Family Weekend Guide

MEDIA KIT

Reach local families while they plan the weekend

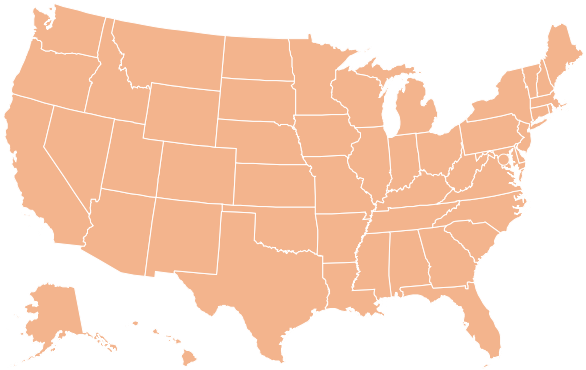
A free weekly guide to kid-friendly plans, city by city. Parents come to answer one question: **what should we do with the kids this weekend?**

At a glance

83
city guides

50 + DC
every state has a guide

5,000+
visits since our Oct 2026 launch
as of Nov 13, 2026



6,500+
family events and programs, Nov 20 – Dec 20

3,175
listings for the weekend of Nov 20–22

Every state plus DC has a city guide

Southeast **20** Midwest **17** Northeast **12** Texas & Southwest **11** West Coast **10**
Mid-Atlantic **7** Mountain West **6**

What families find: share of 3,175 listings for Nov 20–22

- 64% Ages 0–2
- 68% Ages 3–5
- 70% Ages 6–10
- 57% Ages 11+
- 88% Free
- 92% Indoors

Tagged by age, area, cost & weather · Every listing links to its source · Free Thursday picks email · Sponsors always labeled

Listing counts come from our live site; a recurring event counts once per city; age shares use the site's age filters. Milestones update automatically (visits: Cloudflare Web Analytics, bots excluded). Ask us anytime for current figures, and every sponsor gets a click report.

A week with Family Weekend Guide

Mon
Fresh listings go up. Featured spots go live.

Wed
5 PM ET: deadline for next week's Featured spots.

Thu
Weekend picks email lands in inboxes.

Sat–Sun
Families head out.

After
You get your click report.

Placements & rates

As a new site, we're offering introductory prices: book by Dec 31, 2026 for spots running through Mar 31, 2027, and the price you book is always honored. Local Presenting sponsors get one free email perk: one month of the Welcome Email Sponsor spot or the Weekly Events Email, your choice. It runs on the first month of your run when that spot is open, and the booking box shows the exact dates. Multi-city Presenting with 5 or more cities gets one free email perk in one city you choose, on the same terms.

TOP PICKS SPOT



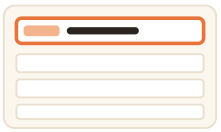
Featured Sponsor

Your own card in “Top picks this weekend” on one city's guide.

$25 / week (Mon–Sun)

$75 / 4 consecutive weeks

- Photo, headline, hours, address and link
- Labeled Sponsored
- Max 2 per city per week
- Click report



Presenting Sponsor

“Presented by” your logo on all of one city's event pages and its weekly email header.

$100 / month or 4 weeks

- Exclusive: one per city at a time
- Free email perk (see above)
- Click report for each run



Weekly Events Email

A sponsor block in a city's Thursday picks email.

$10 / week

$30 / month

- One sponsor per city per email
- Click report after each send



Welcome Email Sponsor

A sponsor block in the welcome email every new subscriber in a city gets.

$30 / month or 4 weeks

- Exclusive: one per city at a time
- Click report for each run

Available in cities across all 50 states and DC. Multi-city and national options: National Sponsorships. Full details and layouts: Feature my business. Sponsorship never changes which events we list or how we rank them. We may decline anything that isn't a good fit for families.

How booking works

1

Book

Pick your city and dates and pay securely online.

2

Upload

Set a password, then add your photo and text with a live desktop and phone preview. Once you submit, we check it and it goes live on schedule. We'll let you know if anything needs a change.

3

Go live

Featured runs Mon–Sun from our Monday refresh: book and upload by Wednesday 5 PM ET the week before. Presenting: logo, tagline and link 5 business days before your run.

4

See results

Get your click report. Full refund, minus the card processing fee, if you cancel 14 or more days before your start (policy).

Photo and text specs: Featured Sponsor · all placements · examples

Let's plan your spot

Questions, current figures or a custom package?

service@familyweekendguide.com