



# About Families

P.O. Box 840  
Lebanon, PA 17042

*A Newspaper for Active Families*

Berks County  
Lebanon County

# About Families

December 2011



## About Families

## Issue Themes & Closing Dates

**January 2012**  
Baby/Maternity  
Health & Fitness  
Deadline: 12/21/11

**February 2012**  
Preschool & Childcare  
Camps  
Family Finance  
Deadline: 1/18/12

**March 2012**  
Camps  
Arts  
Deadline: 2/15/12

**April 2012**  
Camps  
Party Issue  
Deadline: 3/21/12

**May 2012**  
Home & Garden  
Pets  
Deadline: 4/18/12

**June 2012**  
Special Kids  
101 Fun Things...  
Deadline: 5/16/12

**July 2012**  
Family Health Services  
Baby/Maternity  
Deadline: 6/20/12

**August 2012**  
School Readiness  
Preschool & Childcare  
Deadline: 7/18/12

**September 2012**  
Back-To-School  
Party Issue  
Family Finance  
Deadline: 8/22/12

**October 2012**  
Fall Fun  
Health & Wellness  
Deadline: 9/19/12

**November 2012**  
Thanksgiving  
Adoption  
Deadline: 10/17/12

**December 2012**  
Holiday  
Winter/Outdoor Fun  
Deadline: 11/21/12

## Your Best Source For Parenting Information & Local Family-Friendly Events

[www.aboutfamiliespa.com](http://www.aboutfamiliespa.com)





# About Families

www.aboutfamiliespa.com

**A Newspaper for Active Families**

Two editions serving Berks and Lebanon Counties

**About Families** is a publication devoted to families in Berks and Lebanon Counties serving as a comprehensive, central resource with information about local cultural and educational issues, classes and activities, entertainment and community resources.

**Reasons to Advertise in About Families:**

1. Because **About Families** contains a day-by-day calendar of community events, readers keep the publication and your advertisement in their homes from issue to issue.
2. This publication is distributed free of charge where **your customers** stop & shop: **About Families** is the only publication of its kind to be delivered directly to families through the public school districts! You can also find us in preschools, daycare centers, after school child care centers, and parochial schools. **Additionally, About Families** is at advertisers' businesses, i.e. pediatricians' offices, recreational facilities, etc. **About Families** is available in the children's reading rooms of the Public Libraries.
3. **About Families** is audited by Circulation Verification Council.
4. Digital editions of both Berks and Lebanon County publications are available online at our website, [www.aboutfamiliespa.com](http://www.aboutfamiliespa.com).

**\*READER PROFILE**

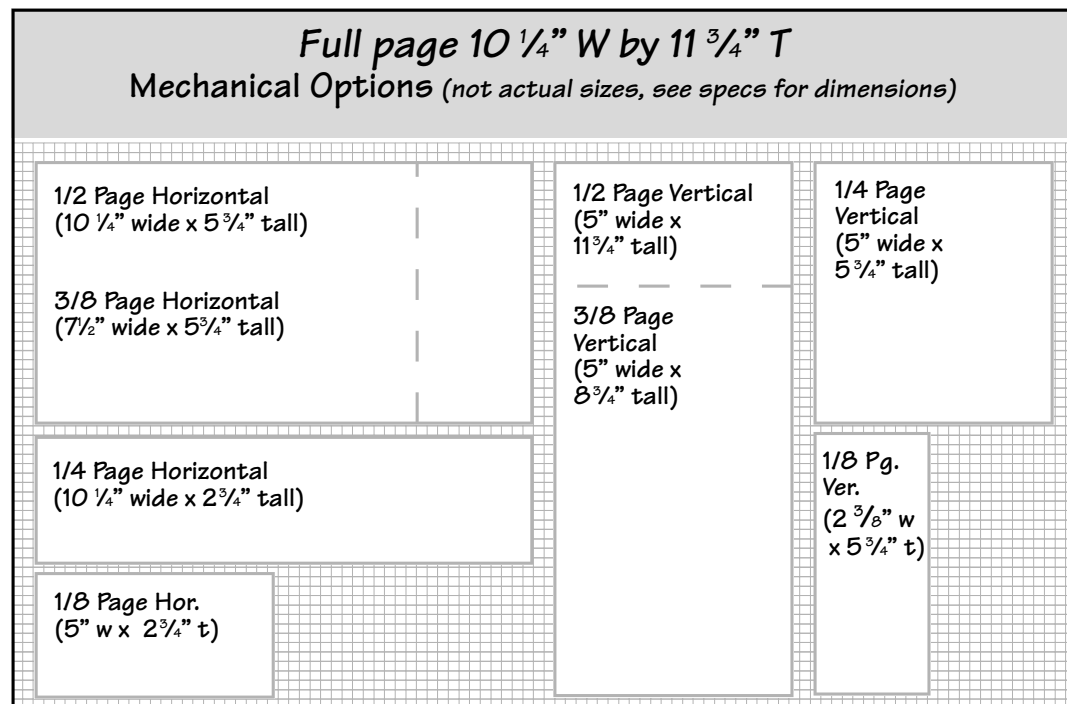
| Age of Readers |     | Age of Readers |     |
|----------------|-----|----------------|-----|
| 21-24          | 3%  | 45-54          | 20% |
| 25-34          | 33% | 55+            | 6%  |
| 35-44          | 38% |                |     |

**Household Income Levels**

|                   |     |
|-------------------|-----|
| Under \$25,000    | 3%  |
| \$25,001-49,999   | 18% |
| \$50,000-74,999   | 27% |
| \$75,000-\$99,999 | 27% |
| \$100,000-149,999 | 19% |
| \$150,000 +       | 7%  |

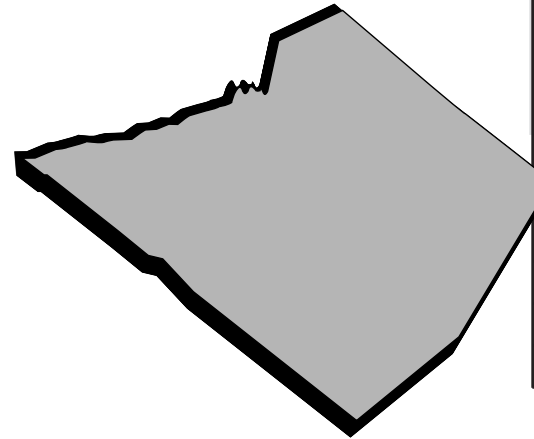
\*Circulation Verification Council March 31, 2011

65.2% purchase products or services from ads seen in **About Families**



## About Families BERKS COUNTY

P.O. Box 840, Lebanon, PA 17042  
**Phone:** 610-670-2300, Fax: 610-670-9251  
**Toll Free:** 800-673-2454  
**e-mail:** [advertising@aboutfamiliespa.com](mailto:advertising@aboutfamiliespa.com)



| AD SIZE   | COST PER INSERTION |       |        |        | We'll Add One Color For |
|-----------|--------------------|-------|--------|--------|-------------------------|
|           | 10-12x             | 7-9x  | 4-6x   | 1-3x   |                         |
| Full Page | \$810              | \$930 | \$1045 | \$1160 | \$100                   |
| 3/4 Page  | \$720              | \$815 | \$930  | \$1025 | \$90                    |
| 1/2 Page  | \$500              | \$565 | \$645  | \$705  | \$80                    |
| 3/8 Page  | \$400              | \$450 | \$505  | \$560  | \$70                    |
| 1/4 Page  | \$275              | \$315 | \$345  | \$385  | \$55                    |
| 1/8 Page  | \$145              | \$165 | \$185  | \$205  | \$40                    |

A 15% discount will be applied to the Lebanon edition when ad runs in both Berks and Lebanon.  
 Four color process available at \$235 per ad. Color ads - minimum 1/8 page size.  
 Special positioning and rates for back page available upon request.

## About Families BUSINESS BOOSTER

Your small space ad can be placed in About Families for these special rates.

Ad size: 5" W x 1 3/8" H or 2 3/8" W x 2 3/4" H

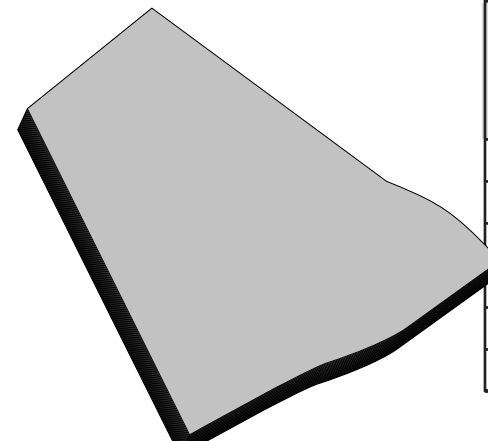
Reading..... **\$107**  
 or run for  
 6 months.... only **\$96 /mo.**  
 12 months..... only **\$75 /mo.**

Lebanon ..... **\$73**  
 or run for  
 6 months.... only **\$68 /mo.**  
 12 months..... only **\$55 /mo.**



## About Families LEBANON COUNTY

P.O. Box 840, Lebanon, PA 17042  
**Phone:** 717-270-2742, Fax: 717-273-0420  
**Toll Free:** 800-673-2434  
**e-mail:** [advertising@aboutfamiliespa.com](mailto:advertising@aboutfamiliespa.com)



| AD SIZE   | COST PER INSERTION |       |       |       | We'll Add One Color For |
|-----------|--------------------|-------|-------|-------|-------------------------|
|           | 10-12x             | 7-9x  | 4-6x  | 1-3x  |                         |
| Full Page | \$545              | \$635 | \$710 | \$785 | \$100                   |
| 3/4 Page  | \$485              | \$560 | \$640 | \$695 | \$90                    |
| 1/2 Page  | \$340              | \$385 | \$445 | \$480 | \$80                    |
| 3/8 Page  | \$265              | \$310 | \$345 | \$375 | \$70                    |
| 1/4 Page  | \$180              | \$215 | \$235 | \$260 | \$55                    |
| 1/8 Page  | \$105              | \$115 | \$130 | \$140 | \$40                    |

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