



THE MOMCO
BY MOPS INTERNATIONAL

2024-2025
MEDIA KIT



101



TABLE OF CONTENTS

CONTENTS

03	<i>Audience and Demographics</i>	09	<i>Customized Packages</i>
05	<i>Magazine Advertising</i>	10	<i>MOMCON: MomCo Annual Conference</i>
07	<i>Social Media Opportunities</i>	12	<i>What People Are Saying</i>
08	<i>Email Opportunities</i>	13	<i>Let's Work Together</i>

• Who We Are

When a mom thrives, everyone around her does as well.

For over 50 years, MomCo has been championing motherhood by empowering, resourcing and connecting moms around the globe. As a trusted source on all things motherhood, MomCo continues to impact millions of women and is considered one of the most influential mom movements in the world.

AUDIENCE *and Demographics*



Moms have influence. Not only are they raising the next generation but they are also making most of the household purchases, telling their friends about their favorite products and influencing which brands their kids will one day become consumers of.

MomCo knows moms and we have cultivated a community that boasts hundreds of thousands of highly-engaged and loyal moms from across the United States who trust us and listen to what we have to say.

We'd love to introduce you to them.

DEMOGRAPHIC STATS

Age:
30-39 years

Household Size:
4 people

Marital Status:
96% are married

Household Income:
\$113,983

Employment Status:
53% stay at home full-time
38% work full time or part time

MomCo Members
50,000 (+/-)

Facebook Followers
127,000 (+/-)

Instagram Followers
40,000 (+/-)



“MomCo gets me as a mom. They understand what products I like, what articles I want to read, and I always know I can trust what they recommend.” – KATE



MEET OUR CHAMPION INFLUENCERS

MomCo has two primary audiences, who can help maximize brand exposure and impact. We suggest crafting a campaign that reaches each of our MomCo audiences.

Leaders

15,000 volunteers leading groups across the nation and the globe. Influencing over **50,000 moms** in the U.S.

- Suggested Messaging Style: action calling/ challenge, growth, impact
- Methods: Use pictures, stories

Members

50,000 moms meeting in MomCo Meetups across the U.S.

- Suggested Messaging Style: inspirational, story based, affirmation
- Methods: Use pictures, stories
- Direct Advertising Opportunities: MomCo Twice-a-Month Email banner ad and MomCo Facebook

THE MOMCO JOURNAL

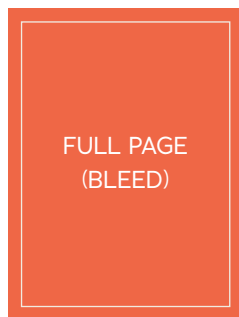


Circulation: 50,000 (+/-)

Released quarterly

If you think our website is beautiful, you have to check out The MomCo Journal. Our MomCo moms say this quarterly magazine is one of their favorite Membership benefits. Moms read this beauty cover to cover, so step in and allow our entire Member base to see your amazing offers!

- **FORMAT:** Press ready PDF, version 1.3, PDF/X-1a compliant.
- **BLEED:** At least .25" on all sides – included on the PDF output.
- **LIVE AREA:** Keep text within non-bleed area, at least .25" away from the trim size.
- **COLOR:** Must be CMYK. 4-color solids should not exceed SWOP density of 300%.
- **ALSO:** Include or embed all fonts, images, logos and other artwork. Do not nest file types inside the same file type. All materials must be properly trapped. Resolution must be 300 DPI.



Full-Page Ad

BACK INSIDE COVER

\$3,800

INTERIOR AD COST

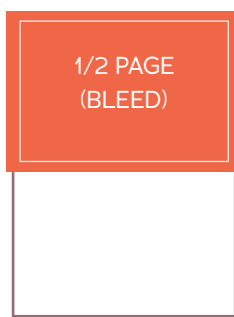
\$3,000

SIZING:

TRIM SIZE 8.125" x 10.75"

WITH BLEED 8.625" x 11.25"

Keep text .25 in from trim line



1/2 Page Ad (Horizontal)

HALF PAGE AD COST

\$2,000

SIZING:

TRIM SIZE 8.125" x 5.375"

With BLEED 8.625" x 5.875"

Keep text .25 in from trim line



ISSUE:	APRIL '24 ISSUE	JULY '24 ISSUE	OCTOBER '24 ISSUE	FEBRUARY '25 ISSUE
AD CLOSING:	January 26th	March 15	June 14	TBA
AD DUE:*	January 31	March 22	June 21	TBA
MAIL DATE:	April 11**	July 10**	October 10**	February 6**

* Materials and payment are due six weeks prior to the mail date.
 ** In-house arrival is approximately one to two weeks after mail date.

CONTACT US TODAY

888. 910.6677 | advertise@themom.co

New product offerings are always being developed. Share your ideas with us. Interested in webinars, podcasts and video sponsorships?

SOCIAL MEDIA OPPORTUNITIES



Facebook Giveaway Post

Our audience will like and comment on your giveaway post to be entered to win.

INVESTMENT: \$495

FACEBOOK PAGE FOLLOWERS: 125,000+/-

CONTENT: 300 characters of copy (including spaces), one link, one graphic or image in JPG format that is 1200 x 628 PX. Include a Facebook page we can tag in the copy.

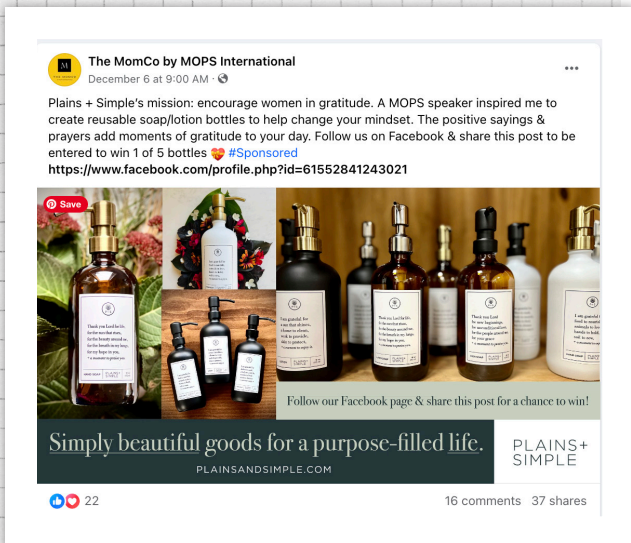
Sponsored Facebook Post

Designated post to highlight your organization

INVESTMENT: \$495

FACEBOOK PAGE FOLLOWERS: 125,000+/-

CONTENT: 300 characters of copy (including spaces), one link, one graphic in JPG format that is 1200 x 628 PX.



MAKE IT A BUNDLE!

Maximize your Facebook exposure with a **SPONSORED FACEBOOK POST** on Monday and a **FACEBOOK GIVEAWAY POST** on Wednesday.

INVESTMENT: \$900

NOTE: Due to Facebook rules and regulations, we cannot require page follows or post shares.

EMAIL OPPORTUNITIES

Our email engagement far exceeds industry standards. We'd love to help you engage with our audience through email.

Momco Twice-a-Month Email Banner ad

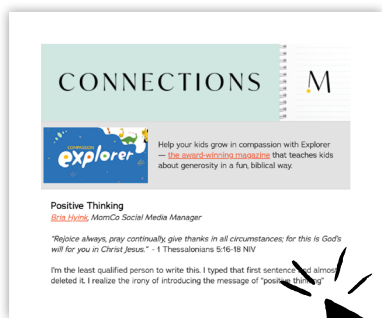
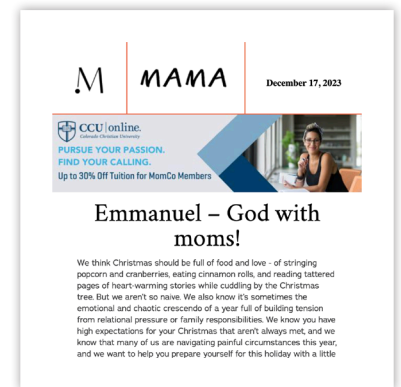
Digest email sent twice a month to both member and non-member subscribers.

SPECS: 600 x 150 PX graphic, 72 DPI in RGB (JPG format)

CONTENT: Banner ad featured above the fold containing all promotional content (imagery, copy, etc.), one designated hyperlink. Please follow these guidelines when combining imagery and text for your graphic: 1 image: 160 characters max, 2 images: 145 characters max, 3 images: 130 characters max

INVESTMENT: \$1,650

AUDIENCE: Total reach 50,000 +/-



Momco Leader Email banner ad

This champion influencer audience has a deep commitment to MomCo and an incredibly high level of engagement. Sent on the second and fourth Thursday of each month.

SPECS: 200 x 107 PX graphic, 72 DPI in RGB (JPG format)

CONTENT: 135 characters of copy, including spaces, one designated hyperlink.

INVESTMENT: \$1,650

AUDIENCE: 15,000 +/-

Sponsor Showcase Email

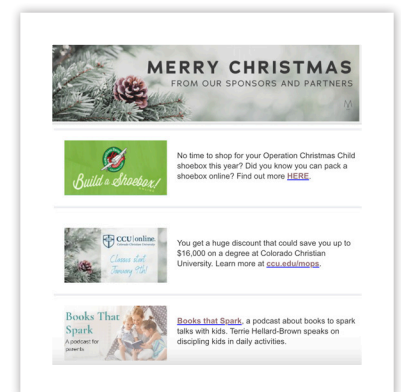
Special occasions call for special emails - we like to think of showcase emails as digital marketplaces. Choose from the following: Mother's Day (May), Pre-Conference (August) and (November) Christmas.

SPECS: 200 x 107 PX graphic, 72 DPI in RGB (JPG format)

CONTENT: Name of your organization in copy, 135 characters of copy, including spaces, one designated hyperlink.

Investment: \$1,045

AUDIENCE: 50,000 +/-





“The MomCo team passionately lives out their mission for equipping and encouraging moms to realize their fullest potential. By partnering with MomCo, we are able to come alongside them in this mission and support moms by providing an opportunity for members to pursue continuing education and achieve their academic goals.” - COLORADO CHRISTIAN UNIVERSITY



LET'S WORK TOGETHER

We specialize in creating custom packages that maximize your investment and get the most engagement from our audience.

Just as moms take careful consideration into the products they bring into their homes, MomCo takes careful consideration into the way we position your product or company for our audience. We form successful

partnerships with the foremost goal of connecting you to our audience in the most efficient and creative way, which also ensures you get the best return.

Big or small, we have a place for you. Let us know how we can best expand your reach. New product offerings are always being developed and we are open to hearing your ideas.

CONTACT US TODAY

Contact us today to create a custom campaign.
888.910.6677 | advertise@themom.co



DENVER, CO · OCT. 3-5, 2024

MOMCON

MOMCON

PACKAGES 2024

Attendee Bag Insert

INVESTMENT: \$1,500

- Flat collateral (up to 8.5"x11") or small giveaway item (e.g. pen, lip balm, key chain) distributed to all attendees at check in
- Option to provide a water bottle, facial tissue, or journal; these will be limited to one of each and available on a first reserved and confirmed basis

Premium Exhibitor Package + Sponsored Workshop Bundle

INVESTMENT: \$4,000

- Premium Exhibitor Package plus:
- 3-minute video or 2-minute script read by
- MomCo staff during your sponsored session
Ability to distribute collateral of choice during your sponsored session
- Your logo on MOMCON sponsor signage

Premium Exhibitor Package

INVESTMENT: \$2,300

- Premium exhibit hall location
- 89 booths total
- 10'x10' booth space, draped walls
- Table, two chairs, trash container
- Two exhibitor registrations – access to sessions and the MomCo Marketplace
- Basic app listing

Premium Exhibitor Package + Content Workshop Bundle

INVESTMENT: \$10,000

- Premium Exhibitor Package plus:
- Attendee email blast
- 60-minute presentation during your sponsored session
- Ability to distribute collateral of choice during your sponsored session
- Your logo on MOMCON sponsor signage



DENVER, CO · OCT. 3-5, 2024

MOMCON

MOMCON APP PACKAGES

Our MOMCON App is downloaded by ALL attendees both in-person and virtual and serves as the go-to platform for conference information. App packages are an amazing tool to increase reach through features like scheduled notifications (hello giveaways!), interactive chats, and social media handles.

MOMCON App – Gold Package

INVESTMENT: \$500

- “Large” interactive Virtual Booth with company logo, description, and 1 banner graphic.
- 1 website external link
- 2 Social media external links
- 1 Notification Pushes to all users- Choose from Thursday, Friday or Saturday *May be during Moms Night In
- Live Text Chat with Attendees Enabled
- User Request Enabled- Moms who choose to interact with you in the app. App users with this feature gain access to user emails.
- 2 Unique Exhibitor logins included.

A-la-carte Push Notifications

INVESTMENT: \$100 EACH

- Limited quantify per exhibit hall timeframe
- Reach all 5,000 moms through our in-app notifications system to draw attention to your booth or company.

WHAT PEOPLE ARE SAYING



”

“MomCo is Operation Christmas Child’s longest standing partner of 20+ years. One thing that has made this such a successful partnership is the commitment MomCo demonstrates to promoting Operation Christmas Child in a way that specifically speaks to their audience.”

- OPERATION CHRISTMAS CHILD



”

“Tyndale has greatly valued the partnership we have had with MomCo on so many levels over the past couple years. From the opportunity we’ve had to engage with moms at MOMCON, to bringing visibility for our products with MomCo digital channels - each touchpoint has allowed us to not only bring visibility for our products, but more importantly, it allows us to meet the felt-need of moms and offer them resources based on where they are at in their lives.” - TYNDALE



WHO WE’VE WORKED WITH

Baker

B&H Publishing

Colorado Christian University

Compassion

HarperCollins

Harvest House Publishers

Lionsgate

Mabel’s Labels

NBC

North Point Ministries

Operation Christmas Child

Sony Pictures Studios

Tyndale House Publishers

LET'S WORK TOGETHER.



THE MOMCO
BY MOPS INTERNATIONAL

You want to grow your business and we want to help. Together we can create a hugely successful campaign that achieves your goals and maximizes your investment.



CONTACT US TODAY

888. 910.6677 | advertise@themom.co | sponsor@themom.co

MomCo | 2370 South, Trenton Way, Denver, CO, 80231