

Kid-friendly weekend plans, picked city by city. Family Weekend Guide lists festivals, farms, shows, museums and free library programs in 55 US cities, tagged by age, area, cost and rainy-day friendliness. Every listing links to its source. Parents can also get a free weekly picks email for their city (Thursdays).

55

US cities live, from Atlanta to Seattle

7,000+

family events listed

Weekly

fresh listings every Monday, picks email every Thursday

Source: live site listings, October 2026.

AUDIENCE NUMBERS

We're a new guide in our launch season, so we'll begin publishing audience numbers in January. Ask us anytime for current figures, and every sponsor gets a click report.

SPONSORSHIP OPTIONS & RATES

Founding-sponsor rates: half our regular prices for your first 3 months, then regular prices apply. Regular prices shown for reference. US dollars.

Placement	What you get	Founding rate	Regular
Featured Sponsor	Your own card first in "Top picks this weekend" on one city's guide: photo, headline, short description, hours, address and link. Labeled Sponsored. Runs Monday–Sunday. Max 2 per city per week.	\$25 / week \$75 / month	\$50 / week \$150 / month
Presenting Sponsor	"Presented by" your logo and tagline on one city's pages and in that city's weekly email header. Exclusive: one presenting sponsor per city per month.	\$100 / month \$300 / 3 months	\$200 / month \$500 / 3 months
Weekly Events Email	A sponsor block (image, headline, short text, button) in a city's Thursday picks email. One sponsor per city per email.	Free with Featured or Presenting* \$10 / week or \$30 / month on its own	\$25 / week \$75 / month
Welcome Email Sponsor	A sponsor block in the welcome email every new subscriber in that city receives. Exclusive: one sponsor per city per month.	Free with Featured or Presenting* \$30 / month on its own	\$75 / month

**Email spots are included free with any Featured or Presenting sponsorship while lists are small (until a city reaches about 500 subscribers). If more than one sponsor qualifies, the free spot goes to the Presenting sponsor first, then the first Featured sponsor to pay. Sponsorship never changes which events we list or how we rank them.*

HOW BOOKING WORKS

- 1. Ask for a week or month.** Tell us the city, dates and link. We confirm availability within 1 business day.
- 2. Build and approve.** You get a private link to add your photo and text with a live preview. Nothing goes live until you approve it.
- 3. Go live.** Featured spots start with our Monday refresh; the deadline is Thursday 5 PM ET for the following Monday.
- 4. See results.** Click report afterward (monthly for Presenting and Welcome Email). Full refund if you cancel 7+ days before your start date.

Let's plan your spot
service@familyweekendguide.com

Full specs & layouts:
familyweekendguide.com/sponsor/info/