COLORADO SPRINGS KIDS magazine

EST. 1999



2027 Media Guide

Print, web, social and email advertising for businesses that serve Pikes Peak families.

8,500
copies every month

150+
free pickup locations

27 years
serving local families

DISCOVER FAMILY FUN

COLORADOSPRINGSKIDS.COM

ABOUT US

The local family guide since 1999

Founded by parents with one goal: give Pikes Peak families trusted, wholesome resources for raising kids here.

Colorado Springs Kids Magazine is free, printed monthly and stocked in racks across El Paso County during the last week of each month. You will find us at grocery stores, schools, child care centers, restaurants, doctors' offices, libraries and churches.

Every issue also lives on coloradospringskids.com, in our email newsletter and on our social channels. We monitor every rack location and add or move routes as needed. Paid subscribers receive their copy by mail by the 1st of the month.



A recent issue of Colorado Springs Kids Magazine.

At a glance

1999
Year founded

8,500
Copies printed each month

100,000+
Copies printed each year

100+
Free pickup locations

10,000
Monthly readers, print and web

8,000+
Social media followers

OUR AUDIENCE

Local parents who are ready to act

Our readers are parents, caregivers and grandparents in the Pikes Peak region. They make the household decisions and they come to us looking for classes, camps, events, schools and family services. They keep the magazine, read it with their kids in waiting rooms and pull pages out for the fridge.



31
Average adult reader age

74%
of adult readers are women

50%
have household incomes over $90,000

79%
own their home in Colorado Springs

66%
hold college degrees

71%
keep the magazine to refer back to

DISTRIBUTION AND REACH

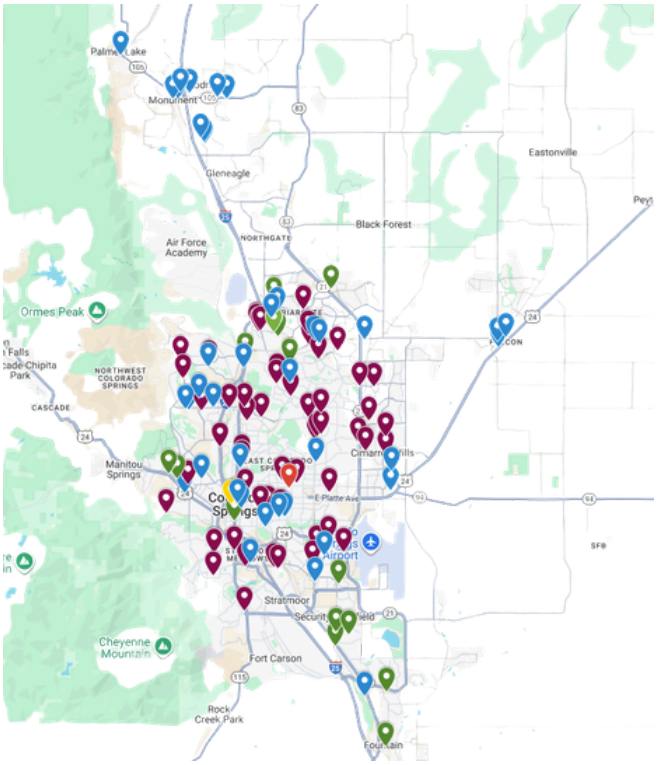
From Woodland Park to Monument to Fountain

We print up to 8,500 copies every month and deliver them ourselves by the 1st. Racks sit in medical offices, El Paso County government buildings, schools, restaurants, churches and stores.

We track pickup at every location. Spots that move copies stay, and slow spots are replaced, so your ad goes where families actually pick it up.

WHERE TO FIND US

Grocery stores, pediatric and family medical offices, libraries, schools, child care centers, churches, restaurants and county buildings.



Current pickup locations across the Colorado Springs area.

Online presence

Every follower came from organic growth, with no paid or bot accounts. Our audience is active and engaged.

5,183
Instagram followers
Oct 2026

3,036
Facebook followers
Oct 2026

26,900
Instagram views in 30 days - average

1,823
Newsletter subscribers

WHY ADVERTISE WITH US

The only local outlet strong in both print and digital

Your ad runs in a magazine families keep, then follows them online through our website, newsletter and social channels.

70%+ **of readers say they attended an event or visited a business after seeing it in our magazine.**
Based on monthly reader polls.

Engaged, family-focused readers

Parents and grandparents who turn to us for where to shop, eat, learn and play.

Targeted local reach

Every copy, article and guide goes to families right here in the Colorado Springs area.

A trusted name since 1999

Families know us as a reliable, family-first publication, and that trust carries over to your brand.

Print that stays around

Copies sit in waiting rooms and on fridges for weeks, while our digital channels reach families every day.

Advertisers who work with us

Colorado Springs Utilities · District 11 · YMCA of the Pikes Peak Region · Space Foundation · Mathnasium · Soccer Buddies · Academy of Children's Theater · Hope Montessori · Colorado Springs Pioneers Museum · Colorado Springs Philharmonic · Fountain Valley School · Thomas MacLaren School

EDITORIAL CALENDAR

2027 editions and deadlines

EDITION	FEATURE	BOOK BY	ART DUE
January	Open enrollment school directory	Dec 10	Dec 15
February	Kids art edition	Jan 10	Jan 15
March	Summer camp directory	Feb 10	Feb 15
April	Summer camp directory	Mar 10	Mar 15
May	Summer camp directory	Apr 10	Apr 15
June	School Directory	May 10	May 15
July	School Directory	Jun 10	Jun 15
August	Welcome to Colorado Springs and restaurants	Jul 10	Jul 15
September	Fall Festival Guide and pumpkin patches	Aug 10	Aug 15
October	Fall Festival Guide and pumpkin patches	Sep 10	Sep 15
November	Birthday party directory	Oct 10	Oct 15
December	Winter events	Nov 10	Nov 15

Every month

Monthly calendar and ongoing events
Sports sign up
Cooking with your kids
Solo parenting
Focus on your child
Know your nature
A look at books
Movie releases
Volunteer opportunities
Ask Barry, our kids' column
Jokes

Plan around the peaks. March through May is our busiest season. Book the summer camp editions by early February to secure placement.

PACKAGES AND DIGITAL

Specials and packages

MARCH, APRIL AND MAY

Summer camp package

Quarter page	**$750**
Half page	**$1,200**
Full page	**$1,950**

All three editions, plus listings in the Summer Camp Directory, published online and in print.

SEPTEMBER TO FEBRUARY

Fall and winter offer

Book two editions at the 1-edition rate and get the third at half price.

Covers the Welcome, Fall Festival, Birthday Party, Winter Events, Open Enrollment and Art editions.

YEAR ROUND

Community rate

Churches and registered nonprofits take 25% off any print rate.

Cannot be combined with the fall and winter offer.

Included free with any Full-Page print ad

Website publishing	Your ad runs on coloradospringskids.com all month
Social media	One Instagram and Facebook post plus story
Website banner	30-day banner placement
Newsletter sponsorship	A featured section in our monthly email
Event calendar	Your events in the print and online calendars
Sponsored content	An article or advertorial, plus School Directory and Sports Sign Up listings

Without a print ad

$99

Event listing, per event, print and online calendar

$99

Guide listing, per issue, School Directory or Sports Sign Up

$50

Ad design, built from your logo and photos

Need something else? Custom print and digital campaigns are available. Ask the editor for a quote.

PRINT RATES

2027 advertising rates

Price per edition. Full color on every page. The more editions you book, the lower your rate.

AD SIZE	1 EDITION	3 EDITIONS	6 EDITIONS	12 EDITIONS
Full page 7.75 x 10.25 in, full bleed	$895	$725	$625	$575
Half page Horizontal or vertical	$475	$425	$395	$360
Quarter page Vertical or horizontal	$275	$250	$230	$210
Eighth page 3.875 x 2.5625 in	$165	$150	$140	$125

Exact dimensions for every size are on page 9.

+20%
Back cover

+15%
Inside front or inside back cover

5% off
6 or 12 editions paid in full upfront

Every full-page print ad includes digital, free

- Published on coloradospringskids.com
- Instagram and Facebook post
- 30-day website banner
- Email newsletter sponsorship
- Event listing, print and online
- Article or advertorial submission

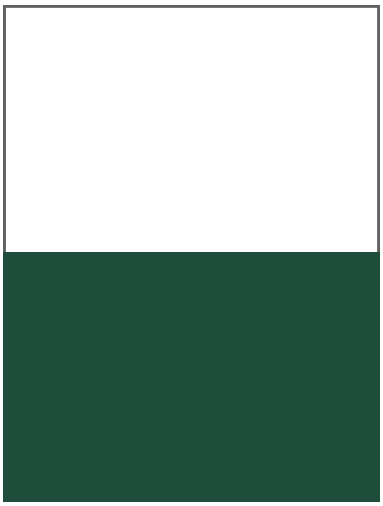
AD SIZE SPECIFICATIONS

Ad sizes

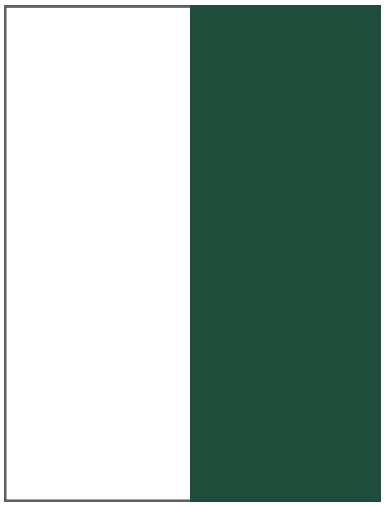
The magazine trims to 7.75 x 10.25 in. Shown to scale; width before height.



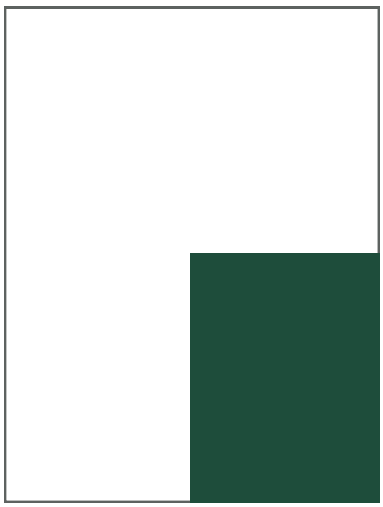
Full page
7.75 x 10.25 in trim, with bleed



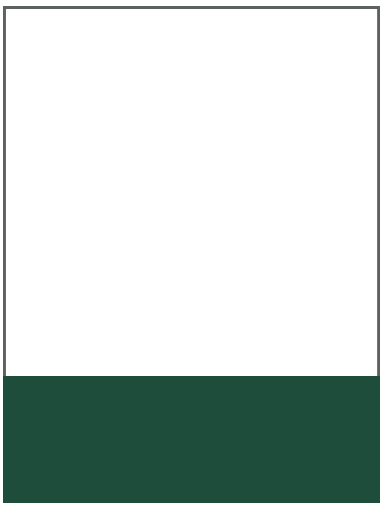
Half page horizontal
7.75 x 5.125 in



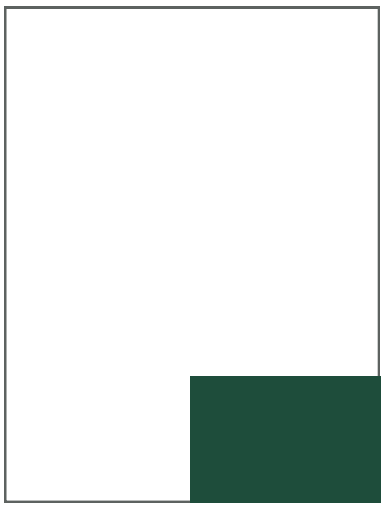
Half page vertical
3.875 x 10.25 in



Quarter page vertical
3.875 x 5.125 in



Quarter page horizontal
7.75 x 2.5625 in



Eighth page
3.875 x 2.5625 in

Only the full page bleeds. Half, quarter and eighth page ads sit inside the page and need no bleed.

SPECS AND DEADLINES

Full page bleed and file setup



Trim size Solid green line	**7.75 x 10.25 in**
Bleed, preferred (0.25 in) Shaded area, gray dashed edge	**8.25 x 10.75 in**
Bleed, minimum (0.125 in)	**8.00 x 10.50 in**
Live area Purple dashed line	**7.25 x 9.75 in**

Run background images and color to the bleed edge. Keep all text and logos inside the live area so nothing is trimmed.

File requirements

Print-ready PDF at the exact ad size
CMYK color, 300 ppi images
All fonts embedded or outlined
Full page only: include bleed, no crop marks inside the trim
We never recolor or change your artwork

Deadlines

Reserve space by the **10th** of the month before your edition
Send finished artwork by the **15th**
Need design? Send your logo and photos by the 10th ($50)
Magazines reach racks the last week of the month

Book your space

Not sure what fits? Set up a quick call with the editor.

marketing@coloradospringskids.com
561-370-8793
coloradospringskids.com