Family Weekend Guide

Media Kit

familyweekendguide.com · November 2026

Kid-friendly weekend plans, picked city by city. Family Weekend Guide lists festivals, farms, shows, museums and free library programs in cities across all 50 states and DC, tagged by age, area, cost and rainy-day friendliness. Every listing links to its source. Parents can also get a free weekly picks email for their city (Thursdays).

50	7,100+	3,508	Weekly
states plus DC, with cities live from Anchorage to Miami	family events and programs listed across all 83 city guides, running Nov 13 – Dec 13	family event listings for the weekend of Nov 13–15	fresh listings every Monday, picks email every Thursday

Source: our live site listings, November 2026. Recurring events are counted once per city; the weekend count includes every listing for that weekend.

AUDIENCE NUMBERS

We're a new guide in our launch season, so we'll begin publishing audience numbers in January 2027. Ask us anytime for current figures, and every sponsor gets a click report.

SPONSORSHIP OPTIONS & RATES

Introductory prices: 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. US dollars.

Placement	What you get	Introductory price
Featured Sponsor	Your own card at the top of “Top picks this weekend,” ahead of our regular picks, on one city's guide: photo, headline, short description, hours, address and link. Labeled Sponsored. Runs Monday–Sunday. Max 2 per city per week.	**$25 / week** $75 / 4 consecutive weeks
Presenting Sponsor	“Presented by” your logo and tagline on all of one city's event pages and in the header of that city's weekly email. Runs for a calendar month or any 4 consecutive weeks. Exclusive: one presenting sponsor per city at a time.	**$100 / month or 4 weeks** Multi-city: $250 / 3 cities, $400 / 5, $700 / 10
Weekly Events Email	A sponsor block (image, headline, short text, button) in a city's Thursday picks email. One sponsor per city per email.	**Free option for local Presenting, or Multi-city with 5+ cities*** $10 / week or $30 / month on its own
Welcome Email Sponsor	A sponsor block in the welcome email every new subscriber in that city receives. Runs for a calendar month or 4 weeks. Exclusive: one sponsor per city at a time.	**Free option for local Presenting, or Multi-city with 5+ cities*** $30 / month or 4 weeks on its own

**Local Presenting sponsors get one free email perk: their choice of the Welcome Email Sponsor spot or the Weekly Events Email, one month, on the dates shown in the booking box (the first month of their run when that spot is open). Multi-city Presenting with 5 or more cities gets one free email perk in one city you choose, on the same terms. Sponsorship never changes which events we list or how we rank them. National sponsorships: familyweekendguide.com/sponsor/national/*

HOW BOOKING WORKS

1. **Book online.** Pick your city, placement and dates on familyweekendguide.com/sponsor/ and pay by card. Booking now holds your dates; you can upload later.
2. **Set a password and upload.** Create your sponsor account and add your photo, logo and text with a live preview. Nothing goes live until we review it and confirm with you.
3. **Meet the deadline.** Featured: Wednesday 5 PM ET the week before your Monday start. Presenting and Welcome Email: 5 business days before your run starts. Miss it and we build your spot from your website.
4. **See results.** Click report afterward. Full refund (minus the card processing fee) if you cancel 14+ days before your start date.

Let's plan your spot

service@familyweekendguide.com

Full specs & layouts:
familyweekendguide.com/sponsor/info/