



Keeping it Simple by Making Every Mom-Moment Count!

MEDIA KIT

We Are Moms

Whether we go by mom, mother, mommy or mama, we all have one thing in common: We need each other. 247moms.com was created by moms for moms who understand motherhood is an adventure all its' own.

247 MOMS is one of the fastest growing mom-centric organizations in the world. Our daily mission is centered on an ethos of empowering, encouraging and equipping moms with practical ideas, products and relationships to survive and succeed in a rapidly changing cultural landscape.

Partnering with 247 MOMS is not just an advertising opportunity, but a day-to-day learning and relationship-building experience that puts you, your brand and company in the center of an engaged community of caring moms and the lifestyle choices they are making.

We have worked with over two hundred Fortune 500 companies who want to connect with Moms. On our website you will find thousands of helpful articles. We are featured guest bloggers for SC Johnson, Nestle, Home Depot and hundreds of major corporations. Over 12,000 unique articles in circulation organically drive our reach. Our Facebook and Pinterest accounts are just as popular as our website. Our webcasts and personal networking takes our reach even further.

Founder and CEO, Trisha Novotny, has been running 247moms.com for seven years. She is married to Steve, CFO, and has personal experience as mother of five children, aged 24, 22, 20, 13 and 11.

Social Media Snapshot*

- 475,600 Facebook fans
- 2,944 New fans this week
- Total Reach: 2,567,706 (Up 60% week over week)
- Weekly Shares: 43,337
- 183,091 Post "likes"
- 43,100 Twitter followers
- Over 12,000 unique blog posts across the web
- 13,900 followers on Pinterest
- Quarterly webcasts and special events reaching thousands of moms
- Daily Mom Questions supply constant, real-time insight into the issues moms are concerned about
- 43,000 unique visitors to the 247 MOMS website
- Over 50% of website visitors are between the ages of 18-34

FALL FEATURE PACKAGES

Feature Package

Your story or article featured or reviewed* on 247 MOMS website and shared with our engaged moms on Facebook and Twitter

\$150 for supplied content

\$250 for custom content created by 247 MOMS writing staff

**For reviewed items, please provide a sample product*

Giveaway Package

With this package, your product will be shared on Facebook and Twitter and featured on the Giveaway Tab of 247 Moms.

A giveaway will greatly increase attention to your product. Giveaways will run for up to 14 days based upon your needs. We link back to your own social media sites.

How it works: We share your product on our website, through social channels and to our newsletter list. After the giveaway promotion, the product is mailed from your office.

Including a high-resolution image of your product ensures we can use the image. Please include Facebook & Twitter links to your product or company.

\$150 if you conduct the contest

\$200 if 247 MOMS conducts the contest

Feature and Giveaway Policies:

- We disclose and follow all FTC policies
- If you have a specific date, we will do our best to accommodate your marketing needs
- No refunds will be made

Feature or Giveaway and Banner Blast

\$275/Standard

All of the above plus 247 MOMS staff will do a personal post on your product or service.

\$375/Custom

All the above plus a 300 x 250 widget on the right-hand column of our web site for 30 days.

SEASONAL PACKAGES

Our seasonal packages leverage the excitement and increased buying habits around holidays and special events. These packages are “as announced.”

Current Seasonal Package: 25 Days of Christmas

The 25 Days of Christmas is our biggest promotion of the year with the largest online and web audience.

Each day during the 25 Days of Christmas, we feature a product/brand and give moms a chance to win it.

Promotion Includes:

Your product / brand and giveaway featured on the 247 MOMS website on a scheduled day during the 25 Days of Christmas.

You will also receive a post on Facebook, Twitter and Pinterest.

Your product will also be seen on The 25 Days of Christmas webcast which we are anticipating to be the largest media event in our history. The website will be indexed on 247moms.com for continued exposure. This is a premium event with an affordable price point for small businesses or corporate clients. For product placement or other special consideration, please contact us.

\$200

Naming and other premium features are available. Please inquire to Trisha@247moms.com

Banner Advertising Package

Ad space only: 30, 60 & 90 day terms
Ads linked to your site or Facebook Page

	<u>30-Day</u>	<u>60-Day</u>	<u>90-Day</u>
150x150	\$100	\$150	\$200
300x250	\$250	\$300	\$400
728x90	\$450	\$500	\$550 (Not always available)

AD FORMATS & PRICING

We follow standard Universal Ad Package (UAP) formatting following IAB display guidelines. Most of our ads are submitted as 300x250 and 728x90 but we can facilitate anything within the standards.

We can customize an advertising program based on your needs. Some of our larger clients do this for dedicated campaigns, etc.

PREMIUM PACKAGES

247 MOMS works hard to empower the entrepreneur, blogger or start up Mom brand with limited budgets. We also tailor customized programs for clients whose marketing programs are more complex.

Additional Premium Packages include: Personal appearances, mom survey information, customized advertising and marketing solutions and access to our media network of hundreds of news and review sites for total web saturation. To inquire about a Premium Package, contact **Trisha Novotny at Trisha@247moms.com**.

Payments

Payments for services are accepted via PayPal and business checking.

PayPal account: Trisha@247moms.com

Most of our advertisers are repeat clients. We value you and your business and will do our best to present your product or service in an excellent fashion. If you have a new idea or strategy let us know and we will create or customize a program for you.