

# 2022 Summer Camp Guide

Summer is right around the corner and San Diego Moms provides an extensive summer camp guide listing for local families. So don't miss this incredible opportunity to feature your business in our local Summer Camp Guide! Inclusion in our Summer Camp guide also includes a Spring Break mini-guide listing.



## READER DEMOGRAPHICS

- 92% gather information directly through their phone
- 65% are likely to recommend a product found on our site
- Spent on average 3 minutes and 29 seconds browsing our site for information
- Families residing in San Diego County

*Launches February*

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SAN DIEGO MOMS<sup>SM</sup>

## 2021 GUIDE STATS

- 5,315 Total Page-views
- Avg. time on the page - 17 min.
- Spring Break Guide - 700 Page-views & avg. time on page - 12 min.
- 25k Pageview combined on all SDM Guides
- 20k Monthly Average FB reach
- 10k Followers on Facebook
- 15k Followers on Instagram

# 2022 Summer Camp Guide

San Diego Moms Resource Guides are updated once per year. New businesses may be added at a pro-rated rate.

## Summer Camp Categories

Categories Include (but not limited to): Traditional, Arts / Museums / Music, Technology / Educational, Outdoors, Animals, Gymnastics / Dance, Sports (Includes: Play Based, Fitness, Swim and Surf)

## Premiere Sponsor

(only 4 available per category)

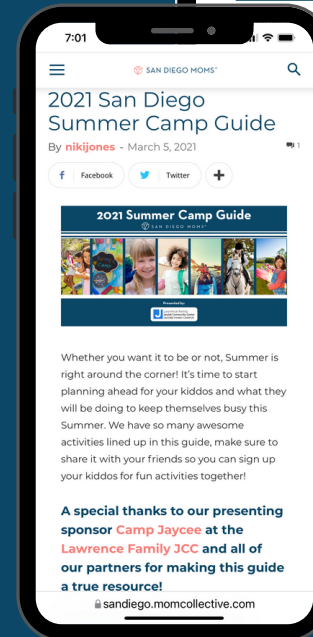
- Your business featured at the top of a designated category including your business logo or image (500x300), camp write-up (up to 80-100 words) and four call to action links (\$400 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost each)
- One Social Media Share (on FB) (\$150)
- Inclusion as a Premier Sponsor in our Spring Break Mini-Guide (\$200 Value)
- Directory Listing on San Diego Moms (\$50 Value)

**\$400 (\$1,000+ Value)**

## Gold Listing

- Your business featured within your camp category including your business logo or image (300x200), camp write-up (35-50 words) and two call to action links (\$200 Value)
- Inclusion as a Gold Listing in Spring Break Round Mini-Guide (\$150 Value)
- Directory Listing (\$50 Value)

**\$125 (\$400+ Value)**



“ 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

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

# 2022 San Diego Moms Resource Guides



## WHY SAN DIEGO MOMS RESOURCE GUIDES?

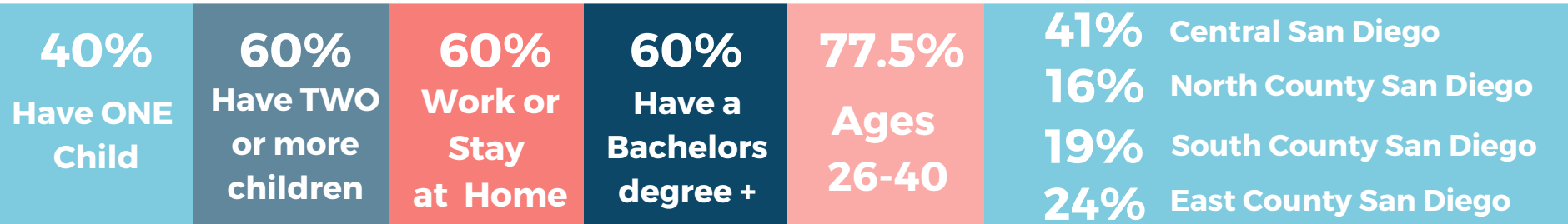
Our readers want to find products and services to enrich their lives. We value the trust we have developed with our readership and are committed to bringing them brands we know they will love.

Resource Guides are heavily advertised for a full calendar year (unless seasonal) and most listings comes with additional focused advertising for your business.

- 25,000 Guide Total Page-views
- Avg. time on the page - 11 min.
- 20k+ Monthly Average FB reach
- 10k Followers on Facebook
- 15k Followers on Instagram

<i>February</i> Spring Break + Summer Camp Guide Pediatrician Guide	<i>September</i> Staycation / Vacation Guide
<i>March</i> Pediatric Dentists Swim Guide Guide	<i>October</i> Indoor Play Guide Pumpkin Patch Guide
<i>April</i> Birthday Party Guide Pregnancy to Postpartum Care	<i>November</i> Charter & Private School Guide Holiday Gift Guide
<i>May</i> Family Mental Health Guide	<i>December</i> Holiday Events Guide

## Reader Demographics



65% of our readers have inquired or shopped businesses, services or products recommended on our site.