The background of the entire page is a vibrant green surface decorated with various party items. At the top, there are blue, pink, and green balloons. A pink balloon with a gold ribbon is prominent in the upper center. Below the balloons, there are several large, silver, five-pointed stars scattered across the green surface. Interspersed among the stars are smaller, gold and silver star-shaped confetti. Strips of silver and gold streamer are also visible. In the bottom section, there are more balloons, including a yellow one and a purple one, along with a pink and white polka-dot balloon. A pink and white striped streamer with a heart-shaped decoration is also present. The overall theme is a celebratory party.

# San Diego Moms Party Guide

*Launches Late July*



SAN DIEGO MOMS<sup>SM</sup>

# San Diego Moms Party Guide

*Launches Late July*



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"Working with the San Diego Moms has been an absolute pleasure. 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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SAN DIEGO MOMS™

## About the Party Guide

San Diego Moms Party Guide is a one-stop-shop, useful and easy-to-find resource for local moms planning a party. Inclusion in our annual Party Guide, will get your business front and center to thousands of San Diego Families who are planning a party!

San Diego Moms is always working to connect local businesses with families year-round. Adults and kids alike will find this guide to be creative, curated, informative, and organized specifically for the audience you hope to reach.

## Contact

Vianney, Sales Manager  
[info@sandiegomoms.com](mailto:info@sandiegomoms.com)

## Moms Plan All Types of Events

Kids Birthdays, Graduations, Date Nights, Family Reunions & Outings, Baby Showers, Anniversaries, Sports Banquets, Religious Or Ceremonial Events, School or Church Social Events



### Get Your Business Top of Mind

New moms spend 8+ hours online per day



### The Purchasing Power of Moms

U.S. moms control 85% of household purchases

# San Diego Moms Reach



2.2K  
FOLLOWERS

1.2K  
AVG MONTHLY  
REACH



15.3K  
FOLLOWERS

16K  
AVG MONTHLY  
REACH



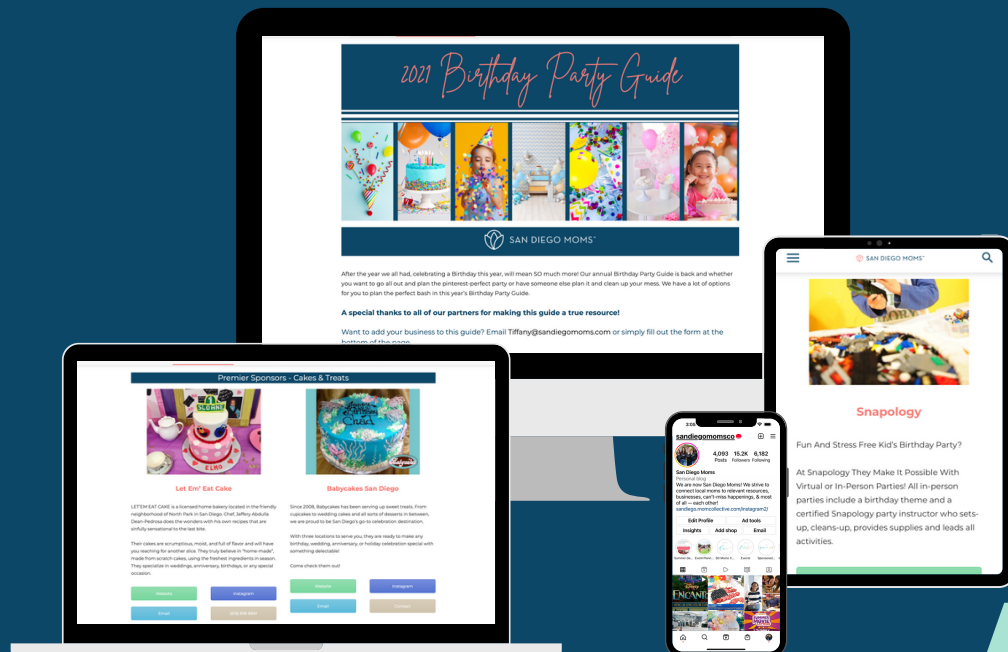
9K  
FOLLOWERS

19K  
AVG MONTHLY  
REACH



750  
FOLLOWERS

280K  
MONTHLY VIEWS



# 65%

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

All guide listings are valid for one calendar year.  
Prorated rates are available for listings added three-  
months after the launch date.

Inclusion in San Diego Moms 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.

## By the Numbers



30k Pageview combined  
on all SDM Guides



Last Year's Guide:  
3,900 Page-views



6 min. 29 sec.  
Avg. Time on Page

## Demographics



San Diego County  
41% Central  
16% North  
19% South  
24% East



40% have One Child  
60% have Two+  
Children

# Presenting Sponsor

*Only One Available*

- Logo/Naming rights on the main page and logo inclusion on 2022 Party Guide Featured Image
- Your business featured at the top of the entire guide including an image + logo, write-up (up to 200 words), contact info, and links. (\$400 Value)
- Two full page Sponsored Post on the blog, scheduled at a time of your choice (\$600 Value includes \$25 FB boost each)
- Two Instagram Shares (\$270 Value, \$10 ad)
- (4) Quarterly Facebook Shares (\$540 Value, \$10 ad)
- Three Email Campaigns (\$300 Value)
- Listing in our Business Directory (\$50 Value)
- One Instagram Takeover (\$150 Value)

**\$1,500 / \$2,000 (Value)**

## PREMIER SPONSOR

*(Only 6 Available per Category Guide)*

- Your business featured at the top of designated category including your business logo or image (400x300), write-up (up to 150 words), contact information, and links. (\$200 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost each)
- One Facebook Share (\$135 Value, \$10 ad spend)
- Listing in our Business Directory (\$50 Value)

**\$350 (\$700+ Value)**

## GOLD SPONSOR

*Unlimited Listings Available*

- Includes: Company logo or graphic (300x200), short business write up (Up to 80 words), website link and phone listing.
- Listing in our Business Directory (\$50 Value)

**\$100 (\$250 Value)**

## Categories

*Categories may change and are not limited to the following:*

- Cakes & Party Treats (Cupcakes, Cookies, Candy)
- Catering
- Party Planning & Service
- Decor Specialists (Balloons, Backdrops, Florals)
- Event Entertainment (Face-paint, Characters, Dance, Performers, Magicians & More!)
- DJ / Emcee's
- Invitations and Graphic Design (Signs, Print Needs)
- Rentals (Chairs, Linens, Tables, Decor, Tents)
- Entertainment Rentals (Bounce Houses, Games, Inflatables)
- Photo Booths & Photography
- Event Venues
  - Indoor / Outdoor
  - Sorted by location