The trusted advisor of a family’s most cherished asset: **Together time.**

When your job is to influence how millions of families spend their time together, being good is not good enough. Mommy Poppins provides the personal connection and engagement of parent-to-parent advice with the scale of one of the most trusted and beloved parenting brands online.

**We drive 20+ million annual outbound clicks to activities and events.**

All the photos in this deck are from our families and Mommy Poppins events. We believe in diversity on our pages and behind the scenes. Just another example of how we keep it real and walk the walk of our values every day.
National Reach, **Local Depth.**

Our growing network of local destination sites, plus dozens of city and travel guides, gives us deep national penetration into most major urban markets. We convert your brand messaging into a local conversation delivered personally from a trusted friend.
Advertising with Mommy Poppins Works.

Reach one of the largest, most-targeted audiences of metro area parents online, on mobile, in emails, and on social media.

Families are more likely to get up and go when they see it on Mommy Poppins.

Thank you once again for having Mommy Poppins host Saturday’s WONDER PARK screenings! Your team did a WONDERful job and we couldn’t be happier! We received rave reviews from the studio and from those in attendance and we couldn’t have done it without you!

-Jeremy Bonds, Ct&Co. for Nickelodeon

Annual Audience
15 Million Unique Users
2.4 Million Email Sends
10 Million Social Reach

Moms with Young Kids
79% Moms - Family decision-makers
49% with children ages 0-2
43% with children ages 3-5
46% with children ages 6-10
15% with children ages 11 and up

Affluent
60% HHI $70K +
30% HHI $100,000+

Educated
87% Bachelors or above

Loyal
89% visit at least once/week

Engaged & Ready to Act
Actively seeking information about Entertainment, Enrichment, Travel, Real Estate, Publishing, Retail and Consumer Goods.
**Display Advertising:**

**Online and Mobile Optimized**

**Run of Site (ROS)**
Reach the most eyeballs with ads across our national network. Ads can be targeted by market, children’s ages, and interests. Optimized for all digital devices, ROS banners are the best way to get immediate impact.

**Guide Advertising: Target by Interest**
Mommy Poppins publishes online guides for Summer Camps, Enrichment Classes, Birthday Parties, Travel, Family Fun, and more. Your ads will only display to people seeking information about businesses like yours for a more cost effective and efficient use of your budget and a consistent, long term presence.

To our customers, Mommy Poppins is synonymous with word of mouth - like that friend you trust to give you the inside scoop. Mommy Poppins has consistently driven more traffic to our website, generated more leads, and ultimately brought us more new campers than anyone else we’ve advertised with, hands down.

- Daniel Bieber, THE NATURE PLACE
**Inbox Infiltration:**

**Newsletters and Dedicated Emails**

**Dedicated Email Blasts**
Send your message with a large image, text, and a call to action button to our 100% opt-in mailing list. Send nationally or segment by market.

**Newsletter Ads**
Put a text message at the top of our newsletters or embedded in the editorial. A cost effective way to get into people’s inboxes.
Our readers average over three minutes on our pages.
Lightbox Campaign: Showstopping Impact

Reach 100% of our site visitors with 100% SOV for your giveaway or offer. Our lightbox unit pops up to all site visitors and, before they can proceed to our content, they must engage with the unit. Readers can click through from the lightbox to your dedicated branded page on our site. We’ll also promote it with a dedicated email and social blast to reach our audience across all channels.

On Mommy Poppins, we were able to target moms and families for DESPICABLE ME 2. It was a great fit for the film.

- Doug Neil, UNIVERSAL PICTURES

We play nice.

We run our business with the same integrity we’re raising our kids with. We never inflate our numbers, buy followers, or fake influence. We don’t have to; our highly engaged audience comes to us looking for businesses like yours and they trust that the brands we choose to promote are as curated for them as the information they find in our editorial.
JANUARY
Indoor Family Fun
Winter Classes
Winter Fun Guide

FEBRUARY
Party Guide
Indoor Family Fun
Winter Fun

MARCH
Summer Camps Guide
Spring Fun Guide

APRIL
Family Travel
Easter Events & Activities

MAY
Theme & Water Parks
Spring Farms & U-Pick
Beaches & Summer Day Trips

JUNE
Summer Fun Guide
Outdoor Activities

JULY
Family Fun Guide
Summer Travel

AUGUST
Classes Guide
Preschool Guide

SEPTEMBER
Fall Day Trips
Apple & Pumpkin Picking

OCTOBER
Halloween
Fall / Harvest Festivals

NOVEMBER
Thanksgiving
Holiday Activities Guide

DECEMBER
Holiday Fun
Holiday Break Activities
Snow Sports

Editorial calendar subject to change.
Contact:

We’d love to help you meet your marketing goals. Email us at
Adsales@mommypoppins.com to connect with a specialist.