

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.

24/7 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 24/7 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 have been 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, Instagram, Pinterest, and Twitter 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 since 2007. She is married to Steve, CFO, and has personal experience as mother of five children.

Social Media Snapshot

- 742,000 Facebook fans
- Average over 1,000 new fans each week
- Average Month Reach: 3,884,700
- Monthly Post Engagements: Over 600,000
- Video Views: 90,000 each month
- 41,800 Twitter followers
- 5,000 Instagram followers
- Over 15,000 unique blog posts across the web
- 347,000 Pinterest viewers
- 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 24/7 MOMS website
- Over 50% of website visitors are between the ages of 18-34

FEATURE PACKAGES

Feature Package

Your story or article featured or reviewed* on 24/7 MOMS website and shared with our engaged moms on Facebook and Twitter

\$149 for supplied content

\$249 for custom content created by 24/7 MOMS writing staff

\$100 for custom video created by 24/7MOMs of your product to be featured on our fan page

**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 24/7 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 supply the written contest

\$249 for custom content created by 24/7 MOMS writing staff

\$100 for custom video created by 24/7MOMs of your product to be featured on our fan page

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

SEASONAL PACKAGES

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

25 Days of Christmas/Mama Survives Summer

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

Each day during the two theme promotions, we feature a product/brand and give moms a chance to win it.

Promotion Includes:

Your product / brand and giveaway featured on the 24/7 MOMS website on a scheduled day during the promotion.

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

You can also choose the option to have your product be seen on the live giveaway webcast which we always anticipate to be the largest media events each year. 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.

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

Campaign Advertising Package

25 Days of Christmas or Mama Survives Summer

Fees:

\$200.00 for your choice of one option
\$300.00 for your choice of two options
\$400.00 for all three options

Option #1 - Blog Feature

Your product/brand along with a giveaway will be featured on 24/7 MOMS website on a scheduled day during the campaign. Included in this option, your product will also receive social posts on Facebook, Twitter, and Pinterest.

Option #2 - Live Webcast Feature

Your product/brand will be featured on our live campaign webcast/show and will include a giveaway opportunity for our viewers. This will be aired on Facebook Live (our monthly reach is 5 to 8 million).

Option #3 - Live Webcast Feature

24/7 MOMS will create a custom video of your product to be featured on 24/7 MOMS Facebook page for over our 740,000 followers to view.

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

24/7 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 at 253-222-5434**.

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.