

# CAPE FEAR FAMILY MAGAZINE

WWW.CAPEFEARFAMILYMAGAZINE.COM

The comprehensive, high-quality online guide for families in  
Brunswick, New Hanover and Pender Counties



## ABOUT CAPE FEAR FAMILY MAGAZINE

Cape Fear Family Magazine (CFFM) was launched on September 22, 2018 by Allison Barrett Carter. Allison has significant experience both as a journalist and an online content marketer. The goal of CFFM is to talk to parents about unique businesses, families and opportunities where they live. CFFM focuses on local, stylized content.

## TALK TO PARENTS WHERE THEY ARE

This generation of parents is on the go and online. According to a report released in 2018, moms spend **over 211 minutes on the Internet each day** on average.

## IT'S NOT JUST WILMINGTON ANYMORE

The Cape Fear area is growing at an amazing rate. Parents in Brunswick County and Pender County are traveling across bridges and down highways. Ogden and other outlying areas of New Hanover County are exploding with affordable family options and parents take advantage of the entire region.

Over 20% of  
Wilmington's  
households have  
children.

"There are so many reasons I recommend Cape Fear Family - a great online presence, calendar of events that includes family-friendly activities in areas surrounding Wilmington, and stories/posts that are relevant to parents who want to connect and spend quality time with their children."

-Jessica Phillips  
(Brunswick County Mom)

In its first month, CFFM had incredible reach:

- 864 online sessions
- 58% of visitors were in North Carolina (18% in Virginia)
- A Facebook reach of 8,949
- Facebook engagement of 3,424

These numbers will only go up!  
Lock in a founding sponsor rate today!

CFFM offers traditional & creative options for its partners:

- Banner Ads & Sidebar Ads
- Newsletter Sponsorship
- Sponsored Content
- Year-long Exclusive Category Sponsorships
- Product Reviews
- Video Interviews
- Gift & Shopping Guides

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Support this new guide from the very beginning! Partners in service to Cape Fear Families.