Inside the Macaroni KID Newsletter

Reach local parents through a trusted weekly resource they actively open, read, and use to plan family life.

19,300 subscribers | Approximately 50% average open rate | Approximately 9,650 opens each week

Combined audience across three local editions as of July 2026.

Advertise with Us

Macaroni KID®

HARRISBURG AND WEST SHORE

Local Leaderboard | Exclusive Placement.
Our most prominent newsletter ad placement. Alternates weekly between the Newsletter Sponsor and the presenting sponsor of a current featured campaign.

Hi, it's Thursday, July 9th

Your Weekend Weather

Friday | High 88°F, Low 71°F. Showers and a heavier t-storm
Saturday | High 87°F, Low 68°F. A t-storm around in the p.m.
Sunday | High 85°F, Low 66°F. Times of clouds and sun

Find Your Family Fun® This Week

Hi friends!

This weekend is looking pretty fantastic. We'll dodge a few summer showers, enjoy cooler temperatures (finally!), and have no shortage of ways to keep the kids busy. Whether your family is headed to **Fort Hunter for Hamilton under the stars**, catching **Hansel and Gretel**, picking flowers at **Paulus Farm**, or simply crossing a few items off your summer bucket list, we've rounded up plenty of ideas to help you make the most of it.

If you're trying to stretch your entertainment budget this summer, don't miss this week's collection of free outdoor programs, library museum passes, affordable day trips, and local adventures that prove you don't need an expensive vacation to make unforgettable memories.

Before you dive in, I also want to take a moment to thank **Net Ninjas Tennis** for being such an incredible partner over the past several months. Their support has helped us continue bringing free family resources, local events, and community connections to thousands of families across Harrisburg and the West Shore. We truly couldn't do what we do without businesses that believe in investing in local families, and we're so grateful to have them as part of our village.

Here's to another weekend filled with family adventures, sticky popsicles, and making memories together!

❤️ Rachael

Publisher's Note | Sponsored Mentions Available
A personal introduction from the publisher that welcomes readers and highlights timely local news, trusted partners, and sponsored recommendations.

Out & About

Featured Events

Click here to have your event featured!

WEDNESDAY, JUNE 10
Expecting Together: A Support Circle for Expecting Parents · 12:00pm · The Nest of Pennsylvania — Expecting Together is a monthly support circle for expecting parents to connect, share,…

FRIDAY, JULY 10
Sunset Music & Movie Series – Movie: Hamilton (Dauphin250 Celebration) · 8:30pm · Fort Hunter Mansion and Park — Dauphin County Parks & Recreation is excited to offer a summer of fun events for the wh…

SATURDAY, JULY 11
Hansel and Gretel · 1:00pm · Gamut Theatre Group — Our production of this classic fairy tale has a "twist": We set the story in the 1950s!…

TUESDAY, JULY 14
Summer PLAY Day · 10:00am · Jubilee Cake Studio — Summer PLAY Day! This special PLAY time is for all ages!Includes two hours of play time…

SATURDAY, SEPTEMBER 5
2026 Kipona Festival · 1:00pm · The City of Harrisburg PA — Join the City of Harrisburg for the 110th annual Kipona Festival on September 5-7, 2026…

SATURDAY, SEPTEMBER 26
Disney Descendants, ZOMBIES & Camp Rock: Worlds Collide Concert Tour · 7:00pm · AEG Presents — The all-new "Worlds Collide Concert Tour" brings together the worlds of "Descenda…
SPONSORED BY AEG PRESENTS

Featured Events | NEW
Three to six spots available per week. One spot reserved for Calendar Sponsor. Unsold spots rotate between community partners.

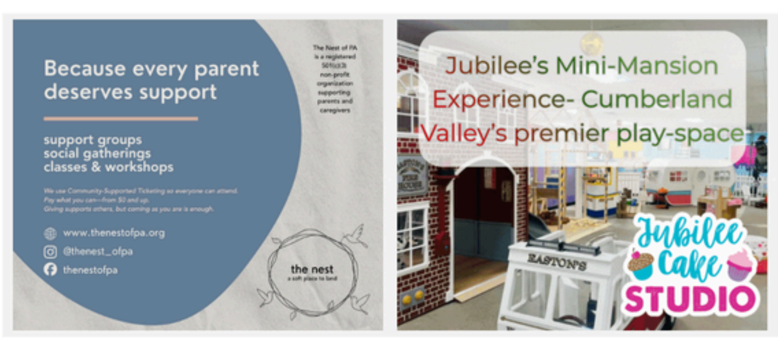
More Local Fun

- **Jul 9 -** Make Your Own Frushi - Cumberland County Libraries New Cumberland
- **Jul 9 -** Paint Party at Linglestown Firehouse Bar - Starfish - Bristle and Board
- **Jul 10 -** Pick your own flowers at Paulus Farm Mon-Sat 9AM-8PM - Paulus Farm Market
- **Jul 11 -** Birth & Beyond: A Postpartum Support Circle - The Nest of Pennsylvania
- **Jul 12 -** Flower Walk: Still More Blooms – Park Rx - Dauphin County Parks and Recreation
- **Jul 13 -** Retro Arcade Coding - Code Ninjas Harrisburg-Mechanicsburg
- **Jul 14 -** Born to Read (East Shore Area Library) In-Person - Dauphin County Libraries
- **Jul 15 -** Hansel and Gretel - Gamut Theatre Group
- **Jul 16 -** Want Your Event Right Here? Let's Make It Happen - Harrisburg and West Shore
- **Jul 17 -** Ready Set Grow! - Ashcombe Farm & Greenhouses
- **Jul 18 -** BrewFest - Dauphin County Parks and Recreation
- **Jul 18 -** HYP Night at the Senators - Harrisburg Young Professionals
- **Jul 19 -** Parks & Rec Week - Scoop Dreams Ice Cream Truck - Lower Paxton Township
- **Jul 19 -** Sensory-Friendly Cycle Express July 19th - H2L Studio, LLC.
- **Jul 20 -** Slide into Summer Camp (2nd-3rd Grade) - Pennon Education
- **Jul 21 -** Baltimore Aquarium Bus Trip - Harrisburg Area YMCA
- **Jul 22 -** Pick your own flowers at Paulus Farm Mon-Sat 9AM-8PM - Paulus Farm Market
- **Jul 23 -** Hansel and Gretel - Gamut Theatre Group
- **Jul 24 -** Preschool Storytime (East Shore Area Library) In-Person - Dauphin County Libraries
- **Jul 25 -** Teen Take Home Kits - Cumberland County Libraries New Cumberland

The fun doesn't stop here!
View our full events calendar and plan your next family adventure.

See all events

Weekly Events
Up to 20 publisher-selected events appear each week: 10 happening soon and 10 to help families plan ahead. Up to five placements in each section may be sponsored for guaranteed inclusion. Remaining placements are hand-curated, with priority given to current partners, free and inclusive events, and experiences the Macaroni KID team can recommend firsthand.



Display Ads | NEW DESIGN
Redesigned display-ad sections feature two ads per row instead of three, giving each business greater visibility and improving readability across devices.
Up to eight local ads appear in each newsletter, rotating weekly from a maximum inventory of 16 partners.

This Week's Scoop

- Mindful Family Nature Walk & Forest Bathing Grand Opening • July 30 | 9:30 AM (*Dauphin County Parks and Recreation*)

• - indicates sponsored content

Got a scoop? Click here to share it with us!

Community Scoops | NEW
Up to five concise, headline-style announcements highlighting local businesses, community news, special offers, and timely happenings. Each Scoop links directly to a relevant article, directory listing, or partner website.

Locals We Love

British Swim School of Greater Harrisburg

SPONSORED

Locals We Love: British Swim School

Some businesses become partners. Others become part of your family's story.

Water safety has always been deeply personal to me. When my little brother was two years old, he nearly drowned. Thanks to my dad's CPR and what can only be described as a miracle, he's here today. That experience shaped the way I think about kids and water forever.

Years later, when our son Rhys was diagnosed with autism, the very first recommendation we received was simple: **get him swim lessons.** Today, he's a Special Olympics swimmer, and the confidence he's gained in the water has been nothing short of incredible.

That's why we love British Swim School. They don't just teach strokes. They teach confidence, water safety, and life-saving skills while meeting every child where they are.

> ❤️ **Parent Recommendation:** If swim lessons are on your family's "someday" list, consider moving them to "this summer." It's one of the most valuable gifts you can give your child.

Learn More & Enroll

Locals We Love | NEW

A high-visibility feature spotlighting one local business, organization, program, or event.

When unsold, this placement rotates among current partners, with preference given to community partners who have hosted or collaborated with Macaroni KID during the previous 12 months.

Family News to Know

SPONSORED
Free Outdoor Summer Programs for Kids in Harrisburg & West Shore
Free Outdoor Summer Programs for Kids in Harrisburg & West ShoreHiking, scavenger hunts, story walks, outdoor movies, prizes… and maybe even kids who are tired at the end of the day…

Articles & Guides | NEW DESIGN
The weekly content mix varies based on season and reader needs. A typical edition includes up to three sponsored articles, three editorial features, and one or two timely family guides.

Best Week Ever in Harrisburg on a Budget: Summer Vacation Edition
Making memories in Harrisburg and the West Shore doesn't have to break the bank. In today's social media world it seems like everyone is going on flashy vacations but the truth is the…

Visit Central PA Museums for Free with a Cumberland Library Pass
These Library Passes Unlock the Coolest Day Trips in Central PABecause nothing says "power move" like skipping admission fees with a library card.Look, we all love a good book,…

SPONSORED
Harrisburg & West Shore Child Care & Education Guide
Harrisburg & West Shore Child Care & Education Guide: Because Choosing School Shouldn't Feel Like a Group ProjectChoosing the right child care, preschool, or school can feel overwhelm…

SPONSORED
Capital Area Celebration Hub Birthdays, Showers & All the Fun
Capital Area Celebration Hub — Birthdays, Showers & All the FunPlan stress-free celebrations across Harrisburg & West Shore, Hershey–Manheim, and Carlisle–Boiling Spr…

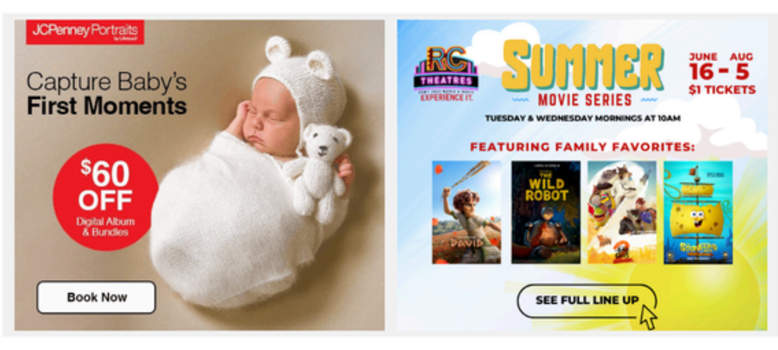
20+ Best One Tank Wanderings: Day Trips from the Central PA
Itching to get out of the Cumberland Valley or Capital Area for the day? There's a ton to do right here at home in Harrisburg and the West Shore, of course, but sometimes a road trip is the bes…

Exploring Pennsylvania Museums on a Budget
Capital Area Macaroni KIDBig Culture On A Small BudgetParenthood has challenges: keeping the kids alive, finding socks that match, and convincing your toddler that the dinosaur museum will not eat…

SPONSORED
10+ Free Summer Things to Do with Kids in Harrisburg & the West Shore
Summer fun on a zero-dollar budget? Yes, please.Don't let another summer slip by wondering how to keep the kids busy without blowing your budget (or your sanity). We've rounded up 10 co…

SPONSORED
2026 Macaroni KID Harrisburg and West Shore Summer Camp Guide
Looking for summer camps in Harrisburg and West Shore? Spots fill fast—our 2026 Macaroni KID Harrisburg and West Shore Summer Camp Guide makes planning easy.

See more articles



Meet Your Publisher

Rachael Benion

I'm a "stay-at-home" mother of five, but stay-at-home is certainly a misnomer. Frankly, I'm allergic to staying home. Or more specifically, I'm allergic to the very identifiable sound of a bin of Legos being dumped, the bickering, the 38th request for snacks, the "I'm Bored Anth…

READ MORE

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More Than an Ad. A Place in the Weekly Family Routine.

Each newsletter brings together trusted recommendations, timely events, practical resources, and local businesses in one highly anticipated weekly publication. Partners can participate through individual campaigns, ongoing partnerships, or exclusive sponsorships.

Explore Partnership Opportunities at CapitalMacaroniKID.com