



# ORLANDO MOM COLLECTIVE<sup>SM</sup>

Orlando Mom Collective is a locally-focused parenting resource for moms and families. Passionate about connecting Orlando Moms to relevant resources, local businesses, can't-miss happenings & most of all-each other, Orlando Mom Collective aims to bring moms together, both in-person and online, striving to cement ourselves as the go-to brand for motherhood.

Over the past 8 years, we have had the pleasure of working with trusted business. Such as...



Since 2013, Orlando Mom Collective (formerly Orlando Moms Blog) has provided a positive voice for motherhood by connecting moms to resources and parenting perspectives unique to their communities.

We are thrilled to connect moms to businesses large and small, local mom-owned businesses {and MLM's too!}; resources like doctors and preschools; events such as playdates, moms night out and our signature annual event Bloom; Facebook community groups and opportunities to give back through our charity partners!

We thrive on creating meaningful partnerships throughout our diverse community!



*Eryn Vargo*  
Owner

*Serving Central Florida Moms*

## QUESTIONS? GET IN TOUCH

☎ (407) 462-0464

🌐 OrlandoMom.com

✉ Eryn@OrlandoMom.com

📘 @OrlandoMomCollective

📷 @OrlandoMomCollective

📌 @OrlandoMoms



**450K**  
WEBSITE  
Annual hits



**20.6K**  
FACEBOOK  
Followers



**14K**  
PINTEREST  
Monthly engagement



**11.7K**  
INSTAGRAM  
Followers



ORLANDO MOM  
COLLECTIVE SM

Your most influential resource  
TO REACH LOCAL MOMS

## Why Advertise With Us

Moms control most of the spending in most households and they look to other moms to find out where to shop, a good pediatrician, or what restaurant their kids will love. They are looking for authentic reviews and recommendations from women they trust. Our readers are eager to learn about what products and services will make their mommy lives richer, and we value the trust we have developed with our readership and are committed to bringing them brands that we know they will love.

## Popular Advertising Options

### WEBSITE IMAGE ADVERTISING

Get noticed with an eye catching image ad next to our fabulous content. Link to your website, signup sheet, or event flier to give readers the opportunity to learn more about your business.

- Top Leaderboard Ad (728 x 90): \$850/month
- Secondary Leaderboard Ad (728 x 90): \$600/month
- Half Page Banner Ad (300 x 600): \$500/month
- Sidebar Banner Ad (300 x 250): \$300/month

### SPONSORED BLOG POST

Let Orlando Mom share an informational or experiential featured post with our readers spotlighting your business. Content will be featured on website and social media sites (includes a \$50 Facebook boost): \$600

\*Additional fees apply for post creation by our writer team

### SOCIAL MEDIA BLAST ON FB + IG

A cost effective way to reach a large amount of people in your target demographic. Let us share your exciting content on our Facebook Page (includes a \$50 boost): \$300  
Instagram Page (includes a \$25 boost) \$200

Instagram Stories (3 slides with one link) \$175

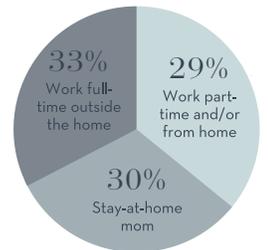
*Best Value Package \$600 for all 3*

### PRINTABLE

Printables are released throughout the year & promoted through our site & on ALL of our social media outlets.  
Options are: Back to School Questionnaire, Summer Bucket List, Mother's Day Worksheet, Father's Day Worksheet, Fall Bucket List. \$600 (includes a \$75 social boost)



CITY MOM COLLECTIVE SM



## Other Options

### FACEBOOK LIVE

20 minute live Facebook live chat + interview/q+a. We pre-plan and prep the questions and flow of the conversation. \$925 (total value for Facebook live chat + interview is over \$2,800)

### INSTAGRAM TAKEOVER

ONE full day of YOU taking over our Instagram stories. \$675 (total value for Instagram Takeover is over \$1,500)

*Best Value Package \$1,400 for both*

Ready to reach our community of local moms?

LET'S GET STARTED!

Contact us at Eryn@OrlandoMom.com



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\*We honor our prices for 30 days after receiving this media kit



450K  
WEBSITE  
Annual hits



20.6K  
FACEBOOK  
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14K  
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Monthly engagement



11.7K  
INSTAGRAM  
Followers