



San Diego Moms Fitness Guide

Launches December 2022

 SAN DIEGO MOMS™

San Diego Moms Fitness Guide

Launches Mid-December



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"We love working with the San Diego Moms because their knowledge and level of expertise is phenomenal when it comes to knowing their target audience and digital marketing. Their level of follow through and reporting on analytics is unmatched- we were able to see real results."

The result of their partnership is unlike any other company who tries to do their level of marketing."

-Alica, Creative Director, Travel Tray

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SAN DIEGO MOMS™

About the Fitness Guide

San Diego Moms Fitness Guide is a one-stop resource for local moms looking for fitness professionals and fitness services.

With an advertisement in our annual Fitness Guide, you can reach thousands of San Diego families seeking health and wellness services.

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

Contact

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Why Moms?

Approximately **86% of moms schedule** the majority of all health care appointments for their family and **72% arrange for the payment** of the majority of their families healthcare bills.

Keep Your Practice Top of Mind



New moms spend 8+ hours online per day

The Purchasing Power of Moms



82% of moms do most of the health-related research for their family

San Diego Moms Reach



2.2K
FOLLOWERS

1.2K
AVG MONTHLY
REACH



16.1K
FOLLOWERS

23K
AVG MONTHLY
REACH



10.2K
FOLLOWERS

25K
AVG MONTHLY
REACH



750
FOLLOWERS

280K
MONTHLY VIEWS



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.

Demographics



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



40% have One Child
60% have Two+ Children

By the Numbers



30k Pageview combined
on all SDM Guides



Last Year's Guide:
5k Page-views

65%

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



PREMIER SPONSOR

- Your business featured in one of the top six positions in your geographic region.
- Including your business logo or image, write-up (up to 200 words), contact information, and links. (\$500 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost)
- One Facebook Share - (\$125 Value + \$10 ad spend)
- Two Instagram Stories Share (\$100 Value)
- Listing in our Business Directory (\$50 Value)

\$350 (\$1,000+ Value)

GOLD SPONSOR

- Includes: Company logo or graphic, short business write up (Up to 100 words), website link and phone listing. (\$300 Value)
- One Instagram Stories Share (\$50 Value)
- Listing in our Business Directory (\$50 Value)

\$100 (\$400 Value)

A GUIDE SPONSORSHIP IS VALID FOR ONE CALENDAR YEAR

Partnership Perks

Featured Event Listings

- Add events to community calendar and receive a FREE featured listing.

Discounts on future advertising or SDM Events

- Based on availability.

Discounts on future online advertising or SDM Events

- Based on availability.

Access to closed SDM Partner Facebook Group

- (Optional) In this group we share special promotions, events and opportunities for partners.

Swag Sponsorship Fees Waived for Events

- Include a flyer or brochure for any SDM event (\$50 Fee Waived)

GEOGRAPHIC GUIDE BREAKDOWN

North County Cites / Neighborhoods

- Oceanside
- Carlsbad
- Vista
- San Marcos
- Encinitas
- Escondido
- Del Mar
- Poway
- Rancho Bernardo
- Mira Mesa
- Miramar
- Rancho Penasquitos
- Rancho Santa Fe

Central County Cites / Neighborhoods

- La Jolla
- Pacific Beach
- Mission Beach
- Ocean Beach
- Point Loma
- Mission Valley
- Hillcrest/Downtown
- North Park
- Clairemont
- Kearny Mesa
- Barrio Logan
- South Park
- Golden Hill

South County Cites / Neighborhoods

- National City
- Chula Vista
- Coronado
- Bonita
- Chula Vista
- Spring Valley
- Lemon Grove

East County Cites / Neighborhoods

- La Mesa
- Santee
- El Cajon
- Lakeside
- Anza Borrego



Fitness Guide Categories



SAN DIEGO MOMSSM

Regional Breakdown

Personal Training

- Individual Instructors
- Studios
- Virtual

Semi-Private Classes

- Studios
- Outdoor
- Virtual

Group Fitness:

- General Fitness
- CrossFit
- Boxing
- Yoga
- Pilates
- Spin / Cycling
- Zumba
- HIIT
- Water Aerobics
- Bootcamp
- Barre
- Martial Arts