



Connect with
Families Across
Boulder County

MEDIA KIT FOR ADVERTISERS

BOULDER COUNTY KIDS



Your opportunity to be seen, trusted, and remembered by parents, caregivers, and community-minded families of Boulder County, Colorado.



Annie Gieser & Isabella Schutz

BOULDER COUNTY KIDS

Welcome from the Publishers

Boulder County Kids was founded in 1995 by Jennifer Martin with the hopes of bringing all of the resources and fun activities for families in Boulder all into one place, for free. For 27 years, Jennifer succeeded in that goal and became an iconic part of the Boulder community. In May of 2021, Jennifer Martin sold Boulder County Kids to Annie Gieser & Isabella Schutz who have continued her legacy.

We serve a passionate, engaged audience who trusts our brand for local opportunities, family fun ideas, and real-world parenting support. We make your business part of that trusted relationship.

About Boulder County Kids Magazine

Mission:

To empower families with trusted guidance, inspire community engagement, and celebrate the joy of childhood in Boulder County.

Distribution:

- Free quarterly print magazine.
- Strategic placement at schools, family-friendly businesses, libraries, community centers, pediatric offices, and more across Boulder, Erie, Gunbarrel, Lafayette, Longmont, Louisville, Lyons, Nederland, and Niwot.
- Digital versions promoted on our website and social channels

Audience:

Our readership includes engaged local parents, caregivers, educators, and community members actively planning family activities, looking for trusted services, and supporting local businesses.

BOULDER COUNTY KIDS





Audience & Reach

Print Circulation:

Circulation fluctuates quarterly and YoY. Below are average baselines for each seasonal publication cycle distribution.

- Spring: 10,000+ copies (Camps Issue)
- Summer: 6,000+ copies
- Fall: 8,000+ copies (Back to School Issue)
- Winter: 5,000+ copies

Readership:

- ~30,000+ estimated annual readers (multiple readership per copy across print and digital versions)
- Highly engaged local households with children ages 0–18

Digital & Social:

- 1,000+ monthly web visitors
- Active social media communities with strong engagement

Demographic Highlights:

- Majority female decision makers (parents/caregivers)
- Affluent, educated, community-engaged households
- Interests include education, outdoors, activities, health & wellness, local events, and family lifestyle

Editorial Calendar 2026

Issue	Launch Date	Advertiser Deadline*	Run Dates	Theme
Spring	February 2, 2026	January 16, 2026	February 2 - April 30, 2026	Camps Directory (most popular issue)
Summer	May 1, 2026	April 15, 2026	May 1 - August 2, 2026	Summer Fun (Camps Directory Extended)
Fall	August 3, 2026	July 15, 2026	August 3 - November 1, 2026	Back to School
Winter	November 2, 2026	October 16, 2026	November 2, 2026 - February 1, 2027	Winter Inspo

*Date that advertising information and creative assets are due to publishers to be included in the upcoming issue.

2026 Regular Print Rates & Sizes – (Color & B&W)

Size & Frequency	Full Page (B&W)	Full Page (Color)	½ Page (B&W)	½ Page (Color)	¼ Page (B&W)	¼ Page (Color)	⅛ Page (B&W)	⅛ Page (Color)	Back Page (Color)
4x	\$783	\$819	\$514	\$546	\$316	\$346	\$190	\$222	\$1,046
3x	\$829	\$868	\$544	\$578	\$335	\$366	\$202	\$235	\$1,108
2x	\$875	\$916	\$575	\$610	\$353	\$387	\$213	\$248	\$1,169
1x	\$921	\$964	\$605	\$642	\$372	\$407	\$224	\$261	\$1,231
TRIM SIZE	8.125 x 10.875	3.875 x 10.875 (VERTICAL) 8.125 x 5.25 (HORIZONTAL)	3.5 x 4.75 (VERTICAL) 7.25 x 2.375 (HORIZONTAL)	—	3.5 x 2.25	8.125 x 10.875			
BLEED	8.375 x 11.125	4.125 x 11.125 (VERICAL) 8.375 x 5.5 (HORITZONTAL)	—	—	—	8.375 x 11.125			
NON BLEED	7.125 x 9.875	3.5 x 9.875 (VERTICAL) 7.125 x 4.75 (HORIZONTAL)	—	—	—	7.125 x 9.875			

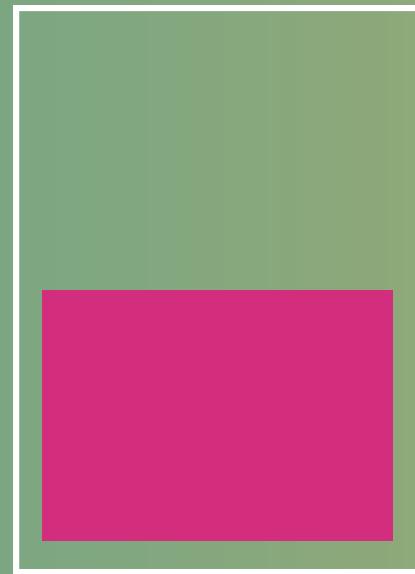
2026 Non-Profit Print Rates & Sizes – (Color & B&W)

Size & Frequency	Full Page (B&W)	Full Page (Color)	½ Page (B&W)	½ Page (Color)	¼ Page (B&W)	¼ Page (Color)	⅛ Page (B&W)	⅛ Page (Color)	Back Page (Color)
4x	\$715	\$746	\$473	\$504	\$291	\$324	\$170	\$201	\$885
3x	\$757	\$790	\$500	\$534	\$308	\$343	\$180	\$213	\$937
2x	\$799	\$834	\$528	\$563	\$325	\$362	\$190	\$225	\$989
1x	\$841	\$878	\$556	\$593	\$342	\$381	\$200	\$237	\$1,041
TRIM SIZE	8.125 x 10.875		3.875 x 10.875 (VERTICAL) 8.125 x 5.25 (HORIZONTAL)		3.5 x 4.75 (VERTICAL) 7.25 x 2.375 (HORIZONTAL)		3.5 x 2.25		8.125 x 10.875
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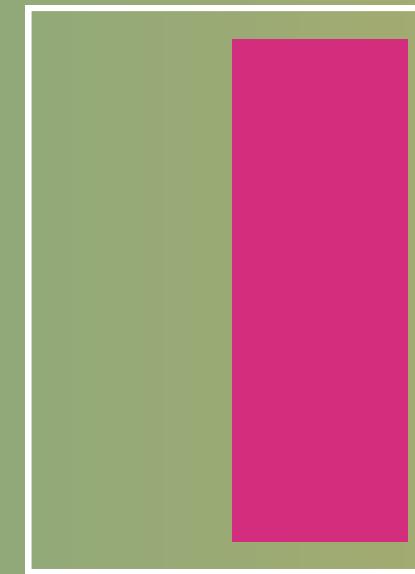
Print Advertising Size Examples



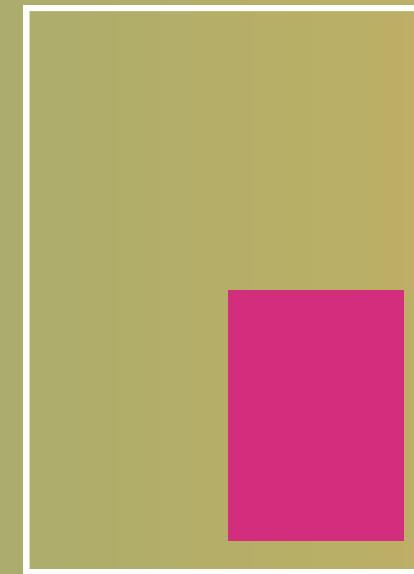
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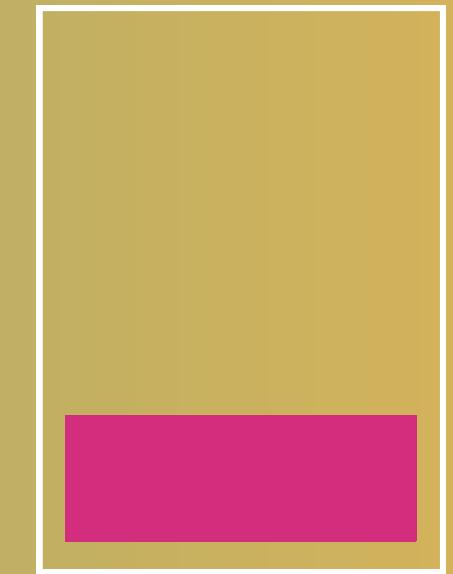
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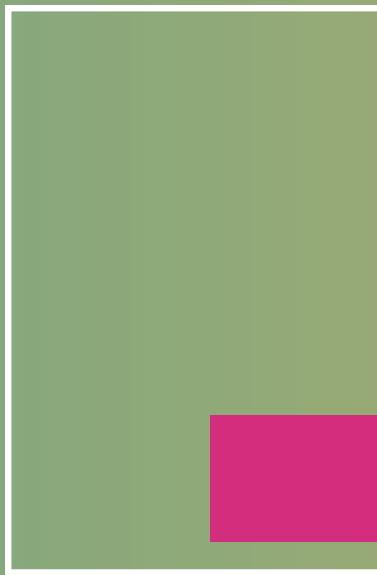
1/2 PAGE
(VERT.)



1/4 PAGE
(HORIZ.)



1/4 PAGE
(VERT.)



1/8 PAGE
(HORIZ.)



1/8 PAGE
(VERT.)

BOULDER COUNTY KIDS

2026 Directory Pricing (Year-Round & Seasonal)

Directory	Run Time	Price	Placement	About
Camps 2x	Spring & Summer Issues	\$125		The longest-running and most trusted guide to summer camps in Boulder County. Launches in the spring when parents and caregivers are starting to plan for summer.
Camps 1x	Summer Issue Only	\$85		A continuation of the Camps Directory that launched in the spring. Gives the opportunity to promote mid-to-late-summer camps options.
Camps Directory Top 3 Listings	Spring & Summer Issues	Bid-based		Bid for your summer camps information to be featured in one of the top 3 placements of the otherwise alphabetical Camps Directory.
After School Programs	Year-Round (4 issues)	\$175 A one-time payment for your directory to run in the next 4 issues of BCK Magazine. Option to update your information before each issue is published.	Runs in print issue and on respective directory webpage on bouldercountykids.com	Contains timely information about local after school programs and activities.
Child Care & Preschool				Serves as a local child care resource and guide to preschool options in the area.
Private Schools				A local guide to private schools in Boulder County.
Birthday Parties				Provides options and inspiration for local birthday party accommodations.

Directory Listing Examples

PRINT

The image is a collage of various after-school program advertisements from Boulder County, Colorado. It features a mix of text, logos, and small images. At the top left is a logo for 'ABC KIDS CLIMBING' with an orange circle containing the letters 'ABC'. Below it is an advertisement for 'Boulder BALLET school' with a stylized logo. Other sections include 'Boulder Performing Arts Company', 'Boulder Rock Club', 'BVSD Lifelong Learning', 'Center for Musical Arts', 'Lafayette RECREATION', and 'Kinesis Dance'. Each section contains contact information, program details, and logos for the respective organizations.

WEBPAGE

Airborne
1816 Boston Ave, Longmont 80501
Ages: 1 through 18. We also have Adult Work-Outs on Tues/Thurs evenings
Hours & Days: Vary per season. Usually Monday-Saturday from 9:00a.m.-8:00p.m. with most classes starting at 4:00 for the school year

We are a gymnastics & dance studio for children and young adults. We believe in teaching life lessons through sport and art, and we love offering a super fun and safe environment for children of all ages. We offer recreational classes for students aged 1-18 in gymnastics, dance, obstacle fun, trampoline development (strength, flexibility, coordination, precise directions, and teamwork). We also have dance, and trampoline & tumbling. Many students and some go on to NCAA programs as well!

(303) 651-1456
info@airbornecolorado.com
<http://airbornecolorado.com>

Airborne
1816 Boston Ave, Longmont 80501
Ages: 1 through 18. We also have Adult Work-Outs on Tues/Thurs evenings
Hours & Days: Vary per season. Usually Monday-Saturday from 9:00a.m.-8:00p.m. with most classes starting at 4:00 for the school year

We are a gymnastics & dance studio for children and young adults. We believe in teaching the lessons through sport and art, and we love offering a super fun and safe environment for children of all ages. We offer recreational classes for students aged 1-18 in gymnastics, dance, obstacle fun, trampoline & tumbling, and art & camp. Most of our students attend classes one hour per week and work on basic physical development (strength, flexibility, coordination, proprioception, technique - following specific directions, and teamwork). We also have dance, and trampoline & tumbling. Many students and some go on to NCAA programs as well!

(303) 651-1456
info@airbornecolorado.com
<http://airbornecolorado.com>

Art Camps at Boulder Museum of Contemporary Art
1750 13th Street, Boulder, CO 80302
Ages: K-8th grade
Hours & Days: 8am-12pm and 1pm-4pm on select days

Young Artists at Work (YAW) day campers at BMoCA offer a dynamic and inspiring day of creative exploration, where campers explore art and art materials, and have fun together in an art museum setting! This program is for youth in K - 6th grades. Camps correspond to Boulder Valley School District (BVSD) non-resident contact days. All campers receive a t-shirt, a BMoCA membership, and a BMoCA tote bag. Each camp session, lunch supervision is included. We also offer school tours by appointment, and summer art camps in partnership with Tinker Art Studio.

303-443-2122
education@bmoca.org
<http://bmoca.org/2016-17-2017-18-young-artists-at-work-summer-camps>

Boulder Performing Arts Company
Ages: 5 - 14 years
Hours & Days: M-F 4 to 7 p.m. Billing fee & scholarships. Please check our website for class times and days.

Musical theater singing, acting, dancing and voice lessons. Over 45 years working with kids in Boulder. Our studio is about having fun and developing your skill. We meet each student at their ability level to help them grow with self-confidence, creativity & friendship. Fall/Spring are once-a-week classes with a final production, costumed on stage for family and friends. Summer intensive classes are offered for grades 1-6 and young children and families. Coming this fall Matilda Jr and The Little Mermaid.

<http://www.boulderperformingarts.com>

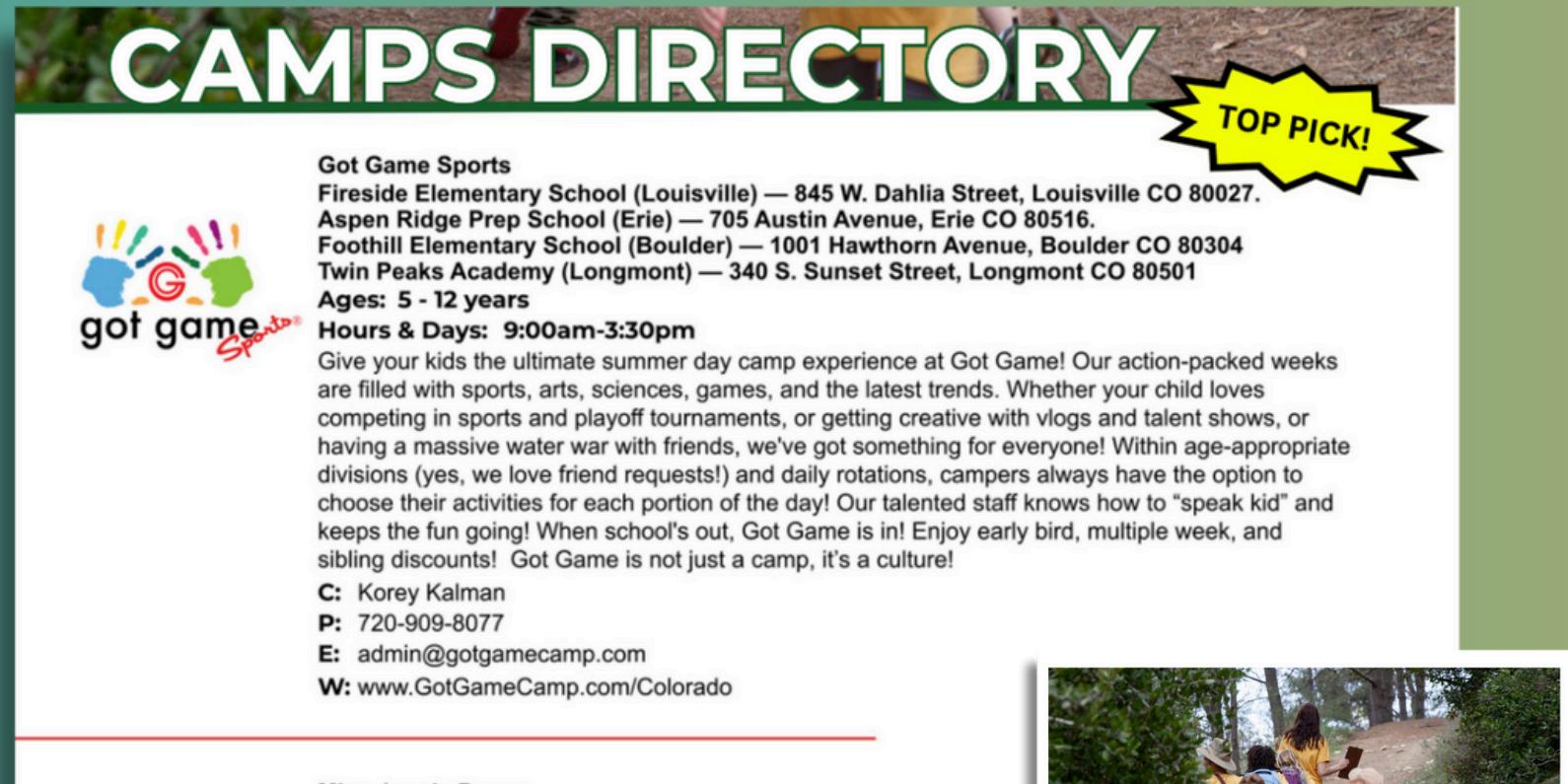
BVSD Lifelong Learning
Ages: K - 8th grade
Hours & Days: Monday - Thursday

Offering high-quality enrichment classes before and after school at 23 BVSD schools. Letting our kids get creative, get active and get smart with classes in cooking, chess, sports, robotics, filmmaking, Spanish, coding and more! Please visit our website for complete class listings and to register online.

(720) 561-2966
lifelonglearning@bvsd.org
[http://LLB.BVSD.org](http://LLL.BVSD.org)

Featured Summer Camp Directory Listing Examples

PRINT



CAMPS DIRECTORY

TOP PICK!

Got Game Sports
Fireside Elementary School (Louisville) — 845 W. Dahlia Street, Louisville CO 80027.
Aspen Ridge Prep School (Erie) — 705 Austin Avenue, Erie CO 80516.
Foothill Elementary School (Boulder) — 1001 Hawthorn Avenue, Boulder CO 80304
Twin Peaks Academy (Longmont) — 340 S. Sunset Street, Longmont CO 80501
Ages: 5 - 12 years
Hours & Days: 9:00am-3:30pm
Give your kids the ultimate summer day camp experience at Got Game! Our action-packed weeks are filled with sports, arts, sciences, games, and the latest trends. Whether your child loves competing in sports and playoff tournaments, or getting creative with vlogs and talent shows, or having a massive water war with friends, we've got something for everyone! Within age-appropriate divisions (yes, we love friend requests!) and daily rotations, campers always have the option to choose their activities for each portion of the day! Our talented staff knows how to "speak kid" and keeps the fun going! When school's out, Got Game is in! Enjoy early bird, multiple week, and sibling discounts! Got Game is not just a camp, it's a culture!
C: Korey Kalman
P: 720-909-8077
E: admin@gotgamecamp.com
W: www.GotGameCamp.com/Colorado

Miss Joanie Drama
Miss Joanie Drama offers full-day camps for Summer, Winter Break, Workshops, Holiday entertainment, and MORE!
E: joanie@missjoaniedrama.com
W: www.missjoaniedrama.com

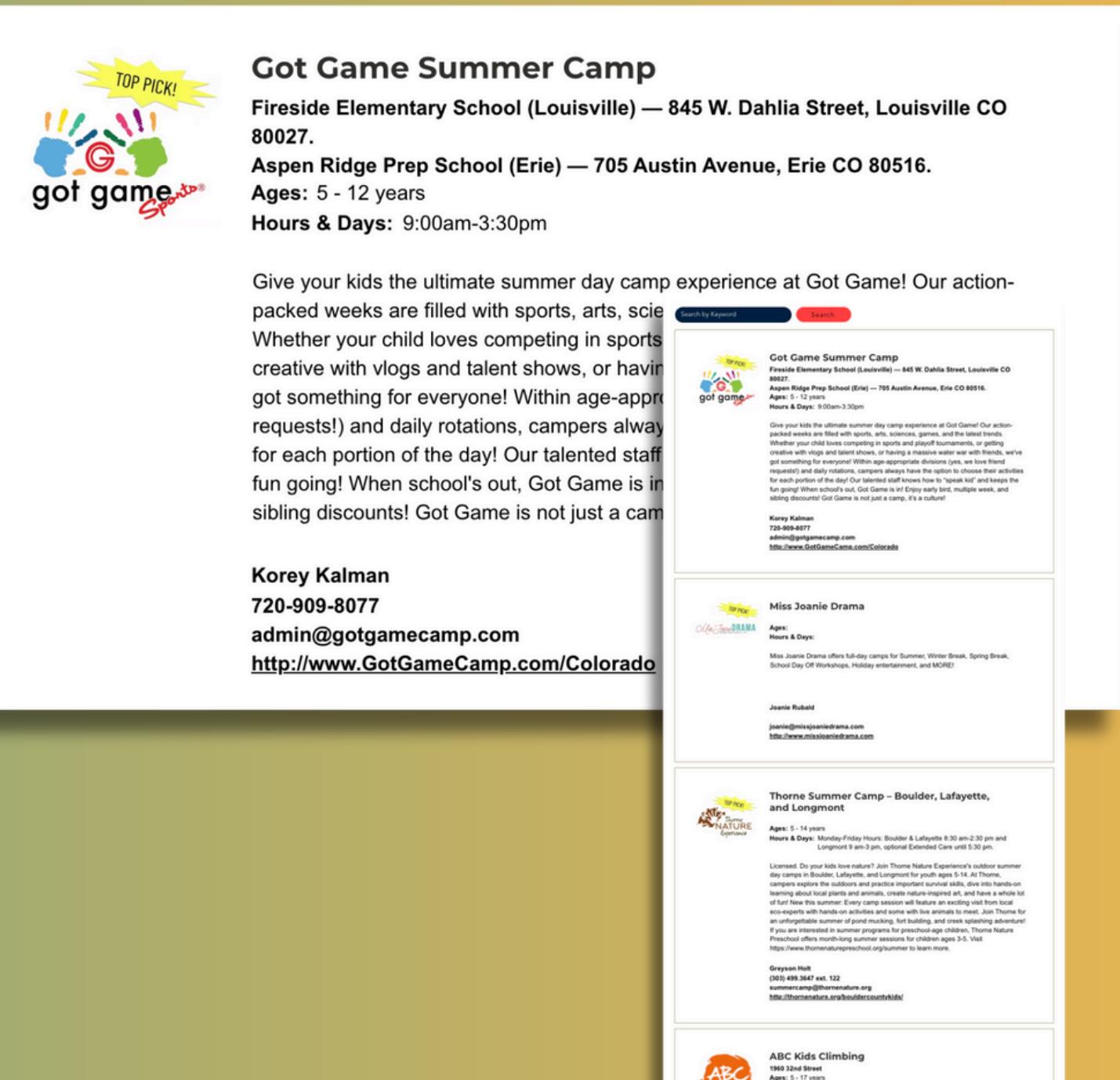


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C: Korey Kalman
P: 720-909-8077
E: admin@gotgamecamp.com
W: www.GotGameCamp.com/Colorado

WEBPAGE



Got Game Summer Camp
Fireside Elementary School (Louisville) — 845 W. Dahlia Street, Louisville CO 80027.
Aspen Ridge Prep School (Erie) — 705 Austin Avenue, Erie CO 80516.
Ages: 5 - 12 years
Hours & Days: 9:00am-3:30pm

Give your kids the ultimate summer day camp experience at Got Game! Our action-packed weeks are filled with sports, arts, sciences, games, and the latest trends. Whether your child loves competing in sports and playoff tournaments, or getting creative with vlogs and talent shows, or having a massive water war with friends, we've got something for everyone! Within age-appropriate divisions (yes, we love friend requests!) and daily rotations, campers always have the option to choose their activities for each portion of the day! Our talented staff knows how to "speak kid" and keeps the fun going! When school's out, Got Game is in! Enjoy early bird, multiple week, and sibling discounts! Got Game is not just a camp, it's a culture!

Korey Kalman
720-909-8077
admin@gotgamecamp.com
<http://www.GotGameCamp.com/Colorado>

Miss Joanie Drama
Miss Joanie Drama offers full-day camps for Summer, Winter Break, Spring Break, School Day Off Workshops, Holiday entertainment, and MORE!
E: joanie@missjoaniedrama.com
W: www.missjoaniedrama.com

Thorne Summer Camp - Boulder, Lafayette, and Longmont
Ages: 5 - 14 years
Hours & Days: Monday-Friday: Boulder & Lafayette 8:30 am-2:30 pm and Longmont 9 am-3 pm, optional Extended Care until 5:30 pm
Give your kids love nature! Join Thorne Nature Experience's outdoor summer day camps in Boulder, Lafayette, and Longmont for youth ages 5-14. At Thorne, campers explore the outdoors and practice important survival skills, dive into hands-on learning about nature, science, creative arts, and more. Campers will also visit local eco-experts with hands-on activities and some with live animals to meet. Join Thorne for an unforgettable summer of pond mucking, fort building, and creek splashing adventure! If you are interested in learning more about Thorne Nature Experience for your children, Thorne Nature Preschool offers month-long summer sessions for children ages 2-5. Visit <https://www.thornenaturepreschool.org/summer> to learn more.

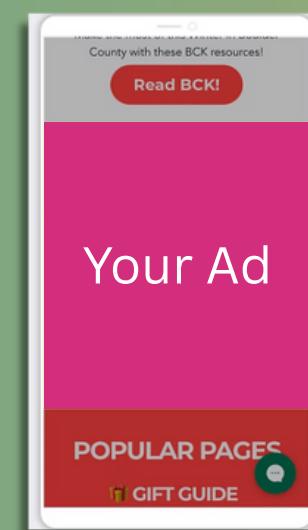
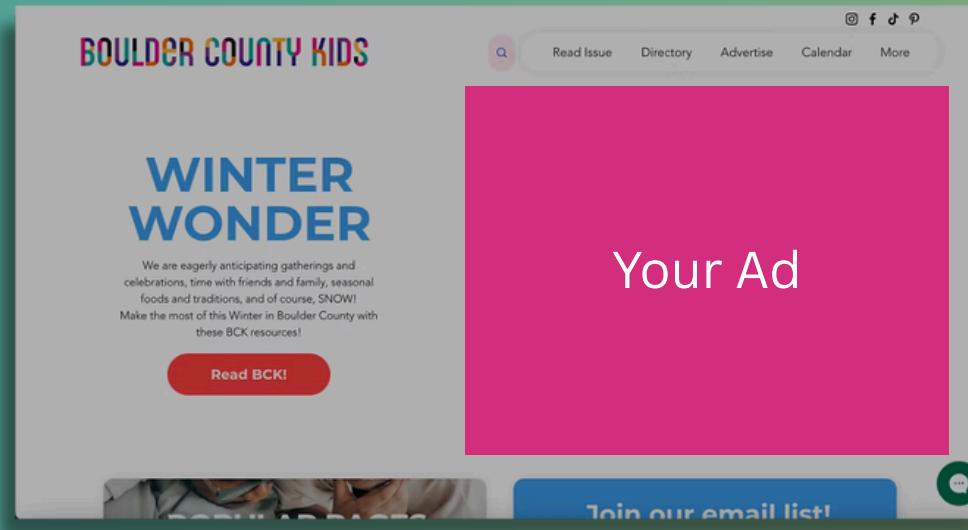
ABC Kids Climbing
1900 23rd Street
Ages: 5 - 17 years
Hours & Days: Wed, Sat, Sun, Tues and Fri, Sat, Sun, Tues, Wed, Thurs, Friday

2026 Website Advertising Pricing (Regular & Non-Profit)

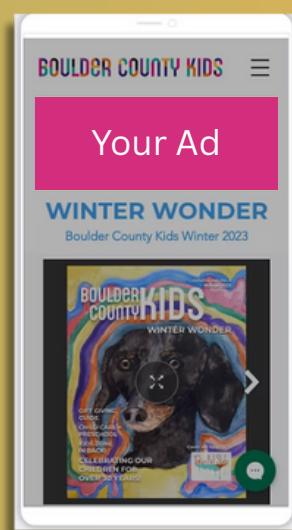
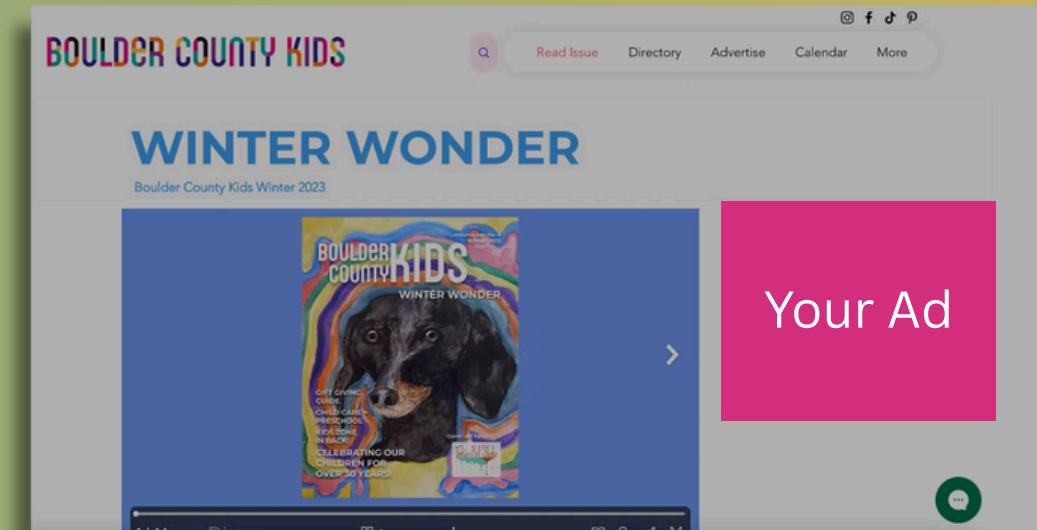
Placement	Run Time	Price	Size	Details
Homepage Carousel (Regular)		\$250	Desktop: W 680 x H 520 px Mobile: W 320 x H 340 px	Your advertisement will be on the Homepage of bouldercountykids.com in a rotational carousel that transitions content every 3 seconds.
Homepage Carousel (Non-Profit)		\$210		The Homepage is one of the top windows that visitors land on when searching for us.
Issue Page (Regular)	3 Months, starting when advertiser provides media and affiliated link	\$300	Desktop: W 320 x H 240 px Mobile: W 290 x H 180 px	Your advertisement will be placed above the digital version of the magazine on bouldercountykids.com.
Issue Page (Non-Profit)		\$280		The Issue Page sees the most traffic, linked to the print issues with a QR code so people can read the latest version online. It is also linked in our social media channels and promotional posts.
Main Directory Page (Regular)		\$120	Desktop: W 980 x H 140 px Mobile: W 290 x H 108 px	The Main Directory Page is the main menu of directories that people are taken to after clicking "Directories" in the website menu bar.
Main Directory Page (Non-Profit)		\$100		Directories are updated with every new issue, bringing traffic to read about the latest information and local offerings.

Website Advertisement Size Examples

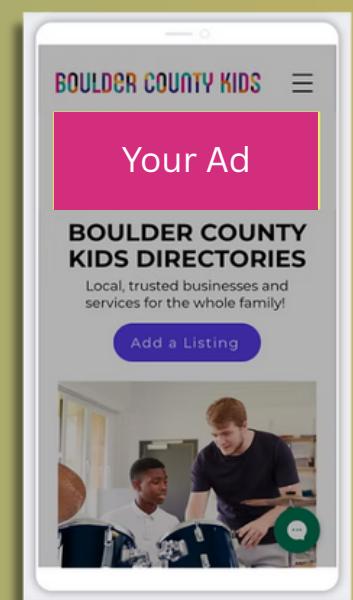
Homepage Carousel Ad



Issue Page Ad



Main Directory Page Ad





Why Advertise with BCK Magazine?

Local Influence:

Your message reaches engaged, local families who value trusted community sources.

Targeted Reach:

- Focus your investment on households with children, not a generic audience.

Multi-Channel Exposure:

- Combine print, digital and social to build brand familiarity and drive action.

Familiarity

- **We've been around for over 30 years,** the community recognizes Boulder County Kids Magazine and has relied on us as a resource for multiple generations.

Contact & Next Steps

- **Email:**
 - info@bouldercountykids.com
 - isabella@bouldercountykids.com
 - annie@bouldercountykids.com
- **Phone:**
 - Isabella Schutz (303)-728-4798
 - Annie Gieser (720) 318-2204
- **Address of Operation:**
 - 1464 E Easter Cir, Centennial, CO, 80122

We look forward to customizing a media plan that best fits your goals and gives you exposure to families across Boulder County!

