

Atlanta Moms® Media Kit



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About Atlanta Moms®

Founded in 2001, Atlanta Moms® has grown tremendously over the last 13 years. AtlantaMoms.com visitors will find all the information they need about anything impacting moms in and around Atlanta, from special events to shopping needs.

With more than a million visits each month; AtlantaMoms.com truly is a resource where parents can plug into everything Atlanta has to offer.



AtlantaMoms.com was named the #1 Southern Parenting Site by Babble.com in 2012!

Atlanta Moms® is a Multi-Platform Brand and we are available 24/7/365

Atlanta parents find us on the web, in their inbox, and on Twitter and Facebook 24/7/365. AtlantaMoms.com doesn't get lost, spilled on, or forgotten about like print publications might. Our weekly email newsletters and regular social media messages ensure that Atlanta parents are kept up to date on what's new on AtlantaMoms.com as well as in and around Atlanta.

AtlantaMoms.com is organically found top in Google for hundreds of keyword phrases relevant to parenting, motherhood, events, and activities in and around Atlanta.

[Atlanta summer camps for kids 2012](#)

www.atlantamoms.com/atlanta_summer_camps_for_kids_09.html

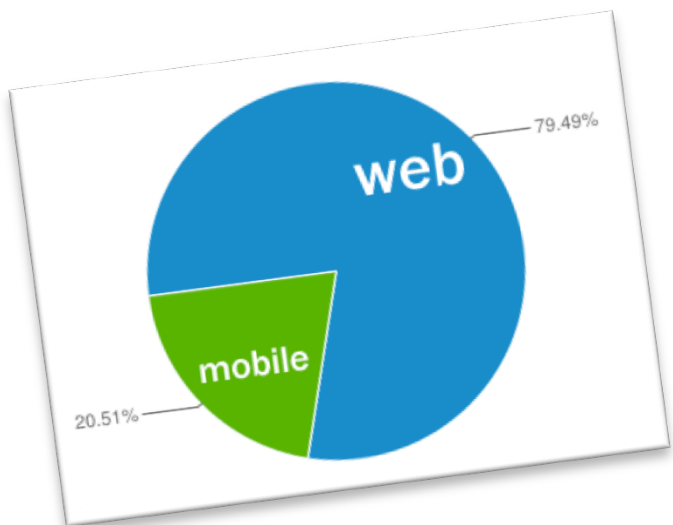
Are you looking for a **summer camp** for your kids to attend this summer? **Atlanta Moms' 2012 Summer Camp** Guide features day camps and overnight camps.

↳ [Art, Theater and Museum Summer ...](#) - [Horseback Riding Summer and ...](#)

[Children's Shoe Stores in Atlanta - Atlanta, Georgia family guides](#)

atlantamoms.com/HTML/childrensshoes.html

Children's Shoe Stores in Atlanta. These **shoe stores** sell baby and **kids shoes** Most of these **shoe stores** sells both large brands like Stride Rite as well as ...



Wherever you are, AtlantaMoms.com is there with you.



Atlanta Moms® Demographics



- 87% of Atlanta Moms® readers are women.
- The age of an Atlanta Moms™ reader is 24-49.
- The average Atlanta Moms™ reader has a household income of \$86,000/year.
- The age of children living in an Atlanta Moms® reader's household is 0 - 15 years of age.
- The average number of children living in an Atlanta Moms® reader's household is 2 ½ (expecting).

Atlanta Moms® Readership Statistics

** Source: cPanel Stats and Google Analytics*

- Average Monthly Page Views*: 1M+
- Average Monthly Unique Visits*: 85,000
- Newsletter subscribers: 3,582 – Only subscribers who are local (GA) Residents represented in this number
- Twitter Followers: 4,474
- Facebook Fans: 2,804

Atlanta Moms® Advertising Products Overview

Type of Advertisement	Cost	Size	Discounted Cost
Large Button Ad Where: Run of site	1 month: \$150	300x250 pixels	3 months: \$400
Leaderboard Banner Ad Where: Run of site (May rotate with up to 4 other ads)	1 month: \$350 - \$450	728x90 pixels	3 months: \$1100-\$1350
Skyscraper Banner Ad Where: Run of site	1 month: \$75	120x600 pixels	3 months: \$225
Banner Ad Where: Single Page	1 month: \$45 per page	468x60 pixels	3 months: \$120
Banner Ad Where: Birthday Party or Summer Camps page	1 month: \$50 per page	468x60 pixels	3 months: \$150
Banner Ad Where: Homepage	1 month: \$75	468x60 pixels	3 months: \$250
Newsletter Sponsorship Where: Right sidebar of newsletter	1 issue: \$50	20 words, logo and link	3+ issues: \$40 per issue
Showcase Business Listing Where: Select 'Guide' page(s)	1 year: \$299 per Guide	(100 words, logo, website link & more)	
Summer Camp Listing Where: Summer Camp Guide	1 year: \$150	(100 words, logo, website link & more)	
Event Calendar Advertising (Event(s) featured on our homepage, calendar, Twitter & Facebook. Up to 3 per month.)	1 year: \$299		
Social Media Advertising (Messages featured on our Twitter & Facebook pages 2 times per month)	1 month: \$150		3 months: \$450
Sponsored Blog Post Where: On our blog	1 post: \$150	(Up to 300 words, website link, and two images)	3 posts: \$350

Business Listings on Atlanta Moms®

Business listings are found in our Guides. We have over 100 Guides on Atlanta Moms® including 3D Ultrasound, Photographers, Maternity Stores, Laser Tag, Cupcake Bakeries, Indoor Playgrounds, Nature Centers, Bowling, Gymnastics, Camps, and more!

Do you just want to be found on AtlantaMoms.com?

Basic Business Listing

- Business name
- Address
- Phone number
- Website link

\$150 per year

Featured below Showcase Business Listings and in alphabetical order, in the Guide that is most relevant to your business.

Do you want to stand out among your business peers?

Showcase Business Listing

- Business name
- Address
- Phone number
- Website link
- Logo
- 100 words describing your business
- Email link
- Links to your blog, Facebook page and Twitter page
- Google Map link

\$299 per year

Featured above Basic Business Listings and in the order purchased.



Showcase Business Listing advertisers are featured in the 'Featured Businesses' on our homepage, get 1 FREE newsletter ad, and FREE promotion on our Twitter & Facebook pages*!

* Limited time offers.

Valid as of June 2012.

Atlanta Moms® Banner & Button Advertising

#1 Southern Parenting Website!  Local Business Directories and Events Calendar for Parents & Kids in Atlanta, GA Since 2001.

Home Blog & Articles Events Calendar Forums Moms Club Savings Card Product Reviews Advertise  

ATLANTA MOMS™ Since 2001

ADVERTISEMENT

Callaway Gardens. Endless Fun in the Sun
Starting at \$99/night
For lodging and activities [BOOK NOW](#)

Shopping ▾ Party & Event Planning ▾ Pregnancy & Baby ▾ Health ▾ Child Care & Education ▾ Places to Go ▾ Sports ▾ Classes ▾ Services ▾ Camps ▾

2012 Summer Camp Guide
Choose a type of camp ▾

Search for Events by Venue
Choose a venue ▾

 [June Events Calendar](#)

 [List of July 4th Fireworks and Events](#)

 [Giveaways!](#)

- Win a summer's worth of [Cherry Berry Chiller's!](#)
- Win a set of [Daddy Scrubs](#)

 [Upcoming Event](#)

PAGE SPONSOR

The Spanish Academy Summer camps
Johns Creek/Suwanee • East Cobb • Buckhead
Where learning Spanish is FUN!
www.thespanishacademy.com

 Win 25 McDonald's McCafe's Cherry Berry Chiller vouchers!

 [List of July 4th Fireworks, Celebrations, and Events](#)

 [Summer Events and Activities Guide](#)

 [3 Fun Atlanta Area Lake Beaches](#)

Sign up for our weekly newsletter
email address [Subscribe](#)

Sizzling Deals
Men's, Women's & Children's Fashions
Home Furnishings
Bridal
AtlantaConsignmentStores.com

Have a **WILD** 

- 728x90 pixels.
- Run of site.
- May rotate with up to 4 other banners.
- Gif, JPG, and SWF files accepted.
- Up to 35k file size.

- 468x60 pixels.
- Purchased on a page-by-page basis.
- GIF and JPG files accepted
- Up to 35k file size.

- 300x250 pixels.
- Run of site.
- GIF and JPG files accepted
- Up to 35k file size.

Atlanta Moms® Event Calendar Advertising

Feature your events on our calendar!

- Advertise one or more of your events on our calendar.
- Our events calendar is updated with new events daily.
- Event listings include a website link and their own blog post to accompany the calendar listing!
- Featured events can include a logo or image!
- Monthly and annual pricing plans available.



Calendar Grid View



Hover over an event to bring up a description

Individual Event - Blog Post View

Click on an event title in grid view to bring up detailed information about the event including a link to the event's website, an embedded map, and an image.

Throughout June at the Chattahoochee Nature Center

← Back to Events

This event has passed.

Event: Throughout June at the Chattahoochee Nature Center Venue: Chattahoochee Nature Center

Date: June 7, 2012 Phone: 770-992-2055

Category: Nature & Outdoor Events Address: 9135 Willeo Road, Roswell, GA, 30075, United States

Organizer: Chattahoochee Nature Center

Updated: May 28, 2012

Schedule: Every day until June 30, 2012 (See all)


In the Nature Store- Coloring Books
All coloring books 10% off during the month of June. CNC members save 20%

In The Nature Exchange
Happy Birthday Nature Exchange!
The Nature Exchange at the Chattahoochee Nature Center is turning four! To

Sponsored Social Media & Blog Posts

Get even more exposure by going social!

Sponsored Facebook Post



Atlanta MOMS Atlanta Moms
June 12 via HootSuite ✨

The first session of Camp Cloverleaf is underway! The Cloverleaf School offers a fun day camp with daily field trips and 3:1 camper to teacher ratio for kids K-5 with ADHD, high functioning autism, and other learning differences. Spaces still available for June 18-22 session. For more information, visit www.cloverleafschool.org or call (404) 474-3904.
#sponsor

Sponsored Blog Post

Chill Out and Enjoy McDonald's McCafé's Cherry Berry Chiller this Summer!

by Alicia on JUNE 22, 2012



McDonald's McCafé's Cherry Berry Chiller

If your kids are like mine they spend a lot of time in the summer playing outside. They come inside every 30 minutes or so to get ice for their water, an ice pop or if I'm feeling especially generous they get a little cup of ice cream to cool them off. It is very important for kids to stay hydrated so I have no qualms about them enjoying an ice pop or something similar once a day in the summer. This summer the kids can cool off with [McDonald's new McCafé's Cherry Berry Chiller!](#)

[McDonald's McCafé's Cherry Berry Chiller](#) is a refreshing, great-tasting blended ice beverage made with 100 percent fruit juice with natural flavors. It's a delicious mix of fruit juice with the natural sweetness of cherries and raspberries in a smooth sippable refreshing icy blend. It's freshly prepared (made to order) and now available at McDonald's for a limited time.

Sponsored Twitter Post



Atlanta MOMS Atlanta Moms™ @atlantamoms 13 Jun

Toddler Thursdays tomorrow @highmuseumofart: Create a swan sculpture in the workshops. ow.ly/byi2m

Collapse Reply Retweet Favorite



Custom Advertising Campaigns

We work with advertisers to create custom campaigns based on their business and budget requirements.

Custom advertising campaigns can include run of site banner advertising, email newsletter ads, button advertising, sponsored blog posts, and twitter and facebook social media, twitter parties, mom meetup sponsorships and more.

We will create an advertising campaign based on your business needs and budget.

We offer consulting services on an hourly basis.

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AtlantaFamilyCalendar.com

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