



Resources for families in the Dallas - Ft. Worth area

North Texas Kids can help you reach thousands of families in the North Texas area. Our competitive promotional packages can be customized to fit your needs and budget.

About North Texas Kids Magazine

North Texas Kids has been a resource for families in the Dallas - Ft. Worth area for 17 years. Our readers enjoy the relevant and informative content we publish as well as the fun activities and products we share about on our website, in our eNewsletter and on our social media pages. As a brand influencer in the family-friendly niche, North Texas Kids can help you reach families who are already interested in what you have to offer!

Subscriber Interests Include

Family Focused
 Kids Activities, Family Friendly Activities & Events
 Classes, Camps, Childcare, Education
 Shopping, Bargain Shopping, Value Shopping
 Arts & Entertainment
 TV & Video, Books
 Cooking Enthusiasts, Foodies
 Home & Garden Enthusiasts
 Travel & Vacation Destinations

Email us at info@northtexaskids.com

Demographics & Statistics

Target Coverage Area: DFW and surrounding communities

Gender: 78% female and 22% male; ages: 18-65 (30% in ages 35-44)

Subscribers are primarily Moms, but some Dads and a few Grandparents too.

Website average monthly visitors: 25,000+

Facebook followers: 5,230+

Twitter followers: 2,450+

Pinterest followers: 1,200+ (35K monthly views)

Instagram followers: 415+ (new & actively growing)

eNews subscribers: 9,500

Our Clients

Over the last 17 years, North Texas Kids has partnered and worked with a number of regional and national companies and brands; we've listed a few of these below.

AEG Live

AT&T Performing Arts Center

Bank of America

Camp Invention

Cirque du Soleil

Dallas Children's Theater

Dallas Fan Expo

Day Out with Thomas

Disney Live

Disney On Ice

Disney Pixar

Dallas Sidekicks

Dr. Pepper StarCenter

Edible Arrangements

Enchant Christmas

Feld Entertainment

Gaylord Texan

Kids 'R' Kids Learning Academy

Lakehill Preparatory School

Lone Star Circus

Marvel Universe Live

Medieval Times

Mesquite Rodeo

Monster Energy Supercross

Monster Jam

PCG Universal

Plano Symphony Orchestra

Project Mom

Perot Museum

Sci-Tech Discovery Center

Studio Movie Grill

Susan G. Komen North Texas

Victory Volleyball Club

Young Chefs Academy



North Texas Kids would welcome the opportunity to work with you! Please feel free to contact us at:
info@northtexaskids.com



2018 Advertising Opportunities

The Spotlight

Comprehensive Exposure Package: This 30-day promotional package is designed to increase brand awareness and promote events, workshops, classes and other special offers. *Included: eNews insertion, business spotlight post, website banner ad, social media promotion (multiple platforms), event date(s) on website calendar.*

A La Carte Advertising

Web banner: *website banner placed at top of homepage and linked back to your website.*

eNews Placement: *Graphic with text ad placed in our weekly eNewsletter.*

Social Media Promotions: *Social media shares and promotional posts on multiple platforms.*

Featured Event Post: *Write up with photos; promoted via eNews and social media; calendar listing*

Business Spotlight Post: *Write up with photos; promoted via eNews and social media.*

Hosted Giveaways: *Let North Texas Kids help you generate more buzz for your business by facilitating a giveaway for you. The promotion will be publicized in our eNews and via social media.*

Seasonal Guides & Special Features

North Texas Kids strives to be a viable resource for families throughout DFW and surrounding communities. We make it easier for families to schedule quality time and fun activities with our **Seasonal Camp Guides (Summer Camps, Winter Break Camps, Holiday Guide)** and **Special Features (Birthday Parties, Gift Ideas)** that highlight your products, classes, camps, general activities and services. Our annual Summer Camps Guide has been providing north Texas families with helpful information for more than 14 years!



North Texas Kids welcomes the opportunity design a marketing package to fit your promotional needs. Email us to for advertising rates or with any questions: info@northtexaskids.com.