

Our Mission for YOU:

WoodlandsMommy.com seeks to create a promotional campaign that will increase your bottom line, period. When we work with you as an advertiser, our single most important goal is to get our readers to spend their time and money with your business. That about sums it up.



REACH YOUR CUSTOMERS NOW!

WoodlandsMommy.com is the area's most referred to information and commerce resource targeted exclusively at moms and families. Whether your goal is branding or direct response, advertising online with WoodlandsMommy.com allows you to reach your best potential customer in the most cost-effective manner.

# ABOUT US

WoodlandsMommy.com is a strong, enriching dialogue between our editorial team and other Woodlands-area moms and families. Our readers invite us into their world by enjoying and commenting on our posted content, submitting their community news and family photos, participating in our social media discussions, planning their days with our Events Calendar, sending us the occasional personal note, and more.

Founded in 2008, we're a first class online mega-resource fully integrated within The Woodlands community. Our mobile-responsive website features fingertip access to local news, events, savings & deals, directories and guides, planning tools and much more. We hear from our readers every day, and oftentimes we see them too as we periodically host real time events to connect with our readers in person. Moms love us because we're credible and unpretentious, and we help enrich their daily lives, which is the main reason we're here!

## Quick Stats:

Monthly Website Page Views: 367,000

Monthly Unique Website Visitors: 61,000

Monthly Hits: 1,791,000

Combined Facebook, Twitter, Instagram Followers: 26,000+



We're also have pages on Pinterest and YouTube!

*Our readership is local with 89% residing in the Greater Woodlands area (The Woodlands, Spring, Conroe, Magnolia, Montgomery, Suburban North Houston)*



## OUR AUDIENCE

Our readers are expectant mothers, stay-at-home moms, entrepreneurs, work-at-home moms, mothers who work outside the home, childcare providers, dads, and even grandparents. Our market extends as north as The Woodlands and Huntsville to the southernmost parts of Spring, Tomball, and North Houston, inclusive of Conroe, Shenandoah, Oak Ridge North, Magnolia, Montgomery, and Tomball.

## ARE WE A BLOG?

Well yes, and no. Let us explain.

When we first began WoodlandsMommy.com over a decade ago, we took more of a journalistic approach to keeping our readers in-the-know about community, news, events, and more. As time progresses and we see how our readers obtain and respond to the information that's important to them, we have begun to evolve into a resource that's somewhat blog-ish. And while the main thread that weaves who we are is and will continue to be "editorial", these days we give our readers a larger glimpse into our personal lives – adding blog-like content to our website and social media channels in an effort to connect with our audience in an even more "real" way. Sometimes they'll see what we're cooking for dinner or our favorite outfits and more. Feedback has been overwhelmingly positive!



## SO, WHO'S RUNNING THE SHOW?

Mom-in-Charge, Karen Logan, is the Founder, Owner, and Editor-in-Chief of WoodlandsMommy.com. A native Texan and a resident of The Woodlands / Spring area for over 17 years, she shares her home with her husband and four children ranging in age from 7 to 16 years old.

From time to time, WoodlandsMommy.com employs additional editorial & administrative team members, guest bloggers, and a volunteer Street Team.

# Why advertise with WoodlandsMommy.com?

## *We have a local niche market.*

WoodlandsMommy.com appeals to moms of all ages! If you wish to reach moms, this is your outlet! (We even have "dad" visitors.) Most of our visitors reside in The Woodlands and the surrounding areas. If you have a business, product, or service that will appeal to resident moms of The Woodlands area, WoodlandsMommy.com is the best place for effective, affordable, widespread advertising.

## *We're respected in the mommy community.*

Moms like us. We speak their language (After all, we're moms too), and we're always dishing up great stuff. Our readers love our entertaining yet professional style, helpful tips, exciting give-aways, and fun WoodlandsMommy.com-sponsored events. Simply put, when we talk (or write) moms listen.

## *Our web content is dynamic.*

We're content creators, and much of the information on WoodlandsMommy.com is updated daily, so moms just can't stop coming back for more! Moms who drop in several times a week find something new with each visit.

## *We work hard to spread the word about our site.*

We don't just publish a website. We market it constantly to ensure that every mom in the area visits the site as often as possible. We employ social network media such as Twitter, Facebook, and Instagram to draw in our readership base and entice old and new users to our features, thus giving your ad more exposure.

## Community Outreach / Events

### Local Events

The COVID-19 pandemic has put our events on hiatus for 2021. Past WoodlandsMommy.com events have been free to the public and have included Mommy Socials, Mother's Day Soirees, Valentine's Extravaganzas, Sip & Shop Events, Shopapalooza, Coffee & Karaoke, Mom's Kick Butt, Crash Course in Dance, Hotel tours, and on-the-spot giveaways around the community.



We look forward to kicking off new events as soon as it's safe to do so! Opportunities for local businesses include Hosting, Sponsorship, Vendor / Exhibitor presence, and Goody Bag inclusion.

### Homeschool Family Expo, 2013 - 2021 (retired event)

In 2013, we produced and organized the first annual Homeschool Family Expo for the Greater Houston Area and have successfully produced the event each year since. Our final expo event was held in the late summer of 2021, at which time we sold our expo to a separate entity. If you offer local classes & programs, contact us about being included in our online Homeschool Hub.

## ADVERTISING RATES/STRUCTURE

**The “Casey”** – This 798 x 150 banner ad option allows you to promote your company in a HUGE way at the very top of our Home Page as well as most other major pages of the website. The Home Page is the main entry page, most frequently updated, and typically the first page our visitors arrive at when browsing. Up to 5 banner ads rotate randomly in this space upon each page load.

\*Here’s where your ad will be displayed on the WoodlandsMommy.com website:

- **Desktop / Mobile Device / Tablet:** Center, top of page above the WoodlandsMommy.com logo

The “Casey”	1 mo.	3 mos.	12 mos.
798 X 150	<b>\$275</b>	<b>\$550</b>	<b>\$1900</b>



The “Casey”

The “Taylor”

**The Taylor** – An impossible-to-miss 540 x 200 block ad on our Home Page provides high visibility for businesses who need an immediate call to action. Your ad is displayed on the Home Page Only, nestled within our site’s prime editorial content. Your banner will be in rotation with up to 1 other banner in the same position, which means your banner will be seen no less than 50% of the time.

\*Here’s where your ad will be displayed on the WoodlandsMommy.com website:

- **Desktop / Mobile Device / Tablet:** Center, below e-newsletter sign-up bar and before featured articles. Displayed in 1<sup>st</sup> or 2<sup>nd</sup> position, depending on availability.

The “Taylor”	1 mo.	3 mos.	6 mos.
540 x 200	<b>\$200</b>	<b>\$550</b>	<b>\$900</b>

**“The Mandy”** - A 350 x 400 block ad is displayed on EVERY major page of our website all the time, inclusive of our Home Page. Because we accept a limited amount of “Mandy” advertisers at a time, we don’t have to rotate your ad off the pages, giving you visibility that our competitors can’t match.

\*Here’s where your ad will be displayed on the WoodlandsMommy.com website:

- **Desktop / Tablet:** Right column of page
- **Mobile Device:** Bottom of page, below main page content

The “Mandy”	1 mo.	3 mos.	6 mos.
350 x 400	<b>\$200</b>	<b>\$450</b>	<b>\$800</b>



The “Mandy”

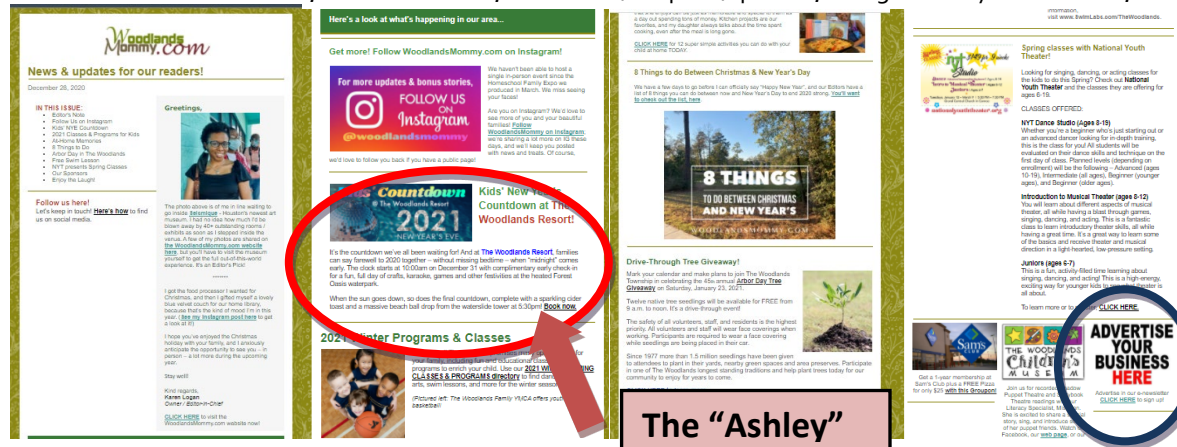
**The “Laurel”** - The **Coupons** page within our Savings & Deals section is designed especially for businesses that wish to attract more customers by offering a promotional coupon (including link to website). This advertising space is a BEST VALUE and only available for legitimate savings offers. Approval required.



The “Laurel”	1 month	3 months	6 months
60-Word coupon with link	\$50	\$125	\$200

## Our E-Newsletter:

Our professionally designed, highly read e-newsletter is distributed to over 8100 Woodlands-area opt-in subscribers 2 times per month (between the 1<sup>st</sup> -5<sup>th</sup> and the 15<sup>th</sup> -20<sup>th</sup> of each month). Each edition of our newsletter includes invaluable editorial content, featured events, local news/coupons/specials, free give-away information, and more!



**The “Ashley”**

**The “Tara”**

**The “Tara”** - Your E-newsletter text ad includes 35 words, a link to the web page of your choice, and an accompanying logo. We take care to acknowledge our newsletter advertisers and call special attention to their ads in the newsletter.

The “Tara”	1 month (2 editions)	3 months (6 editions)
E-Newsletter 35-Word	\$75	\$175

**The “Ashley”** - Advertorials appear in the main body content of our E-Newsletter and are made to simulate editorial content. Your 120-word Advertorial includes an accompanying logo and/or graphic. We reserve the right to edit your text to complement our editorial style. All Advertorials are subject to be accompanied by the words “Paid Advertisement”.

The “Ashley”	1 Newsletter Ed.	2 Newsletter Ed. (consecutive)
E-Newsletter 120-Word Ad	\$200	\$275

# Events Promotions (2-4 week campaign)

Events Promotions Package - \$275 per event

We help customers beat a path to your door! The Event Promotions package is a robust offering that delivers news of your event to the WoodlandsMommy.com community and beyond. Events only.



- Sponsored article on WoodlandsMommy.com Home Page **Client-provided text (500 words) subject to WM moderation.**
- Sponsored Article in WoodlandsMommy.com's e-newsletter.
- Event listing in WoodlandsMommy.com Calendar of Events
- Event submission to up to 5 additional local online community calendars (we submit on your behalf).
- 798 x 150 banner ad of your event on Events Calendar pages for up to one month leading to event
- Facebook Post for Event – no fewer than 2 x's.
- Instagram Post for Event – no fewer than 1 x.

<b>Event Promo Pkg</b>	<b>Single Event</b>	<b>\$275</b>
------------------------	---------------------	--------------

# Brand Activation Event

\$500 per event (\$650 for events May – August, November, December)



Have an event with our readers! A brand activation event partnership gives our readers an opportunity to judge for themselves just how awesome you are at what you do.

Whether you are new to the community, creating a new branch of an existing brand, or could simply benefit from face-to-face interaction with prospective clients, a private event tailor-made for our mommy readers can give your marketing efforts a real push.

Typical events can include shopping parties, parent/child playdates, food sampling events, informative seminars,

store tours, class demonstrations, and more.

### What we do:

1. We work with you to plan a memorable event at your venue that (1) connects you with our readers, (2) adds value to their day, (3) touches multiple senses.
2. We work diligently to produce your ideal attendance. We send out invitations, network, and more to maximize your event's turnout.
3. We use excitement, digital content, and social media to engage our readers before, during, and after your event and to make your event memorable from start to finish!
4. We attend your event and remain onsite for up to 2 event hours, taking photos and helping you to meet & greet.

<b>Brand Activation Event</b>	<b>January – April; September - October</b>	<b>May – August; November - December</b>
<i>Fee does not include event supplies, etc.</i>	<b>\$500</b>	<b>\$650</b>

## Social Media Sponsored Posts

### Facebook Sponsored Post Package: \$175 (+ \$50 for IG)

(26,000+ followers) – Includes two (2) Facebook posts to the WoodlandsMommy.com Facebook Page. The second post will be scheduled within 3-14 days of the first post. (Advertiser determines schedule). Posts can include: (1) one URL, (2) up to five photos/images, and (3) up to 100 words of text.

### Stand-alone Instagram Sponsored Post: \$75



(3,300+ followers) – We're still building up our Instagram readership, so posts now are super affordable but very limited! The Instagram Sponsored Post includes 1 Instagram post to the WoodlandsMommy.com Instagram account with up to 100 words of text and up to 5 photos. Instagram does not allow hot links in posts, but we will tag your Instagram. We reserve the right to archive your IG post after 20 days.



### Social Media Videos / Reels: \$450

(29,000+ followers) – Includes 1 (one) promotional highlight video created at advertiser's location by WoodlandsMommy.com and posted with caption 1 (one) time on both WoodlandsMommy.com Facebook & Instagram. Also includes a follow-up post with photos only within 1-2 weeks of initial post. Woodlands-area only. Contact us if you need help promoting a business outside of the local area.

## Business & Product Reviews



If you are interested in having your product, service, or establishment reviewed, please send an email to [karenl@woodlandsmommy.com](mailto:karenl@woodlandsmommy.com) and tell us about the company you represent and the product or service that you would like reviewed. Emails usually receive a response within 4-6 weeks. As we do not charge to do reviews, opportunities are limited and selective. If we feel your business or product will be of interest to our readers, we will publish a review on our website for a period of 12 months, with a 1-week featured article on the Home Page in addition to social media coverage.



## Business Directories – *Get Listed!*

Visit our website or contact us via phone or email to learn more about our permanent and seasonal directories:

- **Summer Camp & Swim Directory** (published annually, early spring through late August)
- **Classes & Programs Directory** (seasonal for fall / winter-spring)
- **Special Directories** ( i.e. as Pediatric Dentists, Special Needs Resources, etc. Offered seasonally)



## The “Big Bang Campaign”

With the “Big Bang Campaign” our goal isn’t to sell you basic advertising. The Big Bang Campaign is all about “promoting”, plugging, and really driving new interest in your company, which is

why most often we hand-select our Big Bang Campaign clients, because when we stand behind a product/service/business to such an extent, it had better be something our mommy audience can take to the bank! (Please inquire! If you have a product or service that our readers will love for themselves or their families, chances are you’re a great candidate for this campaign.)



In essence, you rule our world. When you allow us to represent your company in the “Big Bang” way, we eat, drink, and breathe your company throughout the entire campaign! NOTE: Our schedule fills quickly, and since we insist on exclusivity for this campaign (we focus our efforts on one Big Bang client at a time, for maximum effectiveness), we urge you to schedule your campaign dates in advance.

- 3 Featured advertorials about your company on our Home Page, front & center (posted in 15-day increments, 300 words max). Suggested topics: Introduction of your company, Interesting facts about services offered, Profile of success (owner/company), Expert Q&A, Customer Testimonials/Success Stories, etc. Client submits advertorial. We reserve the right to edit content to simulate our editorial style.
- Advertorial inclusion in the WoodlandsMommy.com e-newsletter (120 words plus logo and photo, one time during each campaign month).
- Dedicated e-blast exclusively about Your Company sent to 7700+ opt-in subscribers, one time per campaign. E-blast can include a combination of general company info, upcoming events, testimonials, etc. Limited to 1000 words.
- A large 798 x 150 “Casey” ad (banner on our Home Page, front and center, in rotation with ads by up to 7 other advertisers, each randomly displayed upon each page load.) Runs throughout length of campaign.
- Sponsored Posts to our Facebook Followers, twice a month during your campaign.
- Sponsored Posts to our Instagram Followers, once a month during your campaign.
- Your business event listings on the WoodlandsMommy.com online calendar AND featured in the WoodlandsMommy.com e-Newsletter “Events of Interest”.

Big Bang Campaign	Standard 2-month campaign	One-month add-on to your Standard 2-month campaign (if available)
We give your company a HUGE boost!	<b>\$1750</b>	<b>+\$500*</b>

\*One-month add-on must be determined at onset of campaign in order to receive discounted price. When you opt for the add-on, your campaign will receive a second exclusive dedicated e-blast during the final campaign month.



## OUR CLIENTS

Below is a short list of some of the reputable Woodlands-area businesses and organizations we have had the pleasure to work with over the years.

The Woodlands Christian Academy, Cynthia Woods-Mitchell Pavilion, The Woodlands Resort & Conference Center, Paddington British School, Chick-fil-A, South Montgomery County YMCA, My Gym, Kindermusik Academy, Mike Powell Insurance, Cheesecake Factory, Stadia Sports Grille, Woodlands Children's Museum, Children's Museum of Houston, LearningRx, Nannies of The Woodlands, Woodlands Wellness, Texas Renaissance Festival, The Woodlands Township, The Woodlands Convention Center, Sweet & Sassy, Legends Sports Complex, Christ Church United Methodist, The Woodlands United Methodist Church, Houston Children's Festival, **Many more!**



WoodlandsMommy.com  
24230 Kuykendahl Rd.  
Suite 310-200  
Tomball, TX 77375  
USA

Phone: 832-443-7291

For questions, additional details, or if you're ready to begin your ad campaign, please email [karenl@woodlandsmommy.com](mailto:karenl@woodlandsmommy.com).

