



Media Kit 2023

CSRA Kids Splash Dates - Evans



Introduction

CSRA Kids is an online family magazine that focuses on the Augusta Metro/Aiken County area. We're a digitally-native, mobile-first, social media friendly publication that is designed to meet the needs of an evolving media landscape.

We were conceived out of a desire for parents to be able to navigate all the opportunities available to their family in the CSRA. So we sought out to create a one-stop shop to everything kid related in the area.

We put a strong emphasis on new media tools like social media and video — engaging directly with parents and cultivating communities that drive engagement and reach.

Founded in 2017, CSRA Kids has quickly become the most-read, most-valued family magazine in the CSRA.

Our Mission

To Connect Families to Community Events and Resources That Help Them Create Memories of a Lifetime.

By The Numbers

150K

People Reached Via
Social Media Monthly

433K

Total Pageviews 2022

221K

Total Visitors
2022

Our Audience

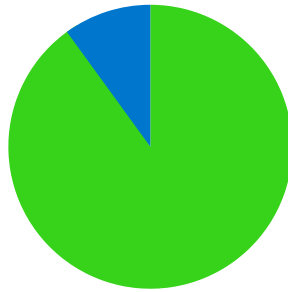
46%

Ages 25 - 34

50K - 100K

Average Household Income

Men
10%



Women
90%

Top Interests of Our Readers

Family Focused Hobbies - Food & Dining - Travel
Value Shopping - News & Politics - Real Estate

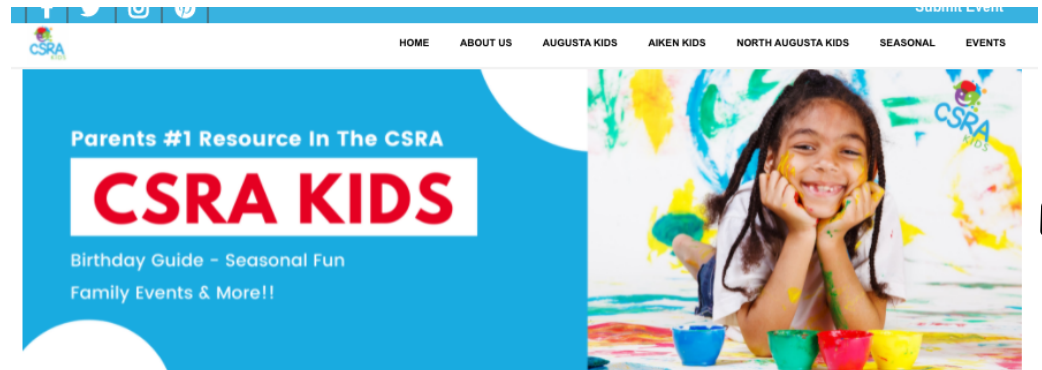
Earth Day - N. Augusta



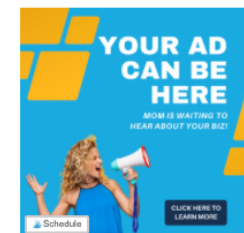
Digital Advertising



Trunk or Treat - Warrenville



LATEST ARTICLES



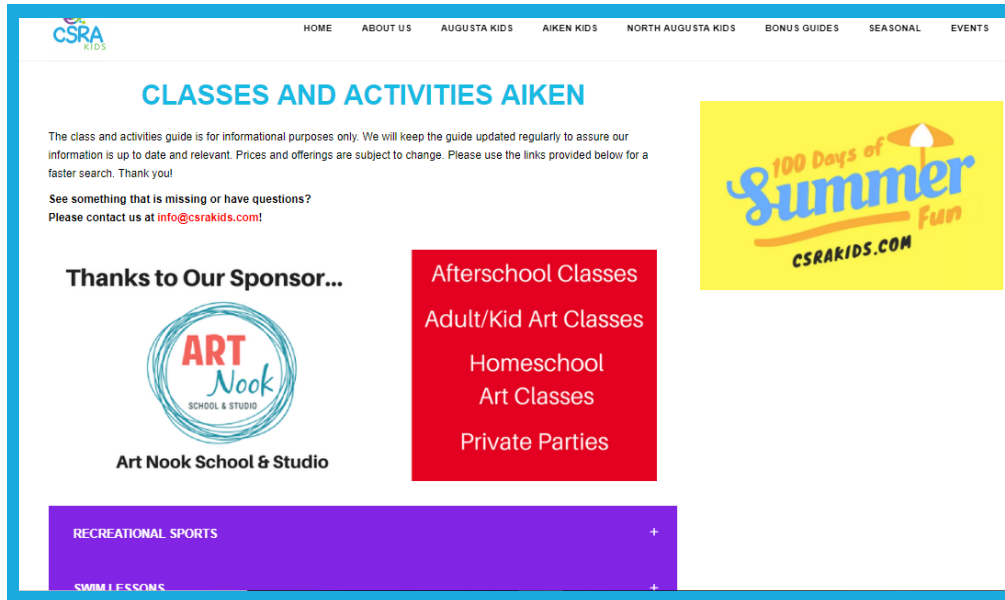
Options Include:

2000x625 Billboard Ad

300x600 Sidebar/In-Content Ad

300x300 Sidebar/In-Content Ad

Premium Directory Listing



Premium Directory Listing

Our guides and directories are one of the top reasons parents visit CSRA Kids. Our premium directory listings is a great way to stand out and to take advantage our SEO. This high color listing sits above the directory and links to your website.



Aiken Kids Expo - Aiken

CSRA Kids Events

CSRA Kids events are key for us to stay connected to the community and providing unique experiences for our readers. This can provide a unique branding experience for advertisers through sponsorship and collaboration.

CSRA Kids Birthday Bash

Our annual publication anniversary and charity event. All proceeds from the event are donated to a local non-profit.

Summer Splash Dates

As part of our 100 Days of Summer Fun campaign, we meet at local splash pads around the CSRA and connect with local families. We provide activities and pass out popsicles.

Kid Jam Expo

An annual event that highlights all the businesses and service providers that serve families in the CSRA. The event is full of interactive displays, characters, fun attractions, a touch-a-trunk area and more. This event attracts over 3K people from all over the CSRA!



Kid Jam - 2021

Next Steps...

What We Offer

- Custom Advertising Packages
- Annual Events
- Social Media
- Event Promotion
- SEO/Top Ranking Keywords
- Giveaway Campaigns
- Email Newsletter
- Retargeting Strategies

View Our Packages

<https://csrakids.com/csra-kids-advertising-opportunities>

Contact Us

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2023 CSRA Kids Advertising Rates

Bronze Package

\$175

10 Available Each Month

Package Includes:

- In Content Ad (300x300)
- 1 Social Media Post FB/IG

Perfect for events, smaller budgets, & quick campaigns.

Silver Package

\$350

7 Available Each Month

Package Includes:

- In Content Ad (300x600)
- 2 Social Media Post FB/IG
- Newsletter Ad
- Classes/Events Added To Calendar
- Premium Guide Placement

Gold Package

\$525

5 Available Each Month

Package Includes:

- Billboard Ad (2000x625)
- 4 Social Media Post FB/IG (FB Ads With Our Audience)
- Newsletter Ad
- Classes/Events Added To Calendar
- Premium Guide Placement

Summer Camp Pricing

Summer Camp Basic

\$200

10 Available Each Month

Package Includes:

- Premium Guide Placement (Moved Up)
- Sponsored Post - SEO Optimized - 200 Word Min.
- Facebook 1x a Month (No Ad Targeting)

Summer Camp Premium

\$350

5 Available Each Month

Package Includes:

- In Content Ad (300x600)
- 2 Social Media Post FB & 1 IG
- Newsletter Ad
- Sponsored Post - SEO Optimized - 500 Word Min (Includes Images)
- Premium Guide Placement
- Ad Targeting

SummerFest 2023

\$75

*Event Date TBA

Vendor Spot Includes:

- 1 10x10 Spot
- 1 Event Social Media Shout Out