

RFM





The RFM Mission

Inspiring Healthy Families Since 2009!
RFM is locally produced by a team of parents to inspire, enlighten, inform, and entertain.

With content that appeals to parents and grandparents – and many readers who don't even have kids – we're Richmond's trusted family-lifestyle magazine.

Trust Factor

We've spent over fifteen years building our brand, so **you can trust us** with yours. And while your brand is all about your image, it's also about the **company you keep**. When you partner with RFM, you don't have to worry about the other content or advertisers surrounding yours.

And that **peace of mind** is everything.



RFM

From Our Clients

“We feel that **Richmond Family Magazine** is the best fit in the area to represent our brand.”

— *Leaf Spring School*

“**Richmond Family Magazine** helps us reach a client segment that other media do not. We try to tailor our ads specifically to their audience of parents (i.e. durable - cleanable - EASY solutions). They are great to work with, and we’ve really built a relationship of mutual support.”

— *LaDIFF*

“We surveyed our families, and after word of mouth and Google, **Richmond Family Magazine** was listed as the best place to find out about things to do with the family.”

— *Richmond Ballet*

“We like **RFM**’s reach. It’s free at grocery stores and businesses so we know families from diverse backgrounds are picking it up.”

— *Virginia Department of Health*

“**RFM** is a true marketing partner, always happy to brainstorm and share other ideas for ways to get the word out about the practice.”

— *Virginia Family Dentistry*

From Our Readers

“I love **RFM**. I can always find something relevant to our family in the articles, and the calendar is the best!”

— *Casey D., Mechanicsville*

“We’re a family of four who recently moved to the area for my medical residency. We’ve really enjoyed your magazine, and it’s been a great tool for exploring the area and spending time with the kids.”

— *Dan P., Chesterfield*

“Thank you for your informative and eye-opening articles for families of all ages.”

— *Susan D., Henrico*

“We love **RFM**, and I have been picking it up since my kids were babies. I still can’t believe it’s free. Thank you for all your efforts.”

— *Shaundra J., Richmond*



Who We Are

We are **local**. Made right here in Richmond, Virginia, RFM supports and gives back to the community by donating tens of thousands of dollars of ad space to area nonprofits each year.

We are **social**, popping up all over town at fundraisers, community events, and free family festivals.

We are **excitement builders**, regularly sharing exclusive savings codes, coupons, RFM reviews, and amazing giveaways.

How We Are Different

At RFM, we maintain an industry-low 35/65 ad to editorial balance, with a clear separation between the two, which means clients and readers are consistently and overwhelmingly satisfied. Our diverse audience appreciates RFM's commitment to high quality, professional, and engaging content from local expert contributors and Richmond's favorite writers.

2025 Calendar

JANUARY-FEBRUARY – *Health & Wellness*

On stands December 31 through March 3

Ad close date December 5

MARCH-APRIL – *Summer Camps*

On stands March 4 through April 28

Ad close date February 5

MAY-JUNE

On stands April 29 through June 30

Ad close date April 5

JULY-AUGUST – *Summer*

On stands July 1 through September 1

Ad close date June 5

SEPTEMBER-OCTOBER – *Education*

On stands September 2 through November 3

Ad close date August 5

NOVEMBER-DECEMBER – *Holiday*

On stands November 4 through January 5

Ad close date October 5

Ad materials due by 10th of month prior to publication.



Content Focus

There's something for everyone in each issue of RFM! Between our columns, recurring departments (listed here), and feature articles – including everything from travel essays to profiles of Richmonders of all ages – families from diverse backgrounds tap into a range of topics and editorial from local writers and experts.

BABY STEPS

Topics for families with babies and toddlers – from breastfeeding to diaper rash

BRAIN FOOD

The challenges of mental wellness for all ages – from preschool anxiety to suicide prevention

FAMILY ADVOCATE

Policy, civics, and government – how legislation affects kids and families

FAMILY FINANCES

Saving, borrowing, and spending – from the pros and cons of allowance for kids to the stock market

FRAUD WATCH

Keeping up with the latest scams – from identity theft to crowdfunding

HOME SPACE

DIY and other info about the home and garden – from getting organized to planting a vegetable garden

KIDS CAN-DO

Do-at-home project for kids of all ages with easy-to-find supplies and easy-to-follow instructions

LEGAL EASE

Family law topics – from divorce and child custody to legal precautions that come with studying abroad

PAGES FOR ALL AGES

Books to borrow or buy for families interested in raising readers – from board books for babies to young adult titles

PARENTAL GUIDANCE

Answers to parenting questions – from potty training to pronoun usage to college independence

PET STOP

Topics for pets lovers – from pet health insurance to safety hazards to pet obesity

REACHING OUT

Richmond-area nonprofits that help kids and families and offering ways to support communities

SCIENCE & TECH TALK

Media, STEM, and tech topics for families – exploring the science and digital worlds

SENIOR OUTLOOK

Topics for older readers and the people who love them – from balance and active aging to grandparenting tips

WELL FAMILY

Health and wellness topics – from eating gluten-free to migraines to the benefits of a swimming exercise regimen

WHAT'S COOKING

Healthy and delicious recipes and cooking tips for the family from local resources



Our Readers

Passionate about all things family, RFM readers are loyal – and they live, work, play, and shop in the region. Every month, readers from a variety of backgrounds reach for RFM at hundreds of Richmond-area locations. They're glad it's free, and they support RFM advertisers because they want to keep it that way.

GENDER

85% women, 15% men

EDUCATION

Over 25% have masters' degrees

AGE

24 to 54

HOUSEHOLD INCOME

\$75,000 and up

RFM READERS ARE CONNECTED TO THEIR COMMUNITIES

They regularly attend area festivals, sporting events, concerts, and performing arts shows across the Greater Richmond area.

They appreciate RFM contests and opportunities to win family getaways and tickets to local events.

READERS CONNECT WITH RFM AND ITS ADVERTISERS

They find content that's relevant to their lives in each issue of RFM.

They trust the advertisers they see in RFM.

They pick up every issue of RFM.

They keep RFM for a month or longer and share RFM with others.

They connect with RFM on social media, with 25,000+ followers on Facebook, X, Instagram, Threads, LinkedIn, and Pinterest.

If moms and dads (and grandparents, too) are your target customer, RFM provides zero-waste marketing. Your marketing dollars work harder with RFM on your side.



“I see the magazine everywhere!”

— *Most overheard phrase when our readers visit us at events*

Print Distribution

There’s a reason you see RFM issues from past years on coffee tables and in waiting rooms all over town! The magazine looks great and everyone knows its pages are packed with interesting, relevant editorial and ads that live on far beyond the current issue.

NUMBER PRINTED AND FULLY DISTRIBUTED

35,000 to 40,000

TOTAL CIRCULATION/READERSHIP

87,500 to 100,000

(We use a very conservative industry estimate of 2.5 readers per issue. Please make sure you’re measuring apples to apples if you are comparing these figures to other publications and media outlets.)

DISTRIBUTION OUTLETS

Over 850, growing monthly

All Greater Richmond Area
Publix, Wegmans, Whole Foods,
Food Lion, and Wawa.

Plus: libraries, museums, fitness facilities,
medical and dental offices, daycares, schools,
restaurants, hair and nail salons, and more.

AREAS SERVED

Henrico, Chesterfield, Hanover,
City of Richmond, Colonial Heights,
Petersburg, and Goochland



Print Advertising Rates

(All rates are per Issue. Monthly billing is optional.)

	6x	3x	Open
Premium Positions			
cover – outside back – bleed	\$2,895 (\$1,447/mo)	\$3,165 (\$1,582/mo)	\$3,445 (\$1,722/mo)
cover – inside front – bleed	\$2,475 (\$1,237/mo)	\$2,695 (\$1,347/mo)	\$2,940 (\$1,470/mo)
cover – inside back – bleed	\$2,475 (\$1,237/mo)	\$2,695 (\$1,347/mo)	\$2,940 (\$1,470/mo)
premium full page – bleed	\$2,260 (\$1,130/mo)	\$2,505 (\$1,252/mo)	\$2,785 (\$1,392/mo)
premium 2/3 page – bleed (new)	\$1,675 (\$838/mo)	\$1,920 (\$960/mo)	\$2,110 (\$1,055/mo)
premium 1/2 page – bleed (new)	\$1,305 (\$653/mo)	\$1,440 (\$720/mo)	\$1,580 (\$790/mo)
2-page spread – bleed	\$4,085 (\$2,042/mo)	\$4,310 (\$2,155/mo)	\$4,540 (\$2,270/mo)
Standard Positions			
full page	\$1,995 (\$997/mo)	\$2,310 (\$1,155/mo)	\$2,635 (\$1,317/mo)
2/3 page	\$1,595 (\$797/mo)	\$1,830 (\$915/mo)	\$2,010 (\$1,005/mo)
1/2 page	\$1,225 (\$612/mo)	\$1,350 (\$675/mo)	\$1,480 (\$740/mo)
1/3 page	\$1,090 (\$545/mo)	\$1,220 (\$610/mo)	\$1,340 (\$670/mo)
1/6 page	\$710 (\$355/mo)	\$785 (\$392/mo)	\$880 (\$440/mo)

Terms: All rates are net and based on advertiser supplied, print-ready digital file. Payment due upon receipt of invoice. 1.5% finance charge after 30 days. Credit cards accepted.



Print Ad Specifications

Ad Size	Non-Bleed	Bleed*	Safe Area	Trim
2-page spread	n/a	*17.25" x 11.125"	16.25 x 10.125"	17" x 10.875"
full page	7" x 9.75"	*8.75" x 11.125"	7.75" x 10.125"	8.5" x 10.875"
2/3 vertical	4.5625" x 9.5"	*5.65" x 11.125"	4.65" x 10.125"	5.4" x 10.875"
1/2 vertical	n/a	*4.5" x 11.125"	3.5" x 10.125"	4.25" x 10.875"
1/2 horizontal	7" x 4.625"	<p>*Bleed applies to premium pages only.</p> <p>*Safe area for bleed ads is .375" in from trim on all sides. Safe area for bleed spread is .375" in from trim on all sides and .375" from gutter.</p> <p>*All dimensions are width x height.</p>		
1/3 vertical	2.125" x 9.5"			
1/3 square	4.5625" x 4.625"			
1/6 vertical	2.125" x 4.625"			
1/6 horizontal	4.5625" x 2.1875"			

GENERAL INFORMATION

Publication trim size: 8.5" x 10.875"
Safe area: .375" from trim on all sides
Bleed: .125" beyond trim on all sides
Image resolution: 300 ppi
Ink limit: 300%
Line screen: 150 lpi
Color space: CMYK—no spot color or RGB

ACCEPTABLE FILE FORMAT

Print quality PDF file with **all fonts and high-resolution CMYK images embedded.** Ensure that all elements are a minimum of 300 ppi and 100% of reproduction size.

PRODUCTION QUESTIONS

Any questions regarding production can be forwarded to: ads@RFMonline.com

WE WANT YOUR AD TO PRINT CORRECTLY

Late ad files with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your ad file on time and to our specifications.

COMMON AD PROBLEMS TO AVOID

- Please check your ad for these common errors:
- **Incorrect dimensions**
 - **Text and logos outside of safe area**
 - **Bleed ads without bleed in file**
 - Low-resolution images
 - Images not converted to CMYK
 - Spot colors used
 - Trim marks or color bars in bleed or live area

RFM is committed to ensuring the best ad reproduction. Please follow this information carefully to ensure your ad meets stated specifications. RFM cannot take responsibility for materials that are not in accordance with these specifications.

Ad design services are available for a nominal charge. All advertising material is subject to approval by RFM.



Attention-Getting Options

Really stand out with one of these eye-catching ideas!

POSTCARD INSERTION

With each issue, we allow ONE client to supply a postcard for insertion. Save on postage and really stand out when RFM readers discover your postcard tucked in our pages.

Postcard size: 3" x 5" (min.) to 4.25" x 6" (max.)

Allowable postcard stock: 70# hi-bulk (min.) to 12 pt cover (max.)

COVER NOTE

With each issue, we will allow ONE client to purchase a sticker that will be applied to our cover. This is an awesome opportunity to draw the reader to your ad page, announce your new business or location, give families a save the date reminder note, etc. Be creative with this unique marketing option!

Sticker size: 3"(w) x 2"(h) max.
full-bleed (.125" around)

TARGETED MAILING WITH COVER NOTE

Choose your zip codes and household demographics (age of children, home value, household income, etc.) and mail 5,000 copies of RFM with your custom cover sticker on it.

INSIDE FRONT OR BACK COVER FOLD-OUT SPREAD

CENTER FOLD-OUT SPREAD

THICK PAGE INSERT

Inquire for pricing on any of these options.



Digital Ads

Our newly redesigned website looks as good on a phone as it does on a desktop computer, which means your ad will be optimized for any size device and fully integrated with RFM's content.

RFMonline.com Rotation Ads

Medium Rectangle (300x250px): \$395/mo.

Medium Rectangle (300x250px)/Large Mobile (320x100px) Combo: \$595/mo.

Billboard (970x250px)/Large Mobile (320x100px) Combo: \$795/mo.

Site Takeover: Large Mobile (320x100px)/Medium Rectangle (300x250px)/
Leaderboard (728x90px)/Half Page (300x600px)/Billboard (970x250px): \$1,795/mo.

ACCEPTABLE FILE FORMAT: JPEG – web optimized, to exact pixel dimensions

Review at actual size on a phone to insure legibility (limit excess text).

All advertising material is subject to approval by RFM.

Sponsored Content

Seamlessly integrated among RFM's content on our website, this is your chance to get your message out to RFM's followers with your own crafted article, complete with your images and links to your website and/or social media channels.

Basic Sponsored Content Post/Press Release: \$295

- Includes:
- Posting of article of any length, with up to three in-article images (add \$95 for additional images or video)
 - All appropriate SEO and categorization/tagging for maximum page views
 - 30 days on RFM's home page

Sponsored Content Deluxe Package: \$725

- Includes all of the above, plus:
- Additional visibility among RFM's core content blocks on RFM's home page
 - Sponsored Content block on one issue of RFM eNews
 - Paid social media promotion on RFM's platforms



Email Newsletter

Our RFM eNews subscribers look forward to receiving our new issue announcements and weekly RFM Insider emails each Thursday to stay up to date with weekend events, new RFM online content, and exclusive contests. Your ad or sponsored content article will really stand out in our single-column, mobile-friendly layout (Request a sample if you aren't a subscriber!).

RFM eNews (per ad)

- 640x200px: \$450
- 640x200px Top Position: \$520
- Dedicated RFM eNews: 640x800-1200px : \$1,995

Maximum of four ads on each RFM eNews. First-come, first served booking. Book early for best chance of securing desired issue and placement.

ACCEPTABLE FILE FORMATS: RGB PDF – built to proportionate pixel dimensions
 RGB JPEG – high quality, to exact pixel dimensions

NOTE: eNews ads are responsive, device optimized banners – size changes to fit mobile screen size. Review content at its smallest size of 320x100px on a phone to insure legibility. All advertising material is subject to approval by RFM.

RFM 2025 eNews Schedule

	send date	focus	art due		send date	focus	art due
January	Tues 12/31	New issue	12/27	July	Tues 07/01	New issue	06/27
	Thur 01/02	• Insider	12/30		Thur 07/03	• Insider	06/30
	Thur 01/09	• Insider	01/06		Thur 07/10	• Insider	07/07
	Thur 01/16	• Insider	01/13		Thur 07/17	• Insider	07/14
	Thur 01/23	• Insider	01/20		Thur 07/24	• Insider	07/21
	Thur 01/30	• Insider	01/27	Thur 07/31	• Insider	07/28	
February	Thur 02/06	• Insider	02/03	August	Thur 08/07	• Insider	08/04
	Thur 02/13	• Insider	02/10		Thur 08/14	• Insider	08/11
	Thur 02/20	• Insider	02/17		Thur 08/21	• Insider	08/18
	Thur 02/27	• Insider	02/24		Thur 08/28	• Insider	08/25
March	Tues 03/04	New issue	02/28	September	Tues 09/02	New issue	08/29
	Thur 03/06	• Insider	03/03		Thur 09/04	• Insider	09/01
	Thur 03/13	• Insider	03/10		Thur 09/11	• Insider	09/08
	Thur 03/20	• Insider	03/17		Thur 09/18	• Insider	09/15
	Thur 03/27	• Insider	03/24		Thur 09/25	• Insider	09/22
April	Thur 04/03	• Insider	03/31	October	Thur 10/02	• Insider	09/30
	Thur 04/10	• Insider	04/07		Thur 10/09	• Insider	10/06
	Thur 04/17	• Insider	04/14		Thur 10/16	• Insider	10/13
	Thur 04/24	• Insider	04/21		Thur 10/23	• Insider	10/20
	Thur 10/30	• Insider	10/27				
May	Tues 04/29	New issue	04/25	November	Tues 11/04	New issue	10/31
	Thur 05/01	• Insider	04/28		Thur 11/06	• Insider	11/03
	Thur 05/08	• Insider	05/05		Thur 11/13	• Insider	11/10
	Thur 05/15	• Insider	05/12		Thur 11/20	• Insider	11/17
	Thur 05/22	• Insider	05/19		Wed 11/26	• Insider	11/21
	Thur 05/29	• Insider	05/26				
June	Thur 06/05	• Insider	06/02	December	Thur 12/04	• Insider	12/01
	Thur 06/12	• Insider	06/09		Thur 12/12	• Insider	12/08
	Thur 06/19	• Insider	06/16		Thur 12/18	• Insider	12/15
	Thur 06/26	• Insider	06/23		Tues 12/23	• Insider	12/19
					Tues 12/30	• Insider	12/26



Contact Us

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WEB

RFMonline.com

FACEBOOK

facebook.com/RFMonline

**X, THREADS, INSTAGRAM,
& PINTEREST**

@RFMtoday

MAIL

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