

MOMTM MAGAZINE

real | local | moms



Media Kit

Cover MOM, Laurel Bice

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.



Over 500
distribution points.



Locally owned by
Active Media Inc.

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

Publishing six
times a year, each
issue is tailored
to the local
community it
represents.

MOM Magazine es una
publicación bimensual
premium que presenta
a las mamás locales,
actividades y negocios
que les importan a las
mamás.

Cada número, que
se publica seis veces
al año, se adapta a la
comunidad local a la
que representa.

MOM Magazine is a freely distributed, premium magazine published in numerous Northwest markets: Lane County, the Mid-Valley, Salem and Central Oregon.

MOM Magazine features a real, local mom in each issue, plus topics moms care about — from health to finances, to recipes and more. Each magazine is customized to the local market and features local moms, activities, retailers and community events.

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

- Grocery stores
- Hospitals, clinics, dental and eye care offices
- Recreational facilities
- Community centers
- Schools: public, private, preschools
- Retailers
- Childcare centers
- Libraries and more

MAMÁ Magazine es una revista premium de distribución gratuita, publicada en varias regiones del noroeste: los condados de Lane, Mid-Valley, Salem y Central Oregon.

La revista MAMÁ presenta a una madre local real en cada número, además de temas que les importa a las mamás: desde la salud hasta las finanzas, pasando por recetas y más. Cada revista está personalizada para el mercado local y presenta a mamás, actividades, minoristas y eventos comunitarios locales.

Distribución gratuita en cientos de establecimientos locales. Estamos en los mismos lugares que las mamás ocupadas:

- Supermercados
- Hospitales, clínicas, consultorios dentales y de oftalmología
- Instalaciones recreativas
- Centros comunitarios
- Escuelas: públicas, privadas, preescolares
- Tiendas
- Centros de cuidado infantil
- Bibliotecas y más



We're growing!

We are thrilled to announce that MOM Magazine is growing across the Northwest. Our proven history of high quality storytelling, advertising and community building precedes us, as we celebrate 20 years in business.

We launched our Central Oregon magazine in early 2025.



CONTACT OUR TEAM FOR PRICING INFORMATION

Business Development Managers



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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 Your Home

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

50%

Over 50% of our readers admit to making decisions based on something they read in the magazine.

1/4 Horizontal
7.875" x 2.25"

Half Page
7.875" x 4.875"

Print Ad Specs

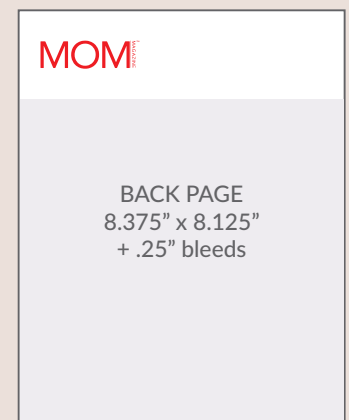
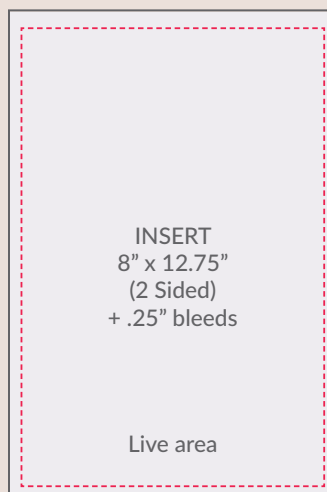
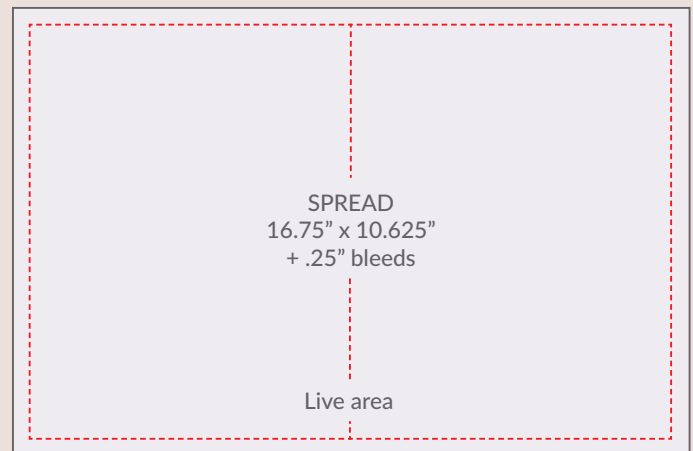
Preferred file formats: High quality PDFs which meet PDF [PDF/x-1] (Acrobat 6). PDF files must contain only 4-color process colors and images (CMYK).

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) C MYK 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.

InDesign templates are available for download on mommag.com

MOM Magazine Distribution



Our Communities

- **Marion & Polk Counties**
Salem & Keizer
- **Mid-Valley**
*Albany, Corvallis,
Philomath & Lebanon*
- **Lane County**
Eugene & Springfield
- **Central Oregon**
*Deschutes, Crook &
Jefferson Counties*

