

The Magazine for Mamas
of All Ages & Stages

Mama's Lil' Guide

Media Kit

www.MamasLilGuideOnline.com

2019

Mama's Lil' Guide is distributed FREE to readers.

MEDIA KIT REVISED MARCH, 2018



Owner/Publisher:
Sharon Cowell
267-312-1825

MamasLilGuide@gmail.com

facebook.

facebook.com/MamasLilGuide

twitter

@MamasLilGuide



Mission Statement



Mama's Lil' Guide was created for **busy Moms**, and **Moms in business**.

We felt the need for a community based magazine, specifically servicing the needs, wants, likes and interests of **local Moms**.

We reach out to advertisers that offer specific **services, deals or incentives** that our Moms can truly benefit from and love to write about **Local Moms In business**, and share their stories to inspire other Moms.

We offer businesses a cost effective, targeted way to reach local customers and realize a return on their advertising investment.

Each issue includes local events, articles written by local moms and business owners, inspiring stories, contests and **MORE!**

We strive for the Lil' Guide to be available to pick up at local mom & child friendly locations.

Attractive and convenient, Mom is putting our Lil' Guide in her purse for whenever she's looking for a coupon, event, meal idea or something interesting to keep her child active and engaged.

Moms are also looking for Mama's Lil' Guide in local Mommy Marketing Bags, Events, Parades and Consignment Sales.

Mama's Lil' Guide is the **one stop resource for busy moms** – in print, online, Facebook and Twitter, so that we are available for moms regardless of where they go to get information.

Advertiser Benefits

Loyal readership continues to grow with every issue



- Bi-monthly guides are distributed **FREE** by local merchants, mailed in Upper Bucks County, placed in goodie bags at local events and consignment sales all over Bucks/Montgomery counties.
- Contest **every issue** for tickets to events that draw readership, encouraging Moms to go through our Lil' Guide magazine, so **your ad is seen over and over again**.
- Competitive pricing – discounted rates for consecutive monthly commitments
- Advertisers are encouraged to distribute Mama's Lil' Guide, and we periodically will tag your business on Facebook / Twitter when we drop the new issue off, thus increasing readership, and getting your business name heard again and again
- Contests that include our readers to tag your business or shout out where they received their guide
- All ads are printed in **brilliant full color**
- Online flip magazine is available **FREE** on MamasLilGuideOnline.com, with an automatic link to your website
- Loyal readership that continues to grow with every issue
- Monthly Facebook / Twitter posts drive followers to advertiser websites
- Maximum exposure using magazine, social media, contests

We hope you join us as an advertiser and become a part of our Lil' Guide family.

Sections/Features/Highlights



- **FREE** and **Discounted** Kids Activities/Events
- Local Merchants and Eateries
- Camps, Schools, Daycares
- Birthday Party and Events Section
- Featured Monthly Guest Writers/ Local Authors
- Featured Local Businesses/Moms In Business
- Free Online Events Calendar online to add all your events
- Issue Front Cover highlights include:
 - Your business name & website is placed prominently on the Mama's Lil' Guide front cover
 - Front cover is used as our Facebook icon for the duration of the 2 month issue and is used in sharing our issue online
 - Cover is featured in special advertiser contests
 - Cover is used for marketing, media kit and website backgrounds for the whole year

Reader Demographics



- Moms/Dads of all ages and stages
- Expectant mothers to GrandMoms
- Anyone seeking great family friendly businesses.

Full Page

7" x 9"

1/6 page

2.25" x 4.325"

1/2 page

7" x 4.325"

1/4 page

3.425" x 4.325"

1/8 page

3.425" x 2.1"

Page Dimensions:

Total Live Print Area - 7" x 9"

Finished Booklet Trim Size - 7.75" x 9.75"

Full Bleed - 8" x 10.25"

Distribution / Advertiser Demographics



Mama's Lil' Guide is hand delivered to local moms groups, family events, and is distributed to mom/child friendly locations all over Bucks/Montgomery Counties. Mama's Lil Guide is also included in Mommy Marketing Bags and at local events all over the area including Consignment Sales, Parades, Kid/Family Events.

Advertisers Include:

- Child Care Centers • Camps • Dentist • Chiropractors • Fitness Centers • Birthday Party Venues
- Bounce Places • Ultrasound Studios • Hair Salons • Pet Daycares • Event Planning • Dance Studios
- Local Farms and Markets • Consignment Stores • Handymen/Contractors • Home Improvement / Home Maintenance • Wellness Centers • Massage Studios • Web Design and Repair • Sports Facilities • YMCAs
- In Home Party Consultants • Mom Based Businesses/Work at Home • Swim Clubs • Consignment Sales
- Paint & DIY Project Studio • Garden and Nursery • Party Rentals • Unique Hand Made Accessories . . .

Advertising Rates



<i>Consecutive Ads Only. Ad Can Change Each Issue.</i>	1 Issue (2 Months)	3 Issues (6 Months, per issue / total)	6 Issues (12 Months, per issue / total)
Front Cover <i>Includes another full page ad or a full page feature article</i>	\$1200	N/A	N/A
2 Page Feature Spread <i>Includes two full pages (1 full page article w/photos, another full page ad in middle of magazine) plus a feature on website.</i>	\$1000	N/A	N/A
Inside Front Cover	\$800	\$750 / \$2250	\$755 / \$4530 <i>Includes FREE article & link/logo on website</i>
Inside Back Cover	\$800	\$750 / \$2250	\$755 / \$4530 <i>Includes FREE article & link/logo on website</i>
Back Cover	\$900	\$850 / \$2550	\$855 / \$5130 <i>Includes FREE article & link/logo on website</i>
Full Page Ad	\$700	\$650 / \$1950	\$655 / \$3930 <i>Includes FREE article & link/logo on website</i>
1/2 Page Ad	\$550	\$500 / \$1500	\$505 / \$3030 <i>Includes FREE article & link/logo on website</i>
1/4 Page Ad	\$400	\$350 / \$1050	\$355 / \$2130 <i>Includes FREE article & link/logo on website</i>
1/6 Page Ad	\$300	\$250 / \$750	\$255 / \$1530 <i>Includes FREE article & link/logo on website</i>
Business Card Ad	\$175	\$175 / \$525	\$155 / \$930
Digital Website Banner Ad (200x200 px)	N/A	N/A	\$950
Link/logo on website (sponsorship)	N/A	N/A	\$650

PLEASE NOTE:

There is an additional \$60 charge for us to create your ad. Includes one digital proof with changes. Additional changes will incur additional charges.

All In print advertising includes:

- Bi-weekly newsletter sent out to our email list featuring advertisers events, sales, open houses, etc.
- facebook/instagram/twitter posts
- Events posted on social media and in magazine and online events calendar. Email all events to MamasLilGuide@gmail.com. All events must be submitted by the 5th of the Issue Date (Jan, March, May, July, Sept, Nov) Issues run the 15th to 15th, Bi Monthly
- Giveaways or Contests for access to your events or business. You give us the tickets or passes, and Mamas have to share your ad on their page to be entered to win, giving you exposure to even more customers
- Your ad in print, online with link to your website, and your ad posted on all our social media sites