

Lubbock's
Home & Family
Magazine



Advertising Rates
& Information

Top 5 Reasons to Advertise

In Lubbock's Home & Family Magazine

- #1** Our magazine appeals to busy families. Our articles are entertaining, informative and concise, which keeps the reader involved to the very end.
- #2** We target well educated, professional adults, ages 25-55, who are looking for products and services that will improve the quality of their families' lives.
- #3** Readers will see your ad many times while referring to the magazine through the month. Because of the Calendar of Family Fun, the most popular section of the magazine, readers look through the magazine each week.
- #4** Families will perceive your business as community oriented and interested in improving the lives of families and their children.
- #5** You will get results because we hit your target audience like no other source can.



Our Readers

are just what your business needs!

The Home & Family Magazine format appeals to a large and diverse audience. With articles on everything from community issues to home improvement to parenting there is something for everyone!

Your ad gets noticed because we excel in concept, design, and magazine layout. We also are known for our Calendar of Events. Readers keep our magazine so your ad will be seen over and over, all month long!

There are well over 55,000 families in Lubbock - "traditional" two-parent families, single-parent families and a wide variety of "non-traditional" families. Home & Family Magazine is the only local media source that directly targets them all.

By advertising in Home & Family Magazine, you will reach professionals who are 25-55 years old, are active in their community, care about their homes, families, lifestyles and have the means to provide for them.

This target audience includes married couples with children under the age of 18, who have the highest average income according to the last U.S. Census- money they are ready to spend on the products and services advertised in Home and Family Magazine.

In addition, 85% of all consumer spending is done by women. Our readership is more than 80% women. So, we deliver to our advertisers the upscale, educated woman who is ready to spend for her family, friends and herself.

Don't miss out! Call us today.
806-797-7330



Home & Family is in all the Best Places!

All Over Lubbock

United Supermarkets
Lowes Supermarkets
Albertsons Supermarkets
Pediatricians' Offices
OB/GYN's Offices
Dentists' Offices
Family Health Clinics
Public Libraries
Schlotzsky's

South & Central Lubbock

Barnes & Noble
Starbucks
Garden & Arts Center
Drug Emporium
50th Street Caboose
The Reading Center
Art's Dance Supply
Village Hair Styles
Indiana Baptist Church
Health Plus Medical
2nd Baptist Day Care
New York Bakery
Wal-Mart Supercenter
Kingspark Medical
Day Break Coffee
Crystal Falls
Nautilus
Orlandos
KinderCare
Excel Travel
World Gym
Trinity Church
Ballet
Lubbock
Lindsey's Salon
Building Blocks
Lubbock View
McDougal
Realtors
Westminster
Preschool
Bacon Heights
Preschool

North & Downtown Lubbock

Lubbock Christian Schools
Wee Care
Boys & Girls Club
Educational Service Center
KinderCare
LISD offices & Schools
University Medical Center
Children's Protective Services
First Christian Church
First Baptist Church
First United Methodist Church
First Presbyterian Church
Broadway Church of Christ
City Health Department

Covenant Medical Center
Covenant Children's Hospital
Buddy Holly Center
Early Learning Centers
South Plains Association of the
Education of Young Children

East Lubbock

Human Resources
Parkway Community Clinic
T.J. Patterson Library
United Supermarket

* Visit our website for current
distribution locations.
www.lhfmag.com



Lubbock's Home & Family Magazine

RATE CARD

Our magazine appeals to the busy, well educated professional who is looking for the best in life. When you advertise in Lubbock's Home and Family Magazine, you will reach this highly targeted market many times as they refer to the *Calendar* and the *Parent Resource Directory*.

Art Work/ Ad Design

\$75.00 per hour. Ask for details.

Inserts

.06 cents per copy. Full Run only.

Color Ads

Spot Color: Add \$75 per ad.
Full Color: Add \$350 per insertion.
Full page only.

Color is available in selected areas only.

Sizes	Vertical	Horizontal
Full page	10 x 12.75	x
1/2 page	4.75 x 10.75	10 x 5.25
1/4 page	2.25 x 10.75	4.75 x 6
1/8 page	2.25 x 6.25	4.75 x 3
1/16 page	2.25 x 4	4.75 x 2

Pricing	3x	6x	12x
Full Page	\$792	\$743	\$690
1/2 Page	\$560	\$506	\$475
1/4 Page	\$325	\$305	\$285
1/8 Page	\$187	\$176	\$165
1/16 Page	\$99	\$89	\$79

* WFH Ad \$60
* Business Card Ad \$50

Inside Front Cover \$1250
Inside Back Cover \$1250
Back Cover Color \$1500

Deadlines

Customer designed ads are due by the 20th of the month. If we design ad, information is due by 15th. Ask for ad info guideline sheet.

* WFH Ad: Work From Home Ad
* Business Card Ad: Scan of your business card, 2 x 3.5.

full page

1/8 page
vert

1/4 page
vert

1/16 page
vert

1/2 page
vert

1/8 page
hor

1/16 page
hor

1/4 page
hor

1/2 page
hor