

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.

WoodlandsMommy.com

The Woodlands' premier online resource for moms!

NEWS & STORIES ▾

EVENTS CALENDAR ▾

FAMILY LIFE ▾

OUR COMMUNITY ▾

SEASONAL

ABOUT ▾

Q

IS IT OKAY TO HAVE A BABY SHOWER FOR A SECOND (OR THIRD) PREGNANCY?

7 PAINLESS WAYS TO REACH 10,000 STEPS A DAY

SCREENTIME = LEARNING TIME WITH THESE 40 FREE EDUCATIONAL WEBSITES

WINTER WEATHER IS HERE! MAKE THESE SNOWFLAKES THIS WEEK!

SUBSCRIBE FOR EXCLUSIVE CONTENT!

you@example.com

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The Latest...

FIRST TEE LAUNCHES INaugural LEADERSHIP SERIES IN PARTNERSHIP WITH PGA TOUR SUPERSTORE

First Tee – Greater Houston, a youth development organization that helps kids and teens build their strength of character through golf, has launched a first-of-its-kind leadership series this week with support from PGA TOUR Superstore in The Woodlands. The First Tee Leadership Series in partnership with PGA TOUR Superstore is an interactive five-week series designed to provide teens the opportunity to discover their personal values and emerging leadership strengths. Through the series, teens also begin to explore potential career fields based on those findings and frame out multi-year goals to guide them as they navigate future career opportunities.

CREEKSIDE PARK THE GROVE NOW PRE-LEASING!

Hi, I'm Karen!

Creating useful content for moms in The Woodlands and adjoining areas is my jam! I'm a mommy to four girls, and we love living in The Woodlands area! Dig in - find the events, news, and community resources you need, and be sure to visit often!

Featured...

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!



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 almost two decades 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 20 years, she shares her home with her husband and four children ranging in age from 11 to 20 years old.

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

Quick Stats:

Monthly Website Page Views: **367,000**

Monthly Unique Website Visitors:
61,000

Monthly Hits: **1,791,000**

Combined Facebook + Instagram Followers: **45,000+**



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)

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 Facebook, Instagram, and YouTube 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

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 with new partners!



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

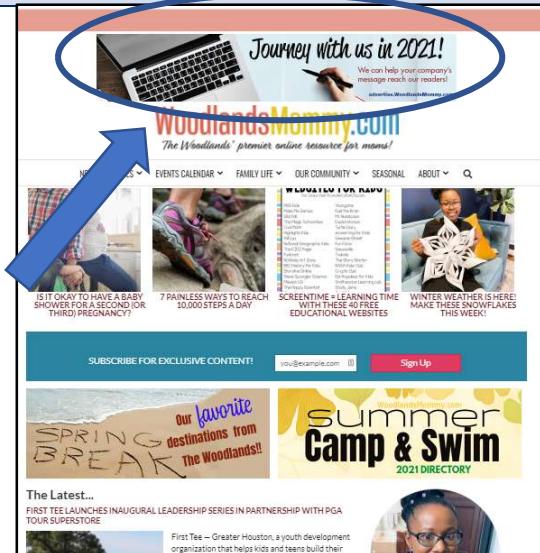
The “Casey” – This **798 x 200** banner ad option allows you to promote your company in a **HUGE** way at the top of our Home Page as well as most other major pages of the website. The Home Page is the main entry page, most frequently updated, and typically the first page our visitors arrive at when browsing. Up to 6 banner ads rotate randomly in this space upon each page load.

The “Casey”

*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.	6 mos.	12 mos.
798 X 200	\$300	\$775	\$1400	\$1900



“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.	12 mos.
350 x 400	\$300	\$600	\$900	\$1550



The “Mandy”

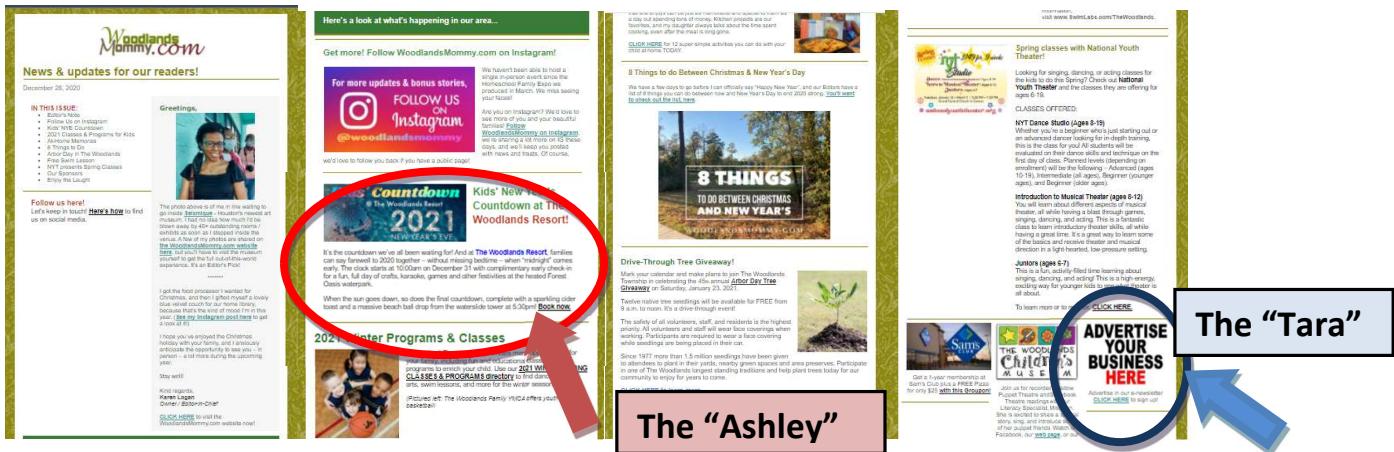
The “Laurel” - The **Coupons** page within our **Savings & Deals** section is designed especially for businesses that wish to attract more customers by offering a promotional coupon (including link to website). This advertising space is a **BEST VALUE** and only available for legitimate savings offers.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

The “Laurel”	3 months	6 months
60-Word coupon with link	\$200	\$300



Our E-Newsletter:

Our professionally designed, highly read e-newsletter is distributed to over 8200 Woodlands-area opt-in subscribers 2 times per month (between the 1st -5th and the 15th-20th 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 “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	\$100	\$200

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	\$225	\$300

Dedicated E-blast - Do you need to reach our e-newsletter subscribers in an exclusive, high-impact way? A Dedicated E-Blast delivers *your* message—and only yours—directly to our engaged community of local moms. Your email can include custom wording, images, promotions, and calls to action, and we will collaborate with you to craft a message that feels appealing, clear, and true to our editorial voice.

Dedicated E-Blasts are intentionally limited to maintain value and reader trust. All participating businesses must align with our company values, and each message should help further our mission of enriching the lives of local families. We reserve the right to edit your content for clarity, style, and reader experience.

Dedicated E-blast	Single E-Blast	\$550
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Events Promotions (2-4 week campaign)

Events Promotions Package - \$325 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
- 798 x 200 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.



Event Promo Pkg

Single Event

\$325

Brand Activation Event

\$750 per event (\$1000 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.

Brand Activation Event	January – April; September - October	May – August; November - December
<i>Fee does not include event supplies, etc.</i>	\$750	\$1000

Social Media Sponsored Posts

Facebook Sponsored Post Package: \$225 (+ \$75 for IG)

(40,000+ 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 ten photos/images, and (3) up to 100 words of text. Instagram add-on includes 1 single IG post.



Stand-alone Instagram Sponsored Post: \$100

(5,200+ followers) – The Instagram Sponsored Post includes 1 Instagram post to the WoodlandsMommy.com Instagram account with up to 100 words of text and up to 10 photos. Instagram does not allow hot links in posts, but we will tag your handle and share the post to our stories. We reserve the right to archive your IG post after 30 days.



The “Big Bang Campaign”

With the Big Bang Campaign, our goal isn't simply to sell you advertising. It's to promote you, spotlight you, and genuinely ignite new interest in your business. We hand-select many Big Bang

clients because when we throw our full support behind a product or service, it must be something our mom audience can trust and love. (If you believe your offering enriches families' lives, please inquire. You may be an ideal fit.)



When you join the Big Bang Campaign, your company's message becomes a primary focus!

- 2 Banner ads on website: 798 x 200 “Casey” banner and 350 x 400 “Mandy” banner throughout length of campaign.
- Featured advertorials about your company on our Home Page, front & center (one advertorial during each month of your campaign). 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 advertorial inclusion 2 times during each month of your campaign).
- Dedicated e-blast exclusively about Your Company sent to 8200+ opt-in subscribers, one time per campaign
- Social Media: Sponsored Facebook post, twice a month during your campaign; Sponsored Instagram Post, once a month during campaign.

Big Bang Campaign	Standard 2-month campaign	One-month add-on to your Standard 2-month campaign
We give your company a HUGE boost!	\$2000	+\$500*

WoodlandsMommy Signature Partner

Annual Investment: SOLD FOR 2026 – PLEASE INQUIRE FOR 2027 (Exclusive)

The WoodlandsMommy Signature Partner package is an exclusive, year-long collaboration designed to connect your brand with our highly engaged community of local moms. As our sole Signature Partner, your business receives trusted, consistent visibility across our most impactful platforms: seasonal guides, social media, e-newsletter, website, and in-person community touchpoints. This partnership is intentionally built to elevate your brand, tell your story with credibility, and spark genuine, lasting interest from local families.

We work closely with our Signature Partner year-round to ensure every message and placement feels authentic to our readers and impactful for your brand. This is our most comprehensive and elevated partnership opportunity.

Your Signature Partner Package Includes:

- **Exclusive Presenting Rights to Key Seasonal Guides:** Spring Break in The Woodlands; Summer Fun Guide; Fall Fun Guide; and Holiday Fun Guide, each prominently labeled as "Presented by [Your Company]" and including your messaging on the guide's primary page
- **Premium, Always-On Website Visibility**
 - A non-rotating "Casey" banner positioned at the very top of every page
 - A "Mandy" 350 x 400 banner displayed on key high-traffic pages
 - Static Home Page button placed between the "Featured posts" and "More Stories" sections
- **Ongoing Editorial Storytelling (12 Advertorials)**
One new website advertorial each month (12 total). You provide the content; we refine and format it for clarity, consistency, and reader engagement.
- **E-Newsletter** – Your message featured in all regular e-newsletters throughout the year (24 total)
- **Quarterly Dedicated E-Blasts + One Bonus (5 total)**
A fully dedicated email promotion sent to our opt-in subscriber base every quarter, plus one additional bonus e-blast.
- **Consistent Social Media Presence** (Spotlight services, events, initiatives, or seasonal promotions.)
 - Minimum of 2 sponsored Facebook posts per month (24 total)
 - One sponsored Instagram post per month (12 total)

Optional Brand Activation Event (*Included*)

As a Signature Partner, you may host one complimentary Brand Activation Event during your contract year, as a chance for our readers to connect personally with your brand. This includes:

- Collaborative planning & promotional of a memorable, mom-focused event at your location
- WoodlandsMommy.com on-site for up to 2 hours for live engagement (advanced notice required)
- OR, you may opt to substitute the live event for a WoodlandsMommy.com-created Brand Activation Highlight Video, edited and published on YouTube and highlighted across our social media platforms.

Your Messaging Included in These Forthcoming Initiatives for 2026

- "Bloom & Beautiful" - Spring Digital Magazine for local moms
- "Mom in the Woods" Podcast – Partner messaging on all episodes
- Additional "new for 2026" initiatives to be negotiated

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 Township, Howard Hughes Corporation, The Woodlands Christian Academy, Cynthia Woods-Mitchell Pavilion, The Woodlands Resort & Conference Center, Paddington British School, Chick-fil-A, South Montgomery County YMCA, Cypress Trails Ranch, The Volleyball School, My Gym, Kindermusik Academy, Coach Deon Basketball, Cheesecake Factory, Woodlands Children's Museum, Children's Museum of Houston, Texas Renaissance Festival, The Woodlands Township, The Woodlands Convention Center, Woodlands Church, Christ Church Methodist, The Woodlands Methodist Church, The Woodlands' Children's Festival, *Many more!*



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For questions, additional details, or if you're ready to begin your ad campaign, please email karenl@woodlandsmommy.com.

