

MOMTM MAGAZINE

real | local | moms

Media Kit

MOM^{MAGAZINE}
real | local | moms

Celebrating local moms

We proudly focus on real moms and families, who live in the Oregon communities our magazines represent.



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 bi-monthly, 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 communities 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.

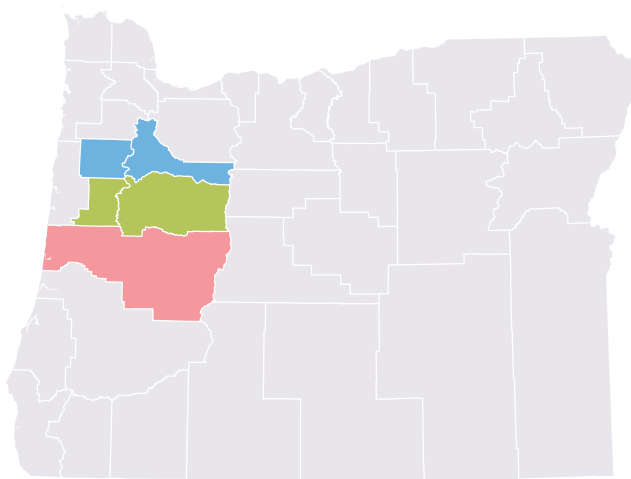
• **Free distribution of 10,000 magazines** in each community via more than 300 distribution points.

We are in the same places as busy moms:

- Schools
- Medical offices
- Recreational facilities
- Community centers
- 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



Team

Audrey Meier DeKam
Editor-in-Chief
Managing Director
audrey@mommag.com

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

Sean Carver
Designer
s.carver@oregonwebpress.com

Target 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.

Here's what local moms and MOM Magazine advertisers are saying...

"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

"MOM Magazine. It has my name on it."

— Allison, mother of two

"MOM Magazine has been a great advertising venture for our business. A highly targeted audience, a beautifully designed magazine that is well-read and well-respected...how can you go wrong?"

— Marti, manager for regional health care system

"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

CELEBRATING
MOMS
SINCE
2005



Production Schedule

*Learn more about advertising
and how to get your business
directly in front of our readers.*

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

February - March

Spring Cleaning Birthday Parties

Ad Files deadline: 1/10
Editorial deadline: 12/10
Distribution: First week of Feb.

April - May

Home Decor

Ad Files deadline: 3/10
Editorial deadline: 2/10
Distribution: First week of April

June - July

Summer Fun

Ad Files deadline: 5/10
Editorial deadline: 4/10
Distribution: First week of June



August - September

Back to School

Ad Files deadline: 7/10
Editorial deadline: 6/10
Distribution: First week of Aug.

October - November

Fall Holidays Breast Cancer Awareness

Ad Files deadline: 9/10
Editorial deadline: 8/10
Distribution: First week of Oct.

December - January

Holidays Gift Guides

Ad Files deadline: 11/10
Editorial deadline: 10/10
Distribution: Last week of Nov.

Meet the MOM Experts

Busy moms love the 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: 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: Trusted expert

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

1

MOM expert say cheese™



Life with braces

GETTING USED TO LIFE WITH BRACES is an adjustment. Generally, on the first day with braces, there is no discomfort—just an overall “weird feeling.” Most kids laugh after braces have been adhered to their teeth because they think it tickles. On days two to four, however, your child will likely experience a feeling of general soreness. This is when it is especially important to provide soft foods, including pasta, soup and mashed potatoes. After the initial adjustment period, you will need to be mindful of the foods and snacks your child eats to avoid breaking or damaging brackets or wires. This means no overly crunchy or sticky foods including hard breads, raw vegetables, popcorn, nuts and candy. Additionally, they’ll want to kick some questionable habits including chewing on pens or pencils and biting their nails. These habits can not only cause damage to braces, but they are bad for your teeth as well! Knowing what to expect and how to adjust to life with braces is a key step in getting the smile of your life.

This means no overly crunchy or sticky foods including hard breads, raw vegetables, popcorn, nuts and candy.

2

Castilla Orthodontics

503-399-0721

justsmile@castillaortho.com

434 Lancaster Drive NE, Salem



Ana Castilla, DDS, MS is a board-certified, Oregon-based orthodontist. She is passionate about helping patients attain their perfect smile, so they can live their lives to the fullest!



3

Ad space

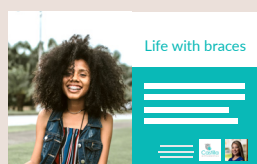
6 mommag.com

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.

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.



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.



Say Cheese.

Say cheese with
Dr. Ana Castilla, page 18

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.



Ad type

Price per insertion

	1 location	2 locations	3 locations
Back cover	\$2,250	\$2,137	\$2,025
Spread (two adjoining pages)	\$2,250	\$2,137	\$2,025
Front or back inside cover	\$1,800	\$1,710	\$1,620
Facing Table of Contents	\$1,500	\$1,425	\$1,350
Full page	\$1,125	\$1,068	\$1,012
Table of Contents 1/3 page vertical	\$750	\$712	\$675
2/3 page vertical	\$675	\$641	\$607
1/3 page vertical	\$375	\$356	\$337
1/2 page horizontal	\$525	\$498	\$472
1/4 page horizontal	\$300	\$285	\$270
Insert (provided by advertiser)	\$2,250	\$2,137	\$2,025

Advertisers are invited to send or share posts to promote events and activities per issue on MOM Magazine social media. *limited to one post per month.*

Best value: 10% annual contract discount (6 consecutive issues). Full color at no extra charge.

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?

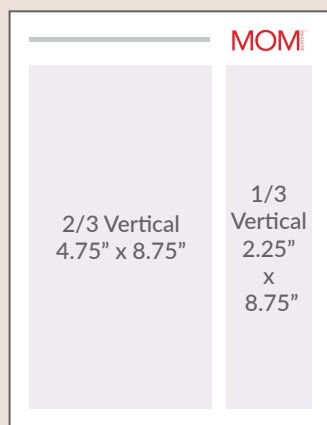
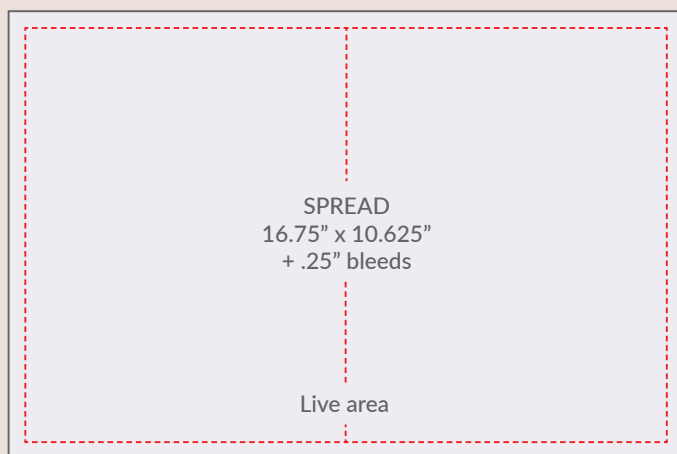
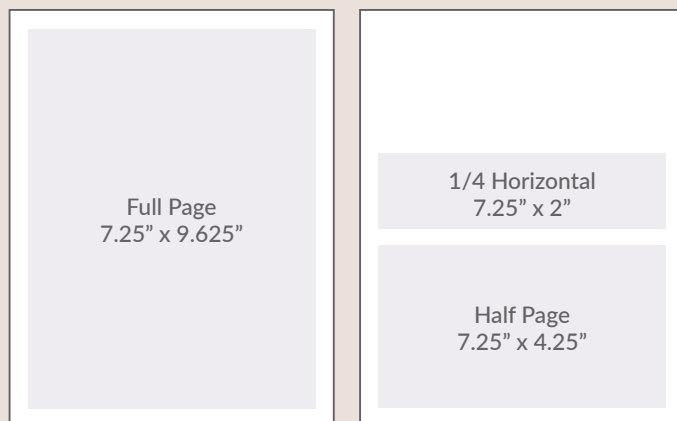
Our graphic designer can create a custom ad for your business. Work with your sales rep to get started.

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



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

