

Proudly Serving Western New York's Growing Families Since 1984

WESTERN NEW YORK Family

M • A • G • A • Z • I • N • E

2024 RATES

Available In Print
& Digital Format

PO Box 1573
Buffalo, NY 14225
P: 716-836-3486

www.wnyfamilymagazine.com



WNY Family brings you many opportunities to reach the quality customers you need, at a price you can afford!

Our print issues have grown to be a trusted resource over the last 40 years, and our online digital editions, launched in January 2009, are a hit with today's tech-savvy parents.

Add the ability to link to your Facebook & Twitter page or embed a video in your digital ads, utilize interactive advertising on our website, or take advantage of dedicated email blasts, and you have a recipe for successful target marketing across several platforms.

We take pride in our advertising design skills and attention to detail. Our dedicated staff is always ready to work with you to create a marketing plan which meets your goals while staying within your budget.

New parents are being "born" daily — and we can help them become your loyal customers!



Take Our Advertiser's Word For It:

"As our region's only print publication specifically targeted to parents, Western New York Family has been an essential piece of The Summit Center's marketing plan for more than 15 years. Their team is responsive, creative, and always offering new, affordable opportunities to get our message to our target audience."

Ellen Spangenthal
Director-Marketing/Communications,
The Summit Center

"For countless years, the staff at Western New York Family Magazine has tended to my business with the utmost care and professionalism. The magazine has afforded me the highest quality advertisement at reasonable prices. I credit a large part of my enrollment success to this quality magazine. Abundant thanks and praise!"

Annette Osinski
Director,
Center Stage Dance Studio

Display Advertising Rates

AD SIZE	DIMENSIONS	Black & White				CMYK*
		1X / OPEN	3-5X / 10%	6 - 11X / 15%	12X / 20%	COLOR CHARGE
Back Cover	7.32 x 10	\$1,685	\$1,516.50	\$1,432.25	\$1,348	Included
Inside Front Cover	7.32 x 10	\$1,250	\$1,125	\$1,062.50	\$1,000	\$400
Full Page	7.32 x 10	\$1,175	\$1,057.50	\$998.75	\$940	\$400
2/3 Page (V)	4.8125 x 9.85	\$859	\$773.10	\$730.15	\$687.20	\$275
1/2 Page (V)	3.5 x 9.85	\$749	\$674.10	\$636.65	\$599.20	\$250
1/2 Page (H)	7.32 x 4.8125	\$749	\$674.10	\$636.65	\$599.20	\$250
1/2 Page Tall	4.8125 x 7.32	\$749	\$674.10	\$636.65	\$599.20	\$250
1/3 Page (V)	2.25 x 9.85	\$485	\$436.50	\$412.25	\$388	\$125
1/3 Page Square	4.8125 x 4.8125	\$485	\$436.50	\$412.25	\$388	\$125
1/4 Page (V)	3.5 x 4.8125	\$380	\$342	\$323	\$304	\$100
1/6 Page (V)	2.25 x 4.8125	\$280	\$252	\$238	\$224	\$75
1/6 Page (H)	4.8125 x 2.25	\$280	\$252	\$238	\$224	\$75
1/8 Page	3.5 x 2.25	\$165	\$148.50	\$140.25	\$132	\$50
1/12 Page	2.25 x 2.25	\$130	\$117	\$110.50	\$104	\$50
1/24 Page	2.25 x 1.375	\$85	\$76.50	\$72.25	\$68	\$50

Contract Advertising Discounts

Multiple-ad contracts earn frequency discounts of:

10% for 3 to 5 ads (within a 6 month period)

15% for 6 to 11 ads (within a 12 month period)

20% for 12 ads (within a 12 month period)

*Color is an additional charge and is not discounted with frequency

Contract Advertisers receive an **additional 5% discount** when entire contract is paid in advance.

TERMS...

- Frequency discounts for ads #1 and #2 of multiple-ad contracts accrue and are post-credited to ad #3. Subsequent ads are then billed net with the appropriate discount.
- New advertisers are required to pre-pay advertising until credit is established.
- We accept MasterCard, Visa, Discover and American Express.
- Insertions cannot be canceled after the issue closing deadline on the 9th of the month.
- If, for any reason, a client seeks to withdraw an ad past the issue deadline or fails to supply the materials necessary to properly prepare a contracted-for ad, the Publisher reserves the right to repeat a previous ad or bill client for the unused ad space.
- Unfulfilled contracts will be short-rated and rebilled at the appropriate applicable rate.
- No adjustments will be made for errors not materially affecting the value of the ad. A proof is sent to prevent errors. Check it carefully and respond promptly.

- Payment terms are net 15 days with a 2% service charge applicable on amounts more than thirty (30) days past due (\$2 minimum).

AGENCY-PLACED ADVERTISING...

- 15% commission paid for ads placed by recognized agencies. Space and color are commissionable. Production charges and position premiums are not.
- Authorized insertion order and/or written placement confirmation required.

ACCEPTABILITY...

- All advertisements are subject to review by the Publisher, who reserves the right to decline any ad deemed inappropriate or of questionable legitimacy.

LIABILITY...

- Advertisers and/or the agencies representing them are solely responsible for the content of and claims contained in their ads, holding harmless Western New York Family Magazine, its ownership and employees.

Save on these discounted sizes in our Special Sections!

Eldercare Guide

MARCH

AD SIZE	Width x Height	PRICE
1 Unit	2.25 x 3.125	\$140
2 Unit (H)	4.8125 x 3.125	\$270
2 Unit (V)	2.25 x 6.5	\$270
3 Unit (V)	2.25 x 9.85	\$405
4 Unit (V)	4.8125 x 6.5	\$530
Elderfocus	7.32 x 4.8125	\$595
Full Page	7.32 x 10	\$1250
Back Cover	7.32 x 10	\$1395

(CMYK)
Color
included
in price

Healthy Child, Healthy Family

JULY

AD SIZE	Width x Height	PRICE
1 Unit	2.25 x 3.125	\$140
2 Unit (H)	4.8125 x 3.125	\$270
2 Unit (V)	2.25 x 6.5	\$270
3 Unit (V)	2.25 x 9.85	\$405
4 Unit (V)	4.8125 x 6.5	\$530
Health Focus	7.32 x 4.8125	\$595
Full Page	7.32 x 10	\$1250
Back Cover	7.32 x 10	\$1395

(CMYK)
Color
included
in price

Family Resource Guide

MAY/OCT

AD SIZE	Width x Height	PRICE
1 Unit	2.25 x 2.4	\$130
2 Unit	2.25 x 4.9	\$255
Spotlight	7.052 x 4.9	\$595
Full Page	7.32 x 10	\$1250
Back Cover	7.32 x 10	\$1395

(CMYK)
Color
included
in price

Exploring Education

DECEMBER

AD SIZE	Width x Height	PRICE
Snapshot	3.5 x 1.5	\$130
Insight	7.32 x 4.8125	\$699
Full Page	7.32 x 10	\$1250
Back Cover	7.32 x 10	\$1395

(CMYK)
Color
included
in price

Other sizes also available.

Mechanical Requirements

• Acceptable Software Programs

Our Art Department is a Macintosh environment using InDesign, Photoshop, & Illustrator. **Ads created in Microsoft Word, Publisher, or Corel Draw WILL NOT be accepted.** We have no way of opening or adjusting these files for reproduction.

• Electronic (Camera Ready) Ads

In keeping with industry standards, **PDF** is the preferred format for all advertising files. It is widely accepted and extremely reliable. All fonts must be embedded.

• Color

All ads should be either **CMYK** (Cyan, Magenta, Yellow & Black) or **Grayscale** color mode. **NO RGB COLORS.** **Ad files containing RGB, Pantone (PMS), or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.**

We cannot be responsible for the final reproduction quality of any emailed or electronic ad. Color in emailed proofs may not accurately represent the printed product due to differences in computer monitors and newsprint reproduction.

• Images

Image resolution should be **300 dpi**. Images taken from web sites often use a much lower resolution (72 dpi) and do not print clearly. All files should be saved as a .TIFF, .JPG, or .PNG. Vector Images should be saved as an .EPS.

• Type

All black type should be **100% black** ink. Do not use registration black. Smaller text should be one color, if possible, in order to avoid registration problems. Type smaller than 6 point is not recommended. Type larger than 10 point is optimal.

• Reverse type

Reverse type is light type that appears on a darker background. Reverse type works best on a single color background, but if using a multi-color background, we recommend type larger than 12 points. Bold-face fonts are also recommended.

TIPS FOR DESIGNING

- **Full Black/Color Reverse Ads** - Ads with large areas of black background (reverses) are not recommended due to the potential for ink transfer and uneven ink absorption on newsprint. We cannot be responsible for the reproduction quality of this type of ad.
- **Small Text Causes Problems** - Type smaller than 12 pt should not be reversed on a black background or chosen for Process Color. Fine-serif fonts are also not recommended.
- **Using Gray Text** - When using percentages of black, do not use lower than 60%. Anything less becomes unreadable.
- **Burst / Bubble** - When creating a burst or bubble to be placed behind text, the percentage of the chosen color must be at least 15%.

Over 55,000 Readers Consult Our Special Focus Sections

DIRECTORIES:

Choosing Childcare

Issues: Jan • Feb • Apr • July • Aug • Sept

This section is WNY parents' premier source for details on preschools and childcare centers and appears in six issues a year, at key enrollment periods.

Let's Party

Issues: Every Month

Amusements, clowns, karaoke, entertainers, petting zoos, pony rides and tent rentals, theme parties planned at indoor & outdoor sites, and much, much more appear in this monthly section.

Let's Party is the definitive resource for anyone planning a child's party, company picnic, school carnival or special event.

Summer Camps & Activities

Issues: Feb • March • April • May • June • July

Let local parents know what makes your Summer programming a cut above the rest by advertising in WNY's most comprehensive guide to Summer Camps. Your message will be received by tens of thousands of parents looking to choose the right program for their child. Boost your enrollment with us!

The Fit Family

Issues: Jan • Aug • Sept

Active families are healthy families and this section features lessons, classes, programs, and activities for both children and adults in Dance, Gymnastics, Fitness, Martial Arts, Skating, Fencing, as well as other athletic pursuits.

Wellness Choices

Issues: Every Month

Informed wellness decisions lead to healthy, fulfilling lives. This new section, a monthly complement to our annual July "Healthy Child, Healthy Family" pull-out, focuses on topics of utmost importance to today's families in the areas of Wellness, Physical & Mental Health, Nutrition and much more.

Your Home

Issues: Every Month

If your business offers home repairs, remodeling, cleaning and organizing services, décor items, furniture, carpeting/flooring, pools, backyard play gyms, or anything else that "makes a house a home" and keeps it running smoothly, this section is a source of new customers for your business.

SPECIAL THEMED SECTIONS:

Let's Party: Party Profiles

Issue: January

Be a part of the area's premier resource for planning all kinds of children's parties and special events featuring Entertainment, Decorations, Music, Gifts, Theme Ideas and Party Sites.

Having A Baby

Issue: April

This special section focuses on expectant parents, featuring prenatal, pregnancy, and postpartum topics.



PULL-OUT SECTIONS:

ElderCare Guide

Issue: March

This annual pull-out section targeted to the “Sandwich Generation” includes relevant editorial on aging well and happily, as well as display advertising and “ElderFocus” advertorials.

Special Needs

Issue: April

This section offers advertisers the opportunity to educate the community about the invaluable special needs services they provide for our region’s children.

Family Resource Guide

Issues: May • October

Offered twice a year, this section is a valuable resource. It provides alphabetical line listings by category that can include web site “hot links” and “Spotlight” advertorials in business categories of particular interest to growing families.

Summer Go! Guide

Issue: June

This special pull-out section is the ultimate guide to Family Fun in Western New York and beyond! Museums, attractions, festivals, getaways and much more will be showcased to tens of thousands of parents searching for the perfect Summer activities and destinations for their families.

Healthy Child, Healthy Family

Issue: July

A pull-out section containing health-related information focusing on children, as well as the entire family, with special display ad rates and “HealthFocus” advertorials for advertisers.

Exploring Education

Issue: December

This section focuses on current educational topics relating to the elementary and high school years. It’s the perfect place for private, religious, and independent schools, as well as enrichment/tutoring programs, to showcase their strengths, educational philosophies, and open houses for the coming year.

About Our Readers*:

92% are female

68% are 25-44 years old

90% are college educated

85% have a household income of \$50,000+

73% have a household income of \$75,000+

22% have a household income of \$150,000+

2.25 children per household

54% have children under age 5

77% have children 5-12 years old

33% have children 13-18 years old

43% keep WNY Family 1 month or longer

78% frequently purchase products or services from WNY Family ads



* Source: Circulation Verification Audit, June 2023

In the next 12 months they plan to purchase:

Children’s Apparel – **79%**

Women’s Apparel – **77%**

Education / Classes – **51%**

New or Used Car – **24%**

Furniture / Home Furnishings – **42%**

Cleaning Services – **32%**

Home Improvement – **25%**

Vacations / Travel – **45%**

Childcare – **29%**

Health Club / Exercise Class – **27%**

Financial Planning – **28%**

Medical/Physicians – **42%**

Pet Supplies – **31%**



Online Advertising Rates

Web Ads can be combined with print edition ads to earn frequency discounts.

LEADERBOARD ADS

970w x 90h pixels

Located at Top of Page

LOCATION	PRICE
Home / Article Pages	\$300
Calendar Page	\$250
Directories	\$250
Community Page	\$200

MEDIUM PAGE UNIT (MPU) ADS

300w x 250h pixels

Located on Right Hand Side

LOCATION	PRICE
Home / Article Pages	\$300
Calendar Page	\$250
Directories	\$250
Community Page	\$200



**FACEBOOK/
TWITTER LINK***

**\$25
EACH**

With Purchase
of Any Size Ad.

A facebook/twitter icon will be placed in your print and digital advertisement.

WNY Family has the right to decide the placement most suitable for each icon.

*Frequency discount not applicable.

TOP OF HOUSE ADS*

300w x 100h pixels

Located underneath Menu Bar
on Home Page

LOCATION	PRICE
Home / Article Pages	\$150
*3 POSITIONS - LEFT, RIGHT & CENTER Stationary - when 3 ads or less reserved Rotating - 4 or more ads are reserved in a given month	

HALF PAGE UNIT (HPU) ADS

300w x 600h pixels

Located on Right Hand Side

LOCATION	PRICE
Home / Article Pages	\$475
Calendar Page	\$400
Directories	\$400
Community Page	\$300



**EMBEDDED
VIDEO***

\$100

With Purchase of
1/4V or Larger Ad.

Advertiser provides YouTube or Vimeo link. A video icon will be placed in your print and digital advertisement.

WNY Family has the right to decide the placement most suitable for each icon.

*Frequency discount not applicable.

Online Business Directory

Have a business, goods or services needed by growing families?
Be part of our Online Business Directory!

\$175 For 1 Year	Basic Directory Listing	\$595 For 1 Year (Plus Basic Listing Charge)	Enhanced Spotlight
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Academy of Theatre Arts

4231 Transit Road,
Williamsville, New York 14221

Nationally award winning ATA: offering
voice, acting, dance AND FILM for ages 4-18!

DANCE, DRAMA, VOICE LESSONS



Basic Directory Listing:

INCLUDES:

Business Name
Complete Address
Phone Number
Website Hot Link
25-50 word Message
Interactive Map
Social Media Share Buttons

Enhanced Spotlight:

INCLUDES ALL BASIC LISTING ELEMENTS PLUS:

500 WORD Message
Photos
Embedded Video Clip

Additional Enhancements available:

Additional Locations (\$50/year per location)

Live Facebook/Twitter Feed (\$50/year per location)

Teaser Image (\$50/year per location)

Email Address (\$20/year)

WNY Family's website is
professionally designed and
monitored by Google Analytics.

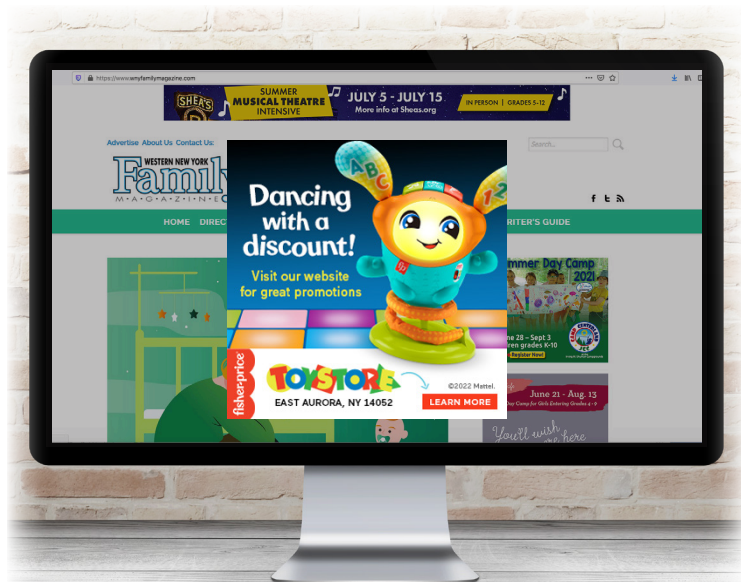
Our digital editions, resource
content, Facebook page and online
giveaways draw increasing numbers
of unique and returning visitors.

Ask your account rep for a copy of
our most recent traffic report.



TAKEOVER ADS

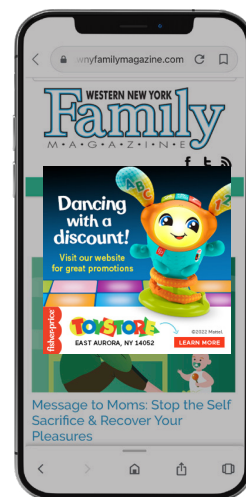
Grab the attention of our website visitors by making your business or event the very first thing they see when they log on to www.wnyfamilymagazine.com!



Cost
\$575

Frequency Discounts Apply
for Contract Advertisers

*This premium
advertising position
will be totally
dedicated to your
business for
a full month!*



SPECS: Desktop: 800w x 600h pixels • Mobile: 320w x 320h pixels

Ads are Compatible with all Desktop Browsers and on all Mobile Devices



“WNY FAMILY EXTRA” E-BLAST

Showcase your business to a highly targeted database of over 5,100 subscribers.

E-Blasts **MUST** include a discount or special offer for our readers. Offers are subject to WNY Family Publisher’s approval and must pass Constant Contact Non-Spam Tests.

Perfect for promoting:

- ☒ Store Sales
- ☒ Grand Openings
- ☒ Discount Coupon Offers
- ☒ New Product Launches
- ☒ Special Events

Cost
\$350

*Frequency discount not applicable.

E-Blasts are **responsive** on all devices – Desktop, Mobile & Tablet!

Distribution & Circulation

WNY Family is audited by the Circulation Verification Council, an independent company which verifies our press run, drop locations and circulation statistics, so that you are assured of reaching your desired audience.



WNY Family has a monthly press run of 20,000 and a readership of 55,000 in the Greater Buffalo & Niagara Falls metropolitan areas (Erie & Niagara counties) combining paid subscriptions (via U.S. mail) with controlled, targeted, free distribution to 300 select locations across the Niagara Frontier including:

- All Area Wegmans Locations
- Childcare Centers
- Public Libraries
- Cultural Facilities
- Hospital Maternity Departments
- Pediatricians
- Obstetricians
- Dentists
- Children's Retail Stores
- Toy & Book Stores
- Family Restaurants
- ... and many of our general advertisers

Call to
request a
copy of our
most recent
audit report



**Our Digital
Subscribers total
over 5,100!**

(As of 10/1/23)

Email Contacts:

New Advertising Inquiries:

advertising@wnyfamilymagazine.com

Advertising Copy Submissions:

graphics2@wnyfamilymagazine.com

Calendar Submissions:

calendar@wnyfamilymagazine.com

Editorial Submissions:

editor@wnyfamilymagazine.com

Subscriptions:

subscriptions@wnyfamilymagazine.com

General Information:

feedback@wnyfamilymagazine.com

Phone: (716) 836-3486



THINK PRINT IS DEAD?

**Not with WNY Family's
Multi-Media Approach!**

WNY Family has strong brand identity with a 39-year print track record, which is only made stronger by our digital edition and our interactive web site — both now easily readable on mobile, tablet, and desktop.

Consumers immerse themselves in magazine content in both **print** (Average: 49.6 minutes per issue) and **digital** formats (Average: 49.1 minutes per issue).

Targeted, niche publications with quality content are still highly valued by readers, regardless of format.

Digital magazines and social media are BFF's – devoted magazine readers are more active on social media than the general population.

Readers notice and act on print magazine advertising regardless of size or placement. 62% of readers take action after seeing a print magazine ad.

Submitting Artwork

- Email to: Your Sales Representative and graphics2@wnyfamilymagazine.com.
- Include in subject line your company name and the issue month.
- In Body of Email Include: Company Name, issue month, size of your ad, and your sales representative.
- If the size of your ad exceeds 10MB you must zip,(PC) or compress (MAC) your file(s) before emailing.