

NEAPOLITAN family at a glance

Neapolitan Family has been a trusted resource for SWFL parents since 2002. Reaching 50,500 + parents monthly with our award-winning print and digital issues, emailed newsletters, website, and across our social media channels.



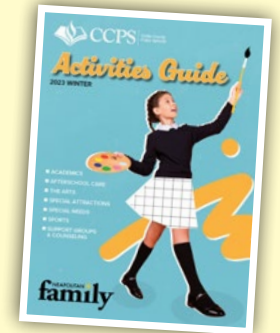
37.5K NEAPOLITAN FAMILY MONTHLY REACH

Content includes education, family health, community news, family-friendly activities plus focused directories such as education, the arts, camp and more. Each issue is distributed to parents in Collier and Lee Counties.



55.5K CCPS ACTIVITIES GUIDE REACH PER ISSUE

The CCPS Activities guide is printed & distributed 3 times a year to parents of elementary students in Collier County. The digital edition is sent directly to parents of middle and high school students.



8.5K SOCIAL MEDIA FOLLOWERS



DIGITAL OPTIONS

- ▶ NeaFamily.com
- ▶ Weekly enewsletter
- ▶ Dedicated Eblasts to Neapolitan Family subscriber list
- ▶ Dedicated Eblasts to ultra-targeted list of parents



BACK TO SCHOOL EVENT

The popular Neapolitan Family Back to School Expo is held every August. The event brings in a between 700-1000 families each year. Exhibitors get a chance to speak one-on-one with parents.

MONTHLY THEMES

- JANUARY:** Family Health
- FEBRUARY:** Education Issue, Valentine's Day, Heart Health, Black History Month
- MARCH:** Teens & Tweens. Spring Break, Camp Preview
- APRIL:** Summer Camp Issue, Camp Directory
- MAY:** Mother's Day, Grad section, Summer Camp and Travel
- JUNE/JULY:** Summer Fun Guide, Father's Day
- AUGUST:** Back to School, Sports Directory
- SEPTEMBER:** The Arts, Arts Directory
- OCTOBER:** Fall Festivals & Halloween, National Domestic Violence Awareness Month
- NOVEMBER:** Thanksgiving, Tutoring, Veterans, Volunteering, Adoption
- DECEMBER:** Holidays, Gift Guide

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