

Ultimate Guides to Fall & the Holidays in San Diego



SAN DIEGO MOMS™

Bring on the Pumpkins, Halloween Costumes, Holiday Cheer and ALL things fall & winter! Don't miss this incredible opportunity to get your fall event, venue or listing in our comprehensive Fall and Holiday Guides.



Three Great Opportunities

ULTIMATE GUIDE TO FALL

Launches September 25th

- Pumpkin Patches
- Apple Picking
- Farms & Mazes
- Fall Festivals & Events
- Halloween
- Holiday Getaways

ULTIMATE HOLIDAY GUIDE

Launches November 20th

- Holiday Themed Events
- Photos with Santa or Holiday themed photo experiences (Virtual or In Person)
- Christmas Tree Farms
- Best Christmas Lights Locations
- Holiday Getaways
- Recipes + Catering

HOLIDAY GIFT GUIDE

Launches November 15th

- Family focused holiday gift ideas
- Products & services

*Sponsorship opportunities are not limited to what is listed here

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Presenting Sponsor

(for all THREE Guides or Fall and Holiday Events + Gifts Guide)

- Includes: logo on Fall Events Guide or Holiday Event & Gift Guide as Presenting Sponsor
- Full business write up and graphic (1058x568) at the top of the guide
- Option to add ALL events to our Events Calendar
- Business Directory Listing
- Dedicated Email Blast
- Fully Dedicated Sponsored Post
- One Social Media Share (on FB or IG)

\$750 (\$1200 Value)

(Only 1 Available per Guide OR sponsor all three)

Premiere Sponsor

(only 4 available per category)

- Includes: graphic/flyer (500x400), business or event write up (80-100 words) and all contact information listed at the top of the category (rest of guide alphabetized)
- One Social Media Share (on FB or IG)
- Dedicated Email Blast inclusion with Presenting Sponsor and four Premiere Sponsors

\$150 (\$300 Value)

Gold Listing

- Includes: Company logo or small graphic (300x200), short business write up (35-50 words) and website link only

\$25

Premiere Recipe Listing

Have a Fall/ Holiday Recipe that you want to share?

- Includes: graphic/flyer (500x400), business write up, 2-3 Instagram Story slides with a swipe up option, and your recipe listed inside our Fall or Holiday Guide

\$75

Inclusion in our monthly guide listings guarantees your information is available at the drop of a hat when parents are looking for specific information. Discounts offered for bundle listings.

Annual Holiday Gift Guide



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This guide is heavily marketed across all San Diego Moms social media platforms. Marketing for the Gift Guide includes four Email Blasts to 3,300 subscribers, six Facebook shares, two Instagram Feed shares and one dedicated Instagram Story feature with a swipe up link to your specific gift guide listing during the 11/15-12/20 time-frame.

Gold Listing

- Listing in our Holiday Gift Guide with
- Image of product or business logo (400x300)
- Description of business (60-80 words)
- Links to purchase in our annual Holiday Gift Guide (option to include SDM offer/discount)

\$50 (\$200 Value)

Gold Listing + 10 Days of Holiday Giveaway

Includes: everything listed in the Gold Listing +
Inclusion in our 10 days of Holiday Giveaways
Promotion on Instagram.

\$100 (\$300 Value)

Contact Tiffany Purcell, Sales Manager
Tiffany@SanDiegoMoms.com | 760.644.5554

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2019 Numbers

Pumpkin Patch Guide + Fall and Holiday Guides

San Diego Moms Blog Posts

2,250 Unique Page Views 6:29 Avg. Time on Page

Facebook

10.5k Reach 14.7k Impressions 1.2k Engagements

Holiday Gift Guide

[CLICK HERE](#) to Download the full Campaign Report

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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*

"Working with the San Diego Mom's Blog 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. SDMB 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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