

Family

magazine group



Los Angeles Family

YOUR ESSENTIAL PARENTING RESOURCE August 2006

Chefmakers is cooking up some family fun

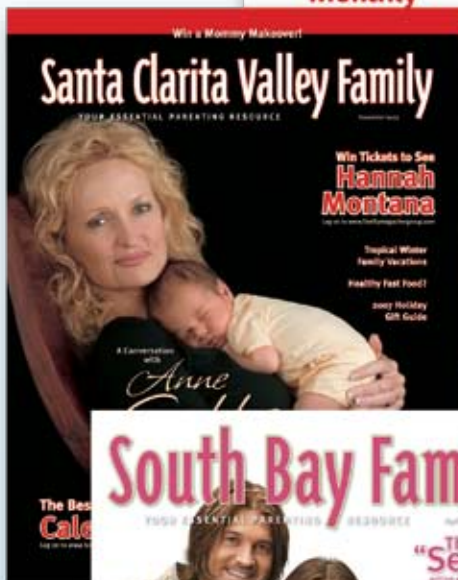
End of summer travel musts!

Monthly

Last chance for summer fun!
100's of great ideas

Coping with the back to school blues

What's new & hot



Publishers Message

THE FAMILY MAGAZINE GROUP is recognized as the leading regional parenting publication for advertisers in the Los Angeles and Las Vegas markets. With six (6) individual editions and the largest circulation distribution of any family community publications, **THE FAMILY MAGAZINE GROUP** delivers a demographically targeted reader who seeks our recommendations when making their purchasing decision throughout the year.

Since 1995, **THE FAMILY MAGAZINE GROUP** has provided a positive editorial environment for families. In addition to cover features and a comprehensive family calendar, **THE FAMILY MAGAZINE GROUP** presents readers with exceptional monthly articles written by highly-regarded professionals in the areas of family counseling, childhood development, education and entertainment. Our formula encourages reader involvement and our success can be measured by our reader loyalty as well as repeat advertiser support.

We believe in developing a mutually beneficial working relationship with our advertisers to help increase their customer response, and welcome the opportunity to provide you and your business an exciting and effective advertising resource while broadening your community recognition.

Demographics

Female:	89%	Married:	67%
Male:	11%	Single:	33%
Median Age:	34.5		
Family Composition:		Disposable Income:	
Children Birth-5:	72%	100,000+	33.3%
Children 6-11:	63%	150,000+	20.0%
Teenagers:	37%	College Educated:	69.0%
Plan on having this yr.:	41%	Post Graduate:	34.0%
Use Family Magazine Group to make decision to purchase:	97.0%		
Use Classified Ads to Purchase:	99.0%		

Distribution

500,000 readers per month:

THE FAMILY MAGAZINE GROUP magazines are distributed at over 3,500 locations including: sidewalk newsstand racks, shopping malls, libraries, medical/dental offices, hospitals, children's clothing and furniture stores, specialty shops, private and public schools, leading grocery stores, banks, recreation centers, book stores and learning centers and where ever you will find parents and children. BPA Audit pending

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Editorial Calendar

January

Ad Close: (12/14/07) Distribution Date: (1/3/08)

New Beginning

- How to Raise a Fruit-&-Veggie Lover
- Top Travel Picks of 2008
- Childhood Obesity
- EDUCATION DIRECTORY

February

Ad Close: (1/15/08) Distribution Date: (2/3/08)

Valentines Nurturing Family the Family bond

- Baby Changes and the Family Dynamics
- Mating Rituals of the Modern Mom
- Teaching a Toddler to Play Nice
- Valentine's Day Dining, Gifts, etc.
- CAMP PREVIEW

March

Ad Close: (2/15/08) Distribution Date: (3/3/08)

Family Health

- Balancing Eastern & Western Medicine
- Preparing for/Coping With Puberty
- Plastic Surgery for Teens
- Vital Health Trends

April

Ad Close: (3/15/08) Distribution Date: (4/3/08)

Family Travel & Fun

- From Full-time Professional to Full-time Mom
- Mommy & Me Spa Treatments
- Gearing Up For Summer Camp
- Summer Family Travel Preview

May

Ad Close: (4/15/08) Distribution Date: (5/5/08)

Celebrating Mom

- Simple Please for Mom
- Mom's First Mother's Day
- Mother's Day Crafts for Toddlers
- Deciphering Your Teen's Expression of Love

June

Ad Close: (5/15/08) Distribution Date: (6/2/08)

Celebrating Dad

- Baby Gear for the Gadget-Minded Dad
- Tips for Dad When Mom's Away
- Dad-Teen Bonding Activities
- SWIM & SAFETY

July

Ad Close: (6/16/08) Distribution Date: (7/1/08)

Summer Celebration

- Fireworks and Park Safety
- Sun Care
- Positive Activities for Teens
- EDUCATION DIRECTORY

August

Ad Close: (7/15/08) Distribution Date: (8/4/08)

End of Summer

- Summer Scrapbooking Special
- Excitement the First Day of School
- Keeping Up on Techno Knowledge
- Gearing Up for Fall Sports Programs
- Outdoor Camping Guide

September

Ad Close: (8/15/08) Distribution Date: (9/3/08)

Back to School Survival Guide

- Nurturing Baby's Mind in the Womb
- Motivating Your Child
- Are Vaccinations Worth the Risk
- Winter Get-A-Ways

October

Ad Close: (9/15/08) Distribution Date: (10/1/08)

Halloween/Family Frights

- Breast Cancer Awareness
- Introducing Baby to the Holidays
- Pre-Teen Halloween Costumes
- Night Terrors

November

Ad Close: (10/15/08) Distribution Date: (11/3/08)

Holiday Health

- Cooking Safety for the Holidays
- Thanksgiving Meal for the New Eater
- The Value of Volunteering
- HOLIDAY GIFT GUIDE

December

Ad Close: (11/14/08) Distribution Date: (12/1/08)

Winter holidays/Family Traditions

- Avoiding Flu Season
- Discussing Different Beliefs
- Giving & Getting-in Spite of Influences
- HOLIDAY GIFT GUIDE

***FAMILY FUN BOOK** -Special Publication

***In every Issue:** Mom, Baby, Toddler, Kid Education, After School Activities, Special Needs, Camps, Teen, Family, Gifts & Goodies, Calendar and Classified, Environmental Pieces, Fitness, Beauty, Fashion, Child Development, Food & Nutrition, Fertility & Adoption and Custody

Los Angeles Family

150,000 Distribution

SIZE	OPEN	3X	6X	12X
FULL (A)	6,550	6,025	5,570	4,920
3/4 page (B)	5,250	4,825	4,460	3,930
2/3 page (C)	4,365	4,020	3,715	3,275
1/2 page (D),(E), (N)	3,700	3,400	3,145	2,775
1/3 page (F) & (G)	2,185	2,010	1,860	1,640
1/4 page (H) & (L)	2,000	1,840	1,700	1,500
1/6 page (I) & (J)	1,570	1,450	1,340	1,180
1/8 page (M)	1,145	1,050	975	860
1/12 page (K)	645	590	550	485
Cover 2	7,860	7,230	6,685	5,905
Cover 3	7,530	6,925	6,405	5,655
Cover 4	8,185	7,530	6,910	6,145



South Bay, Conejo Valley/Ventura, Santa Clarita Valley or San Gabriel Valley Family

25,000 Distribution each Edition

SIZE	OPEN	3X	6X	12X
FULL(A)	1,575	1,450	1,340	1,180
3/4page(B)	1,375	1,265	1,170	1,035
2/3page(C)	1,200	1,110	1,025	900
1/2page(D)	915	840	780	685
1/3page(F)&(G)	755	695	645	570
1/4page(H)&(L)	500	460	420	375
1/6page(I)&(J)	385	355	325	290
1/8page(M)	280	260	240	210
1/12page(K)	220	200	190	165
Cover2	1,890	1,735	1,605	12,415
Cover3	1,810	1,665	1,540	1,355
Cover4	1,965	1,805	1,670	1,475



Socal Combo: South Bay, Conejo Valley/Ventura, Santa Clarita Valley, San Gabriel Valley, & Los Angeles Family

250,000 Total Distribution

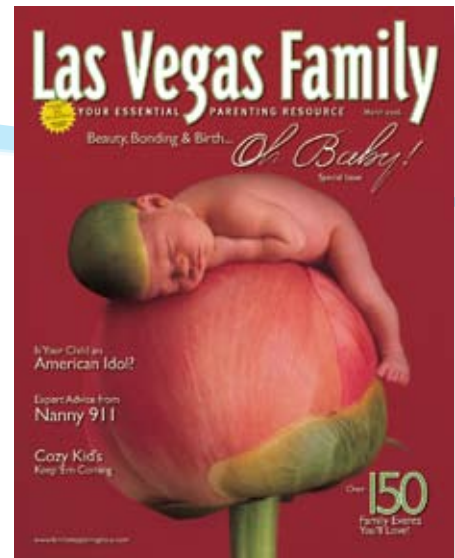
SIZE	OPEN	3X	6X	12X
FULL(A)	9,860	9,070	8,385	7,395
3/4page(B)	8,155	7,500	6,930	6,115
2/3page(C)	7,025	6,465	5,970	5,270
1/2page(D)	5,645	5,190	4,895	4,235
1/3page(F)&(G)	4,345	4,000	3,695	3,290
1/4page(H)&(L)	3,060	2,820	2,600	2,295
1/6page(I)&(J)	2,295	2,120	1,950	1,720
1/8page(M)	1,730	1,590	1,470	1,295
1/12page(K)	1,210	1,120	1,030	910
Cover2	11,830	10,885	10,060	8,875
Cover3	11,340	10,430	9,645	8,510
Cover4	12,325	11,335	10,480	9,250



Las Vegas Family

50,000 Distribution

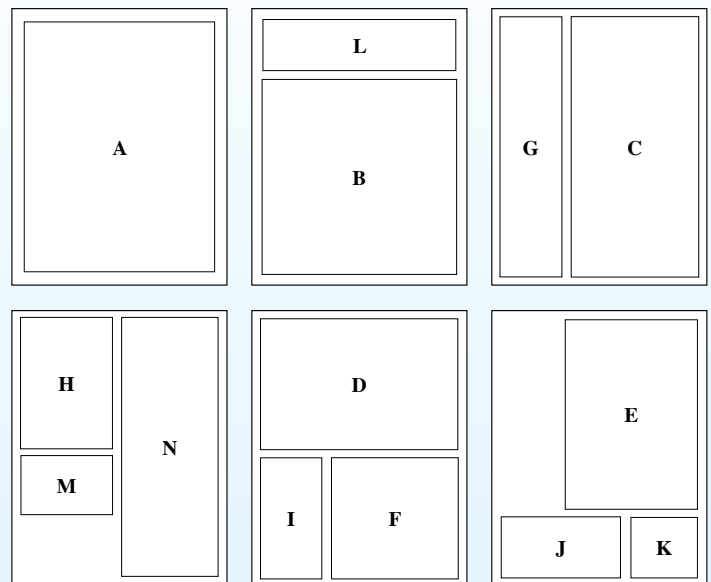
SIZE	OPEN	3X	6X	12X
FULL(A)	2,660	2,450	2,265	1,995
3/4page(B)	2,080	1,910	1,765	1,560
2/3page(C)	1,765	1,620	1,500	1,325
1/2page(D)	1,505	1,385	1,280	1,130
1/3page(F)&(G)	1,075	985	910	805
1/4page(H)&(L)	820	750	690	610
1/6page(I)&(J)	590	545	510	445
1/8page(M)	460	425	390	345
1/12page(K)	290	265	245	220
Cover2	3,190	2,935	2,710	2,395
Cover3	3,060	2,815	2,605	2,295
Cover4	3,325	3,060	2,825	2,495



In All Publications: Inserts, Classified, Display Ads Available

Ad Sizes: (inches)

Type	Dimensions (WxH)
A) Full Page	7.375 x 9.375
B) 2/3 Page (Square)	7.375 x 7.000
C) 2/3 Page (Vertical)	4.875 x 9.375
D) 1/2 Page (Horizontal)	7.375 x 4.625
E) 1/2 Page (Vertical)	4.875 x 7.000
F) 1/3 Page (Square)	4.875 x 4.625
G) 1/3 Page (Vertical)	2.375 x 9.375
H) 1/4 Page	3.625 x 4.625
I) 1/6 Page (Vertical)	2.375 x 4.625
J) 1/6 Page (Horizontal)	4.875 x 2.250
K) 1/12 Page	2.375 x 2.250
L) 1/4 Page (Horizontal)	7.375 x 2.250
M) 1/8 Page	3.625 x 2.250
N) 1/2 Page (Vertical)	3.625 x 9.375



Specifications

Trim size: 8 1/8" (8.125) x 10 1/4" (10.25)
 Bleed: 1/4" (.25)
 Live Area: 7 3/8" (7.375) x 9 3/8" (9.375) [cover, back cover, inside cover, inside back cover: 7 3/8" (7.375) x 9 1/2" (9.5)]
 Line screen: 85 [cover, back cover, inside cover, inside back cover: 133]

Supported file formats: PDF (v6*)
 IDD (InDesign CS2*)
 QXD (QuarkXPress v4.1*)
 EPS (Photoshop CS2* or Illustrator CS2*)
 TIF (Photoshop CS2*)

*earlier versions are also supported

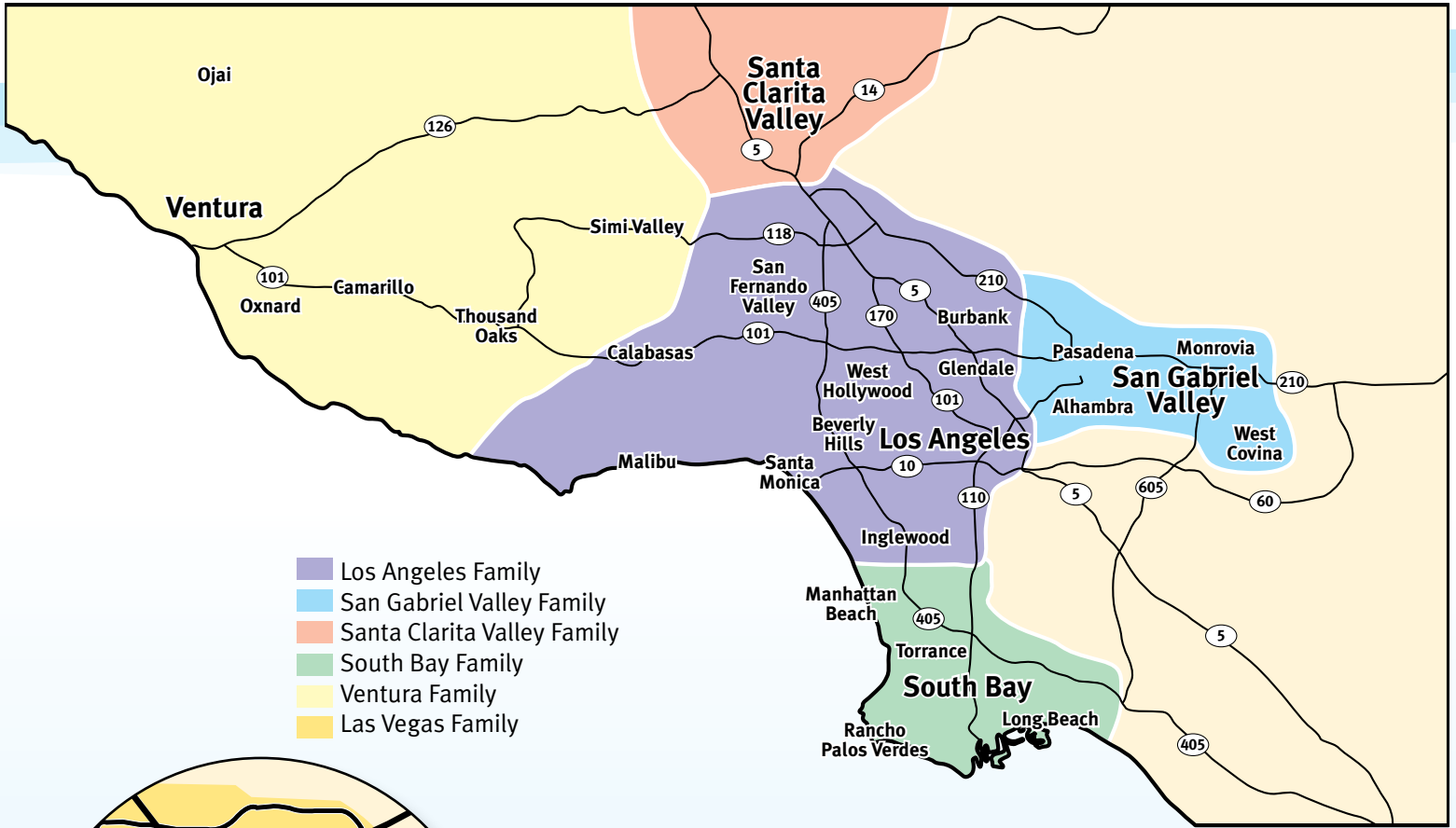
Color modes: Bitmap, Grayscale or CMYK
 (RGB files are not accepted)
 CMYK output: 260 max
 Grayscale output: 85% max

NOTE: Our graphics department does not modify PDF, EPS or TIF files. Please ensure that these file types conform to our specifications and are press ready. For Illustrator EPS files, remember to convert all type to outlines to ensure correct type display. Image resolution: 200 ppi [cover, back cover, inside cover, inside back cover: 300 ppi]

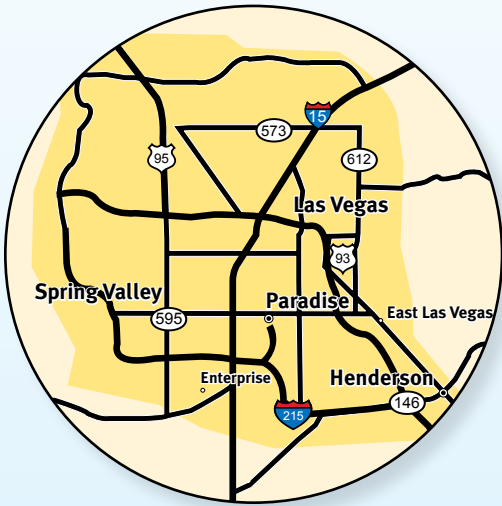
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- For files under 3mb, please email them to your sales representative. In the subject of your email, include your company name, the name of your ad. rep. and the issue it is to appear in (ie. Company / Rep / Month). In addition, name your attachments with your company and the issue it is to appear in (ie. Company / Month).

Southern California Map



- Los Angeles Family
- San Gabriel Valley Family
- Santa Clarita Valley Family
- South Bay Family
- Ventura Family
- Las Vegas Family



Las Vegas Map

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