MOMAZINE real local moms

MOM Experts

WHEN IT'S

SAFE TO DO

SO, CONSIDER

HIRING THE

PROS FOR

real local moms

Be a MOM expert

Busy moms love the fun, easy-to-understand family information provided by someone they trust. MOM readers especially appreciate tips and advice from local businesses and professionals.

1: MOM expert

As an expert, your article stands out with a red tab, followed by your unique article's description.

2. Custom content

MONTexpert about home style~

olors from a print or art located in Find inspiration from the natural colors ring any provide the windows

4

Go neutral when you are showing of a w the paint sample in the rod rent depe

Supporting schools.

Investing in our future.

"The Schools Foundation is one

of those safety nets we have in

the community. It's a gen."

3

Design HeUSE

Paint color tips

Styled in your voice, your content gives readers useful tips and fun facts about timely topics in your industry.

3: Trusted source

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

4: Showcase your brand

Logo and contact information point readers to your business.

Our experts come from a wide range of industries, including:

- Health care
- Education
- Food
- Travel
- Dental & eye care
- Pets
- Home & garden
- Finance
- Real estate
- Pets
- Automotive
- Recreation

50%

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

From content to printing

Our team handles everything from editing and design to final layout with your approval. All you need to provide is the draft text, logo and expert photo.

Featured on experts page

Your photo, name and expert article are highlighted on the experts page in the front of the magazine. Full spread (two pages) experts will also be listed on the table of contents in each issue of the magazine.

meet the MOM experts

[They know what they're talking about]



Vacation MOM with Donnita Bassinger, travel agent, page 6

I had my patience tested.

64%

:



Beyond the Bin with Sarah Grimm, waste reduction specialist, page 8



Say Cheese with Dr. Brad Chvatal, orthodontist, page 18



with Dr. Erin Estep, pediatric dentist, page 17



Focus on MOM with Dr. David Hackett, pediatric optometrist, page 24

Expert Photo

Expert Title with your name, page 19



We expand the reach of your message with our digital edition of MOM Magazine, Facebook posts and mommag.com posted content.

As an expert, your logo is featured on our website and linked to your business, which strengthens your digital footprint.

Visit mommag.com for examples.

Dec 7 • 3 min

2:26

Stay active this season

MOM

We all know winter in Oregon can be long and dreary, and this year we're faced with extra challenges. But there are creative ways to get exercise this season, both indoors and out.



Digital issues

Each magazine is converted into a digital issue with live links, creating more opportunities to engage directly with the local audience.

Mobile friendly posts

Each expert's content is converted to mobile friendly blog posts on mommag.com with links to their businesses.

Facebook

Content posted to the digital issue and mommag.com is shared to MOM's Facebook page two to three times per issue cycle, generating new engagement opportunities with your audience.

real local moms

MOM experts

Expert size options

We have three different options to choose from which can match your budget and capabilities. Contact your local representative for special bundles and additional options. Contact your sales representative for additional information and pricing options.

Linda Blair

Mid-Valley and Lane County Business Development Manager linda@mommag.com 541-231-7250

Kim Leighty

Salem Advertising Representative kim.leighty@mommag.com 503-510-9036 Full Page 8.375 x 10.625 Half Page 8.375 x 5.625

Spread Page 16.75 x 10.625



KEEPING BODIES & BRAINS ACTIVE

Over the last year, many of us have become intimately acquainted with The Great Indoor From social restrictions to school-from-home, adults and children alike have speet an insection amount of time human withing for the pandemic to subride

A STHE MONTH's go by however, we must consider that it could be some and life as usual. For parents, it is especially challenging to keep their children's bodies and hmins active.

Sports have long been the go-to activity for kids of all ages. Children learn valuable lessons about teamwork, good sportsmanship and gain the ability to accept (and respond to) coaching. These are skills that stick with a child throughout their life and are applicable from school to the inbits.

Assigning enjoyment to physical activitie goes a long way toward a future of health lifestyle choices:

> When school-sponsored sports aren't available due to age, schedule or other restrictions, parents can pursue a low-cost, fun alternative in community-based programs such as those through the Boys and Chick Chick

 Although exceedingly popular, not every kid wants to play soccer. Dance, gymnastics and yoga are healthy alternatives.

Keepinga achild's mind erugged in a disengaged time can be achildenge. Studying nusic has been shown to encourage creative thinking it's training another language, sher all and performing in an orchestra or band achieves the same teamorok shills as a sports team. Addicionally, studies have shown that one's brain acculy works harder while studying music, so ic can help flex that muscle for use in other schelarly areas.

In some local school districts, school children have the good fortune to be offered opportuniti to pick up an instrument as early as the fourt



grade. And, as a school-sponsored activity, every effort is made to ensure that any child can participate, regardless of resources.

or after school, and for class credit in high school.

other opportunities are available in high school, in addition to solo and ensemble competitions across the state.

and auditioned opportunities in four different levels of symphony orchestras. Visit salemyouthsymphony.org for information.

If your child is looking for something a little different, RiverCity Rockstar Academy offers classes to budding rock-n-rollers. Visit rocksalem.com for information.

The skills learned while participating in sports or music programs go far beyond the winning goal or the prize-winning performance. Being a student athlete or a student musician can foster creative thinking and life lessons that extend beyond the classroom.



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Contract for MOM experts

As an expert in MOM Magazine, you are looked to as a local expert in your field. Each MOM expert is given exclusivity, meaning no other competing expert is allowed to represent your industry, other than you.* Expert articles are printed in six issue (one full year) of MOM Magazine per location.

In addition to the benefits listed below, you will be fully supported with professional graphic design, including high quality stock photos, as well as editing and proofreading to show your brand in its best light.

- **Print editorial:** Your expert content is professionally designed in half-page, full-page or two-page print layout. Your expert photo and logo is incorporated into the design, as well as a brief bio that creates a connection with readers. Drafts are provided for your review to ensure the article captures and endorses your brand and expertise.
- Featured on the MOM experts page: You are recognized on our page of experts with your photo, title and a reference to the page number of your article.
- Featured on the table of contents: For full spread experts, this includes title recognition as the expert and a reference to your page number in the table of contents.
- Online, mobile friendly posts: Your expert article is converted to online content that is easily read on tablets and mobile devices, as well as traditional computer monitors. Content may be used for future issues, archived as past stories and linked to your organization's website. Having your live links and content on our website increases your SEO ranking.
- **Digital logo:** Your logo is featured on mommag.com, on its specific location page, with a live link to your website.
- Featured in the digital issue: Each issue is converted to a digital format with live links and is archived as the next issues is released. Readers can view this through frequent posts via our Facebook page, as well as by viewing our locations and archives on mommag.com.
- Social media: Your expert article is converted to a custom Facebook post, linked to your business, and posted each issue cycle. Experts are also invited to send and post addition information on MOM social media pages, limited to one post per month.

Experts are entitled to use the MOM expert image, in combination with MOM Magazine, while under contract, as approved by GO Creative Media, LLC. (i.e. printed materials, social media, etc.)

* Exclusivity is MOM experts editorial and experts page, and does not pertain to general ad space.