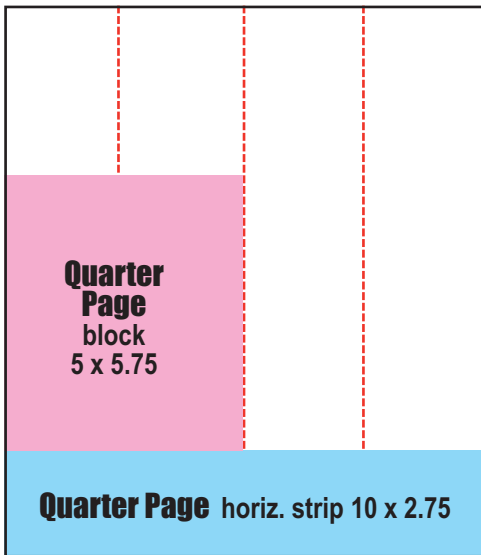
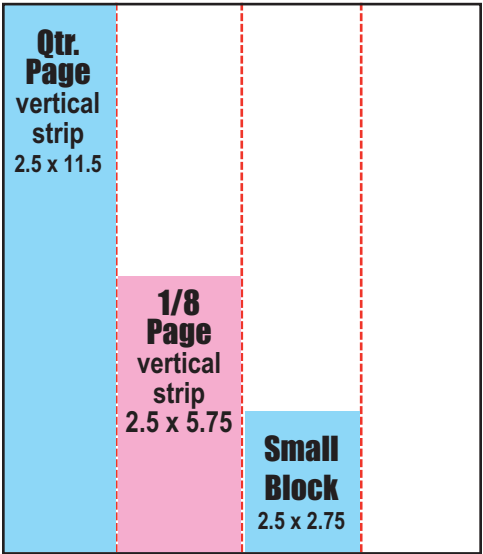
Effective with JAN 2013 issue

NEW SIZES • NEW DEADLINES • NEW RATES

Size Chart on Back



Choose from 9 different ad sizes



Ad space reservation
DEADLINE

15th of the month

Artwork DEADLINE

20th of the month

