



SAN DIEGO MOMSSM



WWW.SANDIEGOMOMS.COM

2020 Staycay Giveaway Summer Series

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The San Diego Moms Blog is now San Diego Moms!

Why? Because we do SO much more than blogging here in San Diego County.

About Us



We are event planners, writers, artists, small business owners, entrepreneurs, crafters, and local leaders. San Diego Moms is a top-rated website and parenting publication created by moms, for moms.

Passionate about parenting and our community, we strive to connect local San Diego moms to relevant resources, local businesses, can't-miss happenings, and most of all – each other!

21,000+

**AVERAGE MONTHLY
PAGE VIEWS**

192,000

**UNIQUE WEBSITE
VISITORS YEARLY**

3:12

**AVERAGE TIME
SPENT ON SITE**

Why Advertise with us?



THE PURCHASING POWER OF MOMS

- U.S. moms control 85% of household purchases.
- The U.S. moms spending power is \$2.4 trillion.
- U.S. moms annually spend over \$25,000 per toddler and \$13,000 per child.
- Through creating quality content, you build customer trust.

BUILD YOUR BRAND'S STORY

Storytelling is one of the most powerful marketing tools.

GET YOUR BUSINESS TOP OF MIND

New moms spend over eight hours online primarily searching or browsing for parenting advice.



Our Reach

Our readers want to find products and services to enrich their lives. We value the trust we have developed with our readership and are committed to bringing them brands we know they will love.



700 Followers
184k Viewers



11.7k



2.2k



8.5k Followers
7.4k Likes

San Diego Moms Reader Demographics



40% Have ONE Child	60% Have TWO or more children	60% Stay at Home or Work from Home	60% Have a Bachelors degree +	77.5% Ages 26-40	41% Central San Diego 16% North County San Diego 19% South County San Diego 24% East County San Diego
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65% of our readers have inquired or shopped businesses, services or products recommended on our site.

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San Diego Moms has been a great partner for providing events and resources to the families of San Diego. I am grateful for our relationship and have enjoyed working together with them to serve our community!

~Jill Durby, Gymboree Play & Music,
San Diego & Scripps Poway

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Staycay Giveaway Packages To Celebrate At Home



Create brand and/or product awareness with a 48-hour flash giveaway on Instagram. Our Staycay Giveaway Series features four businesses per giveaway once a week and is heavily marketed across ALL social media platforms and online at www.sandiegomoms.com .

What's Included?

- Your business featured as one of four giveaway items on the main giveaway slide with image or logo, and one dedicated business slide within the giveaway on Instagram
- Giveaway runs for 48 hours

Additional Marketing & Advertising Including:

- Inclusion on one Facebook Post during the Instagram Giveaway on our Facebook Page
- One dedicated Email Blast sharing all four giveaway items and businesses
- A minimum of two dedicated Instagram Stories featuring businesses
- Listing on our [#SDStaycayGiveaway Guide](#), which includes an image and business write up [CLICK HERE](#) to see our giveaway blog post

BONUS!

Free Business Directory Listing on the San Diego Moms Website OR a listing in our annual Holiday Gift Guide that will launch in November.

Cost \$40 + Giveaway Item
(Total Value \$250)

Package names and descriptions are subject to change based on businesses or products we receive. We encourage an online code or gift card to redeem the item; or emailed directly to the winner. If this isn't available, please confirm shipping and delivery instructions with Tiffany.



Summer Children's Packages

4 Available Giveaways

Summer Camp

This package is reserved for local San Diego businesses who will be holding summer camps (virtual and in person) this year. This package will have 4 separate winners.
(All Ages)

Summer Baby

Anything and everything baby! This package may include toys, apparel, food items, wellness items, diaper bags, teething items, pacifiers, and bottle or kitchen related products.
(Ages 0-1)

SoCal Sunshine

This package may include toys, apparel, food items, wellness items, beach or pool items,
(All Ages)

Back To School

This package may include educational items, apparel, wellness items, school supplies: books, pens, pencils, paper, a backpack or a lunchbox.
(All Ages)

Staycay Giveaway Themes



Summer Family Packages

4 Available Giveaways

Beach Vibes

This package may include anything that can be used or enjoyed outdoors: outdoor equipment, toys, games, and apparel.

Super Mom

This package may include products, services or apparel to give to one special mom as a thank you for balancing so many things over 2020! She is a Super Mom!

Stress Free

This package may include anything wellness related: nutritional, health, beauty, skin or body care products, spa certificates (for after SIP order) or fitness programs.

Summer Pickin'

This package may include food related items from a restaurant, farm, or delivery service: fresh produce, gift cards, or trial subscriptions.

Package names and descriptions are subject to change based on businesses or products we receive. We encourage an online code or gift card to redeem the item; or emailed directly to the winner. If this isn't available, please confirm shipping and delivery instructions with Tiffany.



"Working with the San Diego Moms has been an absolute pleasure. In just two years, we have seen a significant increase in bookings, all while making great contacts and even better friends. SDM is passionate about helping mom-owned business succeed, and as a new mom myself, I am so thankful for our partnership."

-Jennie Ellison, Owner of The Storybook Character Company



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"We have partnered with San Diego Moms for 2 years now. We have been both a vendor at events and hosted social media campaigns. Both were highly profitable for us and we plan to continue to partner."

Alicia Parks, Marketing Manager at My Travel Tray