

MOMTM MAGAZINE

real | local | moms



MOM Experts

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

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

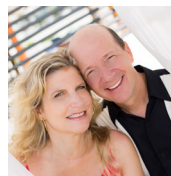
Our team handles everything from editing and design to final layout with your approval. All you need to provide is the draft text, logo and expert photo.

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



Beyond the Bin

with Sarah Grimm,
waste reduction specialist,
page 8



Smile

with Dr. Erin Estep,
pediatric dentist,
page 17



Say Cheese

with Dr. Brad Chvatal,
orthodontist,
page 18



Focus on MOM

with Dr. David Hackett,
pediatric optometrist,
page 24

Expert
Photo

Expert Title

with your name,
page 19

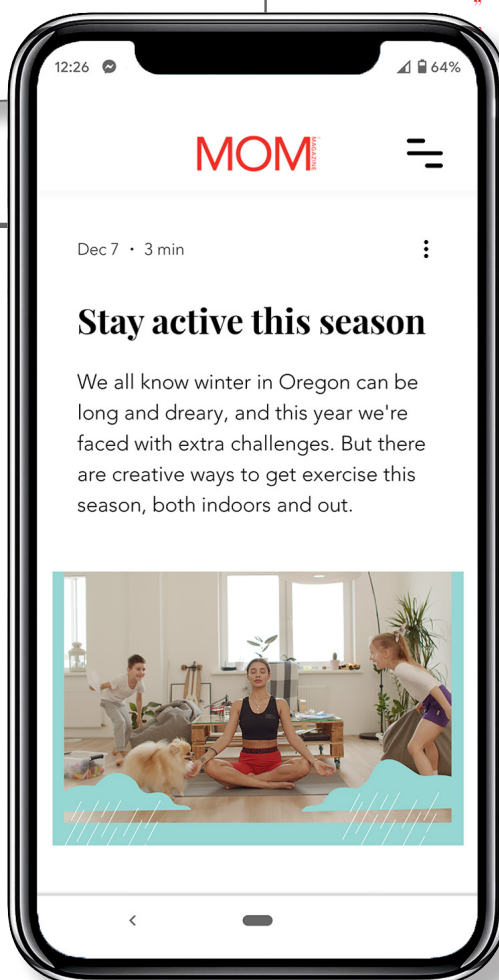
“
I had my patience tested...
it was negative.”

Digital reach

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.



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.

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



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.*