

A group of children and adults are gathered in a circle, looking up towards the sky. They are holding hands, and their faces are visible. The background is a bright, sunny outdoor setting with trees. The text is overlaid on the image.

# San Diego Moms Summer Camp Guide

(Includes Spring + Holiday Break Camp Listings)



SAN DIEGO MOMS<sup>SM</sup>

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# San Diego Moms Summer Camp Guide



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"Our camp and swim lesson programs have seen some impactful results since working with San Diego Moms for 1.5 years. Through the use of a promotional code, their marketing efforts have brought in over 100 campers & students between the two programs, but their reach and efforts extend beyond that, and we couldn't be happier."

Sam, Camp Director at Plunge & Play

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SAN DIEGO MOMS™

## About our Spring, Summer and Holiday Break Camp Guides

The San Diego Mom's Summer Camp Guide provides parents with all the information they need to find the right camp for their children. Our Spring & Holiday Break Camp mini-guides are included in this sponsorship, so you will receive support year-round for all camps you offer.

## Why Moms?

Approximately **86%** of moms **schedule** the majority of all extracurricular arrangements for their family and **72%** **arrange for the payment.**

## 2022 Camp Guide Stats

14,000 Combined Page-views

### Spring Break Guide

3,300 Page-views

Average time on page - 21 minutes

### Summer Camp Guide

8,500 Total Page-views

Average time on page - 26 minutes

### Holiday Break Camp Guide

2,300 Page-views

Average time on page - 16 minutes

# San Diego Moms Reach



	<b>2.2K</b> FOLLOWERS	<b>1.2K</b> AVG MONTHLY REACH
	<b>16.6K</b> FOLLOWERS	<b>23K</b> AVG MONTHLY REACH
	<b>10.2K</b> FOLLOWERS	<b>25K</b> AVG MONTHLY REACH
	<b>750</b> FOLLOWERS	<b>280K</b> MONTHLY VIEWS

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

Summer Camp Guide Sponsorship Includes the Spring and Holiday Break Camp listings.

## Demographics

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

40% have One Child  
 60% have Two+ Children

## By the Numbers

40k Pageview combined on all SDM Guides

Last Year's Summer, Spring and Holiday Camp Guides: 14k Page-views

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

# San Diego Moms Summer Camp Guide

## PREMIER SPONSOR

ONLY 6 AVAILABLE PER CATEGORY

- Your business featured in one of the top six positions in your camp category.
- Listing Includes your business logo or image, write-up (up to 300 words), contact information, and links. (\$800 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 ad)
- One Facebook Share - (\$125 Value + \$10 ad)
- Two Instagram Stories Share (\$100 Value)
- Listing in our Business Directory (\$50 Value)

**\$550 (\$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)
- Listing in our Business Directory (\$50 Value)

**\$200 (\$600 Value)**

**A GUIDE  
SPONSORSHIP IS  
VALID FOR ONE  
CALENDAR YEAR**



## Guide Launch Dates

Spring Break Camp Guide  
February 6th

Summer Camp Guide  
February 10th

Holiday Break Guide  
Early September



# Partnership Perks

## Discounts on future advertising or SDM Events

- Based on availability.

## Swag Sponsorship Fees Waived for Events

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

## Instagram Story Re-Shares for Partners Included

- 2 x Per Month



SAN DIEGO MOMS™

## Featured Event Listings

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

## 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)

## Discounts on future online advertising or SDM Events

- Based on availability.

# Camp Guide Categories



## Categories Include (but not limited to):

- Traditional
- Arts, Dance and Performance (Musical Theater, Dance, Singing, Acting, Art, Music, Writing, Circus)
- Academic or Technology
- Gymnastics / Ninja / Martial Arts
- Sports
- Outdoors, Nature and Adventure Camps
- Faith-based