

MOMTM MAGAZINE

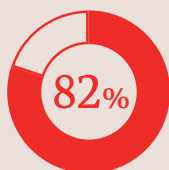
real | local | moms

Media Kit

Reach local
moms with
MOM Magazine.

1/2

Over half of our
readers admit to
making decisions based
on something they read
in the magazine.



82% of household
buying decisions are
made by moms.

80,000

Total readership of
nearly 80,000
readers per issue.



300 distribution points.

ACTIVE ★ MEDIA

Locally owned by
Active Media Inc.

MOM Magazine is a premium, glossy publication featuring local moms, activities and businesses moms care about.

MOM Magazine is a freely distributed, premium publication published in three Northwest markets: Lane County, the Mid-Willamette Valley and Salem.

Published bimonthly six times a year, MOM Magazine features a real, local mom in each issue, plus topics moms care about — from health to finances, to recipes and more.

Published in three Northwest markets: the Mid-Willamette Valley areas of Albany, Corvallis, Lebanon, Philomath, and surrounding communities; the Lane County communities of Eugene, Springfield, Coburg, Harrisburg and more; and the Salem metro area encompassing Keizer, Stayton, Turner and others.

Each magazine is customized to the local market and published six times per year creating a total readership of nearly 80,000 readers per issue.

Free distribution throughout hundreds of local establishments. We are in the same places as busy moms:

- Grocery stores
- Medical offices
- Recreational facilities
- Community centers
- Schools
- Retailers
- Libraries and more

MOM Magazine Market Summary

- Salem: 400,400 metro population
- Mid-Valley: 220,000 metro population
- Lane County: 350,000 metro population



Here's what MOM Magazine advertisers are saying...

"I would highly recommend MOM Magazine based on their ability to provide a winning partnership with our business and the magazine readers."

— Jan, manager for a regional expo center

"I love the way it looks and keep it in the car so I can read it while I wait for my kids at their practice."

— Susan, mom of two active baseball players



Production Schedule

February - March Birthday Parties

Print-ready ad deadline:

First week of January

Editorial deadline:

Second week of December

Distribution:

First week of February

April - May Home Decor

Print-ready ad deadline:

First week of March

Editorial deadline:

Second week of February

Distribution:

First week of April

June - July Summer Fun

Print-ready ad deadline:

First week of May

Editorial deadline:

Second week of April

Distribution:

First week of June

August - September Back to School

Print-ready ad deadline:

First week of July

Editorial deadline:

Second week of June

Distribution:

First week of August



October - November Fall Holidays Women's Health

Print-ready ad deadline:

First week of September

Editorial deadline:

Second week of August

Distribution:

First week of October

December - January Holidays Favorite Local Places

Print-ready ad deadline:

First week of November

Editorial deadline:

Second week of October

Distribution:

First week of December

CELEBRATING
MOMS
SINCE
2005



CONTACT OUR SALES TEAM FOR PRICING INFORMATION

EUGENE/SPRINGFIELD Lane County

Linda Blair
Mid-Valley & Lane County
Eugene/Springfield
Sale/Business Dev. Manager
linda@mommag.com
541-231-7250

MID-VALLEY Benton & Linn Counties

Linda Blair
Mid-Valley & Lane County
Eugene/Springfield
Sale/Business Dev. Manager
linda@mommag.com
541-231-7250

SALEM Polk & Marion Counties

Kim Leighty
Salem Advertising Representative
kim.leighty@mommag.com
503-510-9036

DISCOUNTS: 10% for annual contract | 5% for two locations | 10% for three locations

PROUDLY CREATED AND PRINTED IN OREGON

Meet the MOM experts

Busy moms love fun, easy-to-understand family information provided by someone they trust. We offer customizable partnership with MOM Magazine to share valuable tips to moms, positioning your business as a trusted expert in the local community.

1: Become a MOM expert

Choose a red expert tab category that matches your business.

2: Showcase your brand

Logo and contact information point readers to your business.

3: Earn the trust of moms

Your bio and photo show you as a relatable, trustworthy presence in your community.

Posted to Facebook

Each issue we will create a Facebook post on our MOM Magazine Facebook page, linking to your website and our digital issue of the current issue.

Before your pup goes to doggie daycare...



1

MOM expert | pets are family

2

Wilvet Salem Open 24/7
120 Ramsgate Square S | wilvetsalem.com | (503) 741-8858

3

Brought to you by:
Emily Kalenius, DVM

Before your pup goes to doggie daycare...

Just like our human children, our family dogs benefit from socialization and playtime with peers. Doggie daycare is a great option for busy pet parents with sociable dogs.

While the benefits of exercise, attention and socialization outweigh the risks, there are important steps to take to make sure your canine companion is safe for their first day at doggie daycare. In addition to core vaccines such as rabies and DAP (distemper, adenovirus and parvovirus), immunizations for contagious upper respiratory pathogens are key to keeping your dog healthy.

Bordetella, the causative agent of "kennel cough" is a bacteria that can be protected against with a simple intranasal or oral vaccine. Canine influenza has also been on the rise in recent years. A two-series immunization is available and highly protective. Typically, immunity sets in two weeks after the final vaccine.

Protecting your canine companion also includes monthly parasite prevention. Heartworm disease, fleas, ticks and intestinal parasites can also be shared among friends in a daycare setting. The Companion Animal Parasite Council and the American Heartworm Association recommend that all dogs are on year-round, monthly deworming, ectoparasite control and heartworm prevention.

Talk with your vet to be sure that your pet is fully protected before taking him to doggie daycare. Then, let the zoomies begin!

Ad space

5 mommag.com

From content to printing

Our team handles everything from editing, design and final publication with your approved layout design. All you need to provide is the text content, logo and headshot.

Featured on the "Meet our experts" table of contents.

Your photo, name and expert article are highlighted on the experts page in the front of the magazine.



Pets

Pets are Family with
Dr. Emily Kalenius,
page 23

Spread Page
16.75 x 10.625

Contact Your Sales representative for additional information and pricing options.

Full Page
8.375 x 10.625

Half Page
8.375 x 5.625

50%

Over half of our readers admit to making decisions based on something they read in the magazine.

Print Ad Specs

Preferred file formats: High quality PDFs which meet PDF [PDF/x-1] (Acrobat 6). PDF files must contain only 4-color process colors and images (CMYK).

Adobe CC (Illustrator, InDesign, Photoshop):

All fonts and images must be embedded or send the exported images, graphics and fonts.

Image requirements: All images provided for ads, ad design and expert content should be final, color-corrected, high-resolution (300dpi) CMYK files. TIF or EPS file type recommended, high quality jpegs and pngs are acceptable. Hi-res images should not be scaled more than 115% to maintain image quality. We will attempt to convert images which are not in CMYK color profile, but cannot guarantee the colors during the color profile change.

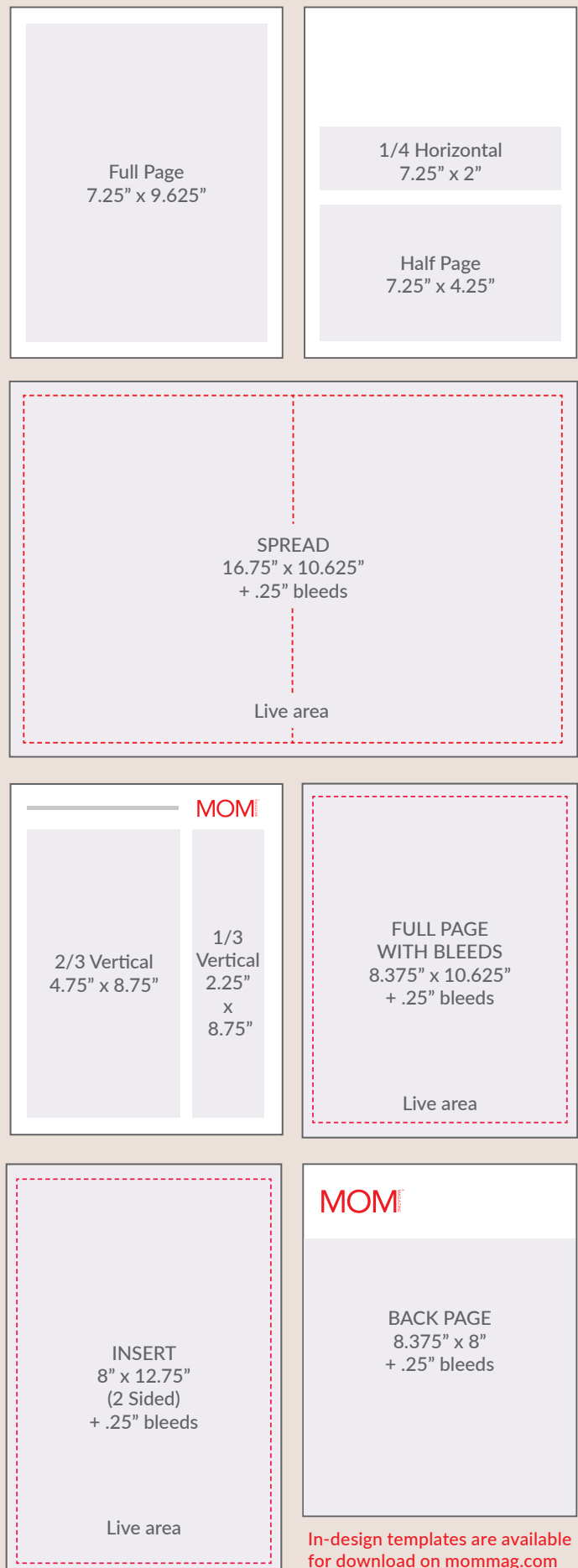
Live area: Please keep live matter (text and non bleeding images) .375" in from outer trim edges on all 4 sides.

Bleeds: Elements which are trimmed will need a bleed of .25" on all 4 sides.

Need help with an ad?

Our graphic designer can create a custom ad for your business. Work with your sales rep to get started.

Reserve your ad space today.
Contact us at info@mommag.com.



In-design templates are available for download on mommag.com