Florida Kids & Family Expo

My Central Florida Family Magazine

Print. Internet. Expo.

Extend your marketing with us!

get a piece of the

P.I.E.

Print Advertising
Online Advertising
Newsletter Ads
Dedicated Email Blasts

Exhibit at the Florida Kids & Family Expo
Newsfeed & Social Mentions

2019 Advertising & Exhibiting Media Kit
Why advertise with us?

- The most-trusted family resource in Central Florida
- We offer package discounts
- We offer "the" calendar of events for families, bar none!
- The largest family expo event in Central Florida
- We offer reasonable rates
- We distribute all year long for a one time cost!
- The largest database of families for your targeted marketing
- We’re the ONLY publication in town with extensive online traffic, the largest family expo/event in town, and a publication that reaches across Central Florida
- We’re the ONLY publication in town with 3 strong platforms for exposure. Package and Save!
- We’re locally owned by two moms with over 10 years of print, internet and expo experience.

You know
15,000+ attendees

$6 ea. ticket price 2 & under free

200+ exhibitors

10+ media partners

30x30 double booth islands

10x10 single exhibitor booths

easy traffic flow & layout

air conditioned

Sponsorships available

Participate

Schools/Healthcare/Dental/Eye Care/Medical Supplies

After School/Summer Camps/Zoos/Petting Farms

Attractions/Entertainment/Birthday Rentals/Playgrounds

Family Products/Family Services/Travel

Home Services/Home Products/Clothing

Media/Technology/Charities/Characters

...The Sky is the Limit!

Florida KIDS & FAMILY Expo
August 17-18, 2019
Orange County Convention Center
annual Distribution over 12 months

75% put straight in the hands of families

Fairs, festivals and family events

- Advertiser Storefronts
- Targeted Family Business
- Doctors Offices
- Dentist Offices
- OB/GYN Offices

Online issue

25-54 parental age

across all income levels

- Moms & Dads
- Educated Decision Makers
- Shoppers
- Home Owners
- Grandparents

My Central Florida Family magazine

email and web

45,000 families can read each and every year

target audience
Where does our traffic come from?

- Florida: 85.26%
- Georgia: 1.23%
- Texas: 1.23%
- New York: 1.23%
- North Carolina: 1.23%
- Virginia: 1.23%
- Other: 1.65%

Traffic for 2018
42,533 Visits/month
(As of Sept 2018)

Who visits?
- Male: 27.82%
- Female: 72.18%

Numbers represent average monthly traffic

How do they find us?
- Organic Search: 33.1%
- Social: 10.7%
- Direct: 39.7%
- Referral: 7.5%
- Display: 8.3%

What age?
- 35 - 44: 28%
- 25 - 34: 16%
- 45 - 54: 35%
- 18 - 24: 9%
- 55 - 64: 9%
- 65+: 9%
Showcase your Brand to . . .

29,000+ monthly users
BLOG & SOCIAL POST $75/ea

28,000+ email subscribers
DEDICATED EMAIL BLAST $300/ea
NEWSLETTER AD $50/month.

Numbers represent average monthly traffic

22,000+ social followers

87,500+ monthly page views
“Our staff had a great time at the event & we can’t wait until next year!”  
– Caroline, Solar Bears

“It was flawless start to finish.”  
– Hilary, Special Olympics Florida

“What an awesome event!!”  
– Chris, WFTV

“You truly are THE BEST at marketing!”  
– Marie, Nathaniel’s Hope

“You do such an amazing job!”  
– Noelle, Orlando Health

“Goldfish would like to purchase three additional dedicated emails from you because this has been an effective tactic for driving inquiries!”  
– Caitlin, Goldfish Swim School

“Thank you for all your hard work with the site! It’s so super helpful!”  
– April, Mom

Call Us Today!  
Brandi Zrallack  
407.405.4000  
Brandi@MyCentralFloridaFamily.com
Central Florida Family Event Calendar

Events for October 2018

Need a coupon? Get It Here

My Central Florida Family.com

My Central Florida is your ultimate resource for everything Central Florida has to offer your family. From events to classes, to opportunities to fun and more, My Central Florida Family works tirelessly to find the resources for your family while you concentrate on your work, your family and your hobbies.

While we continue to strive to provide 100% accuracy with our posts, some posts grow older or providers of the information make changes to the information without notifying us. So, we highly encourage you to check the information provided on this site with the actual event or information provider through their contact information. My Central Florida Family does not guarantee and is not responsible for all the information on this site due to miscommunications changes, but we do work hard to ensure it’s accurate for you.

Contact us: Brandi@MyCentralFloridaFamily.com

My Central Florida Family Banner Ad $300/mo. (footer of all pages)

Business Directory listings

Free

Featured $120/yr.

Rotating Calendar Ad $250/mo. (all calendar pages)
All booths: 10x10 and come with list below.
- Pipe and Drape & Wastebasket
- 6 foot table with black linen & 2 chairs
- Company Name Sign
- 4 Exhibitor Badges (add’l can be purchased)

Premium Corner Booth $1025
Standard Booth on an aisle $775
Mom & Pop Booth (single home business owner) $525
SOS Booth: Schools, Organizations, Sports $525
Marketplace Table $275
6 foot table with linen ONLY

BRONZE SPONSOR - $2,000
- 10x10 Premium Booth Space with 5 Badges
- 300 x 125 Ad in MCFF website for 6 months
- Bold Listing in MCFF Magazine
- 1/8 Page Ad in MCFF Magazine
- Logo Placement on Expo registration page
- 25 Tickets to Giveaway

SILVER SPONSOR - $4,000
- 20x10 Premium Booth with 8 Badges
- Bold Listing in MCFF Magazine
- 1/4 Page Ad in MCFF Magazine
- 300x125 Ad on MCFF Website for 1 year
- Logo Placement on Expo registration page
- Logo Placement on Step and Repeat
- 50 Tickets to Giveaway

GOLD SPONSOR - $7,500
- 20x20 Premium Booth with 8 Badges
- Bold Listing in MCFF Magazine
- 1/2 Page Ad in MCFF Magazine
- 300x250 Ad on MCFF Website for 1 year
- Logo Placement on Expo registration page
- Logo Placement on Step and Repeat
- Logo in MCFF Magazine as Sponsor
- Logo on All Print Advertising (based on date of sign up and submission of logo)
- 75 Tickets to Giveaway

PLATINUM SPONSOR - $10,000
- 20x20 Premium Booth with 15 Badges
- Bold Listing in MCFF Magazine
- Full Page Ad in MCFF Magazine
- 300x250 Ad on MCFF Website for 1 year
- Logo Placement on Expo registration page
- Logo Placement on Step and Repeat
- Logo in MCFF Magazine as Sponsor
- Logo on All Print Advertising (based on date of sign up and submission of logo)
- 150 Tickets to Giveaway

PRESENTING SPONSOR - $15,000
Includes everything in the Platinum Sponsorship and:
- Logo on all Exhibitor Badges
- Logo on Billboards & 200 tickets
- 1st Full Page Ad in MCFF Magazine
- Logo on All Print Advertising*

*(All elements based on date of sign up and submission of logo)
### Online Website

<table>
<thead>
<tr>
<th>Description</th>
<th>Size</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner Ad</td>
<td>728 x 90</td>
<td>$400/mo</td>
</tr>
<tr>
<td>Home Page Billboard</td>
<td>700 x 3250</td>
<td>$350/mo</td>
</tr>
<tr>
<td>Footer Banner</td>
<td>728 x 90</td>
<td>$300/mo</td>
</tr>
<tr>
<td>Calendar Rotating Ad</td>
<td>550 x 300</td>
<td>$250/mo</td>
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<tr>
<td>Right Hand Ad</td>
<td>300 x 250</td>
<td>$200/mo</td>
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<tr>
<td>Home Page Banner Ad</td>
<td>728 x 90</td>
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<tr>
<td>Featured Directory Listing</td>
<td></td>
<td>$120/yr</td>
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<tr>
<td>Featured Calendar</td>
<td></td>
<td>$50/ea</td>
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<tr>
<td></td>
<td></td>
<td>$25/ea for advertisers</td>
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### Florida Kids & Family Expo

<table>
<thead>
<tr>
<th>Description</th>
<th>Booth Size</th>
<th>Investment</th>
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<tbody>
<tr>
<td>Premium Booth</td>
<td>10x10</td>
<td>$1025</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>10x10</td>
<td>$775</td>
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<tr>
<td>S.O.S. Booth</td>
<td>10x10</td>
<td>$525</td>
</tr>
<tr>
<td>Mom &amp; Pop Booth</td>
<td>10x10</td>
<td>$525</td>
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<tr>
<td>Marketplace Tabletop</td>
<td>--</td>
<td>$275</td>
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<tr>
<td>Island Booth</td>
<td>30x30</td>
<td>$3,495</td>
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<tr>
<td>Presenting Sponsor</td>
<td>30x30</td>
<td>$15,000</td>
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<tr>
<td>Platinum Sponsor</td>
<td>20x20</td>
<td>$10,000</td>
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<tr>
<td>Gold Sponsor</td>
<td>20x20</td>
<td>$7,500</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>20x10</td>
<td>$4,000</td>
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<tr>
<td>Bronze Sponsor</td>
<td>10x10</td>
<td>$2,000</td>
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## PRINT MAGAZINE

<table>
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<tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2000</td>
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<tr>
<td>Half Page</td>
<td>$1050</td>
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<tr>
<td>Quarter Page</td>
<td>$575</td>
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<tr>
<td>One-Eighth Page</td>
<td>$300</td>
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</table>

### Premium Ads

<table>
<thead>
<tr>
<th>Premium Ads</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2700</td>
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<tr>
<td>Page 3</td>
<td>$2850</td>
</tr>
<tr>
<td>Double Page</td>
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</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2250</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3300</td>
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</tbody>
</table>

## PACKAGE & SAVE

### Top Package
- Full Page Print Ad, Full Size Right Hand Online Ad, Premium Expo Booth
- $4500/yr

### Mid Package
- Half Page Print Ad, Half Size Right Hand Online Ad, Standard Expo Booth
- $2800/yr

### Starter Package
- Quarter Page Print Ad, Banner Online Ad, Mom and Pop Booth
- $1775/yr

## SOCIAL OPTIONS

<table>
<thead>
<tr>
<th>Social Option</th>
<th>Price</th>
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<tbody>
<tr>
<td>Dedicated Email Blast</td>
<td>$300/ea</td>
</tr>
<tr>
<td>Blog &amp; 3 Social Posts</td>
<td>$75/ea</td>
</tr>
<tr>
<td>Weekly Newsletter Ad</td>
<td>$50/mo</td>
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## GRAPHIC DESIGN OF ADS

<table>
<thead>
<tr>
<th>Description</th>
<th>Design*</th>
<th>with Stock**</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$250</td>
<td>$300</td>
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<tr>
<td>Half Page</td>
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<tr>
<td>Quarter Page</td>
<td>$125</td>
<td>$175</td>
</tr>
<tr>
<td>One-Eighth Page</td>
<td>$75</td>
<td>—</td>
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</tbody>
</table>

*Design all images, text/content and logos provided by client for design & layout  **with Stock 2 stock images/graphics included in full page and 1 in half & quarter page, copy/content and logos provided by client for design & layout

Ad artwork deadlines are the 7th of every July. Issues drop in August annually.
How we can help?

Epic Expos, Inc.
PO Box 622281 — Oviedo, Florida 32762

Brandi Zrallack
407.405.4000
Brandi@MyCentralFloridaFamily.com

Jo Tripp
407.579.3988
Jo@MyCentralFloridaFamily.com

Call us today!