Westchester NY Moms

10TH ANNIVERSARY

MEDIA KIT

The #1 Locally Created Resource for Westchester County Parents

Spring 2021

ABOUT US

If you're a local business owner trying to reach local moms, YOU'VE COME TO THE RIGHT PLACE.

WHO WE ARE

- The FIRST Facebook community for Westchester County moms
- Westchester's parenting resource with the LARGEST social following
- A TRUSTED go-to guide for parents to discover the best tips and things to do with kids in Westchester via social media, our website, blog, community calendar and emails

HOW WE HELP BUSINESSES

- DRIVE AWARENESS with advertising
- REACH thousands of local moms
- DRIVE TRAFFIC to your site, event or store
- AMPLIFY your message
- Boost your CREDIBILITY with our community influence
- Place your message in a RELEVANT environment

10
YEARS
of community building and high quality local content

33K
SOCIAL FOLLOWERS
on Facebook, Instagram and Twitter combined

25K
SITE VIEWS
in the past 30 days

5K
EMAIL
subscribers

350
BLOGS
written since 2016

7.3K
SITE USERS
in the past 30 days

OUR AUDIENCE

Inserting your business alongside our content provides a powerful opportunity to reach a very specific target with a relevant message

Age	25-54 (bullseye 35-44)
Gender	80% female, 20% male
Location	Primarily Westchester County, secondarily NYC
Interests	Things to do in Westchester, children's classes & events, camps, zoos & nature centers, arts & entertainment, schools & tutoring, photographers, birthday parties, food & dining, shopping & deals, fitness, healthcare, real estate, parenting

OUR CUSTOMERS

little spoon

Amanda Gentile Photography

White Plains Hospital

COMPASS

WhizKidz Tutoring

CMS CHOICE MUSIC STUDIO

TARRYTOWN MUSIC HALL

codeverse

... and over 200 more

OUR REACH

Website

STATS FOR PAST30 DAYS

PAGE VIEWS	**24.6K**
BLOG	15.2K
TOWNS	3.2K
HOME	2.0K
OUTDOOR FUN	1.2K
CALENDAR	0.5K

USERS 7.3K **SESSIONS** 8.7K

Social Media

FOLLOWS

11,506 (Page)	**6,221**	**3,021**

We are the local category LEADER in social media

Email

REACH & ENGAGEMENT STATS

SUBSCRIBERS	**5,043**
AVERAGE OPEN RATE	**20%**
AVERAGE CLICK RATE	**3%**

6 Ways You Can Reach Moms in Westchester With Us

- Post events on our Community Calendar
- Run a display ad on our website
- Place an article in our blog
- Advertise on our Facebook, Twitter and Instagram profiles
- Send a dedicated email to our subscribers
- Run an ad in our email newsletter

ADVERTISING OPTIONS

SELECT MULTIPLE ITEMS TO BUILD A CAMPAIGN AND GENERATE THE MOST IMPACT

Social Media Ad

Reach thousands of our followers with a social media ad on Westchester NY Moms' social media profiles in Facebook, Instagram and Twitter. You provide text, image, and a link and we do the rest. Your ad will appear in all three networks for one low price. Best of all we boost the post for $10 (included) to maximize your reach.

Website Ad

Place a display ad on our uncluttered homepage for 1 month. The ad will appear in both desktop and mobile versions of the site. Ads should be sized 300 x 250 to allow for ideal performance. Featuring your offerings alongside our editorial will enable you to advertise to thousands of local parents with a relevant message.

Blog Post

Reach our readers by educating them with an article written by you. Notify them of your latest offerings, provide expert advice on a relevant topic or a share a newsworthy update. You provide text, image(s) and link(s) and we do the rest. The article will be featured on our blog page, our home page, and shared social media.

Email

Reach our subscribers with a dedicated email written by you. Provide a special offer, invite parents to an event or direct families to your website. You provide text, image(s), subject line and a link(s) and we do the rest.

If you opt for the email newsletter you could run an ad of your choosing placed alongside our monthly update.

OUR RATES

Join hundreds of local businesses and start advertising with us... at a price you can feel good about

SINGLE AD PRICING

SPRING 2021

COMMUNITY CALENDAR: Post your own event at WestchesterNYMoms.com/calendar.	FREE
SOCIAL MEDIA AD: Place an ad* on Westchester NY Moms' social media profiles in Facebook, Twitter and Instagram **.	$129
EMAIL NEWSLETTER + SOCIAL MEDIA AD: Place an ad* in the monthly email newsletter and in social media**.	$169
WEBSITE ADVERTISING: Place a 300 x 250 px ad* on the homepage. Ad will appear on desktop and mobile for 1 month.	$169
DEDICATED BLOG: Place a client written blog* on the blog page, feature on home page (1 week) and share in social media**.	$169
DEDICATED EMAIL BLAST: Send a client written email* to the Westchester NY Moms subscriber list. Subject to availability.	$199

NOTES:
** Client provides all creative including text, imagery, links*
*** Social Media runs in Westchester NY Moms' Profiles on Facebook (Page), Twitter and Instagram. Facebook post includes $10 boost.*

BULK AD PRICING

4 ITEMS - 10% OFF... save at least $50

8 OR MORE ITEMS - 15% OFF... save at least $150

WE'D LOVE TO HELP YOU MEET YOUR MARKETING GOALS

EMAIL INFO@WESTCHESTERNYMOMS.COM TO GET STARTED