



Media Kit





Would you like to introduce your business to thousands of Canadian moms? Because we sure would.

At Mommy Connections, our mission is to connect moms (new and to-be) with one another — and the products and services available in their communities, and beyond.

Our programs, which take place in 30 communities across Canada, provide a unique opportunity for new moms to learn, laugh and connect. Through them, we've helped thousands of women find joy amid the chaos of early parenthood and build (life-changing!) connections to people, products and services — at a time when it matters most.

While we are proud of our digital reach, what makes us most unique is the fact that we meet face-to-face with thousands of Canadian moms every single week.

Our audience is warm, engaged and looking to us for the latest products, services and trends in parenting — making this a huge opportunity for brands looking to connect with new and expectant parents.



Our Programming:

Through our chapters from coast-to-coast, we run classes for parents and their little ones at various stages:



mom to be



mom + baby



mom + tot



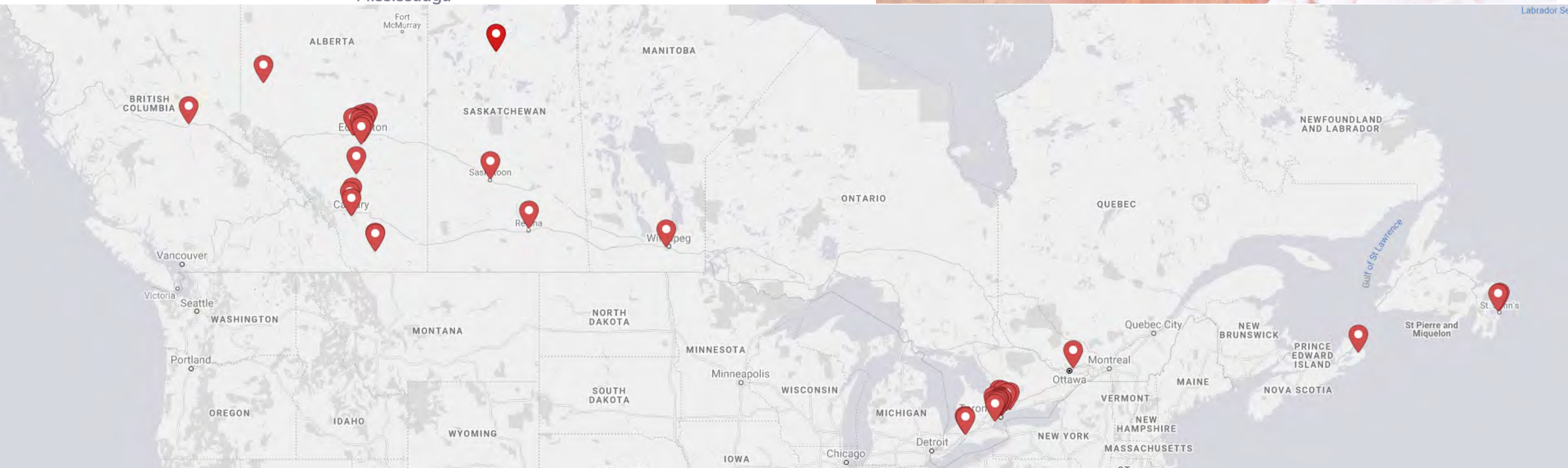
workshops
+ events

All Over Canada!

Prince George
Airdrie
Calgary
Edmonton - South
Edmonton -West
Grande Prairie
Leduc & Beaumont
Lethbridge
North Edmonton & St Albert

Red Deer
Sherwood Park & Ft Saskatchewan
Spruce Grove
Regina
Saskatoon
Winnipeg
Durham
London
Midtown Toronto
Mississauga

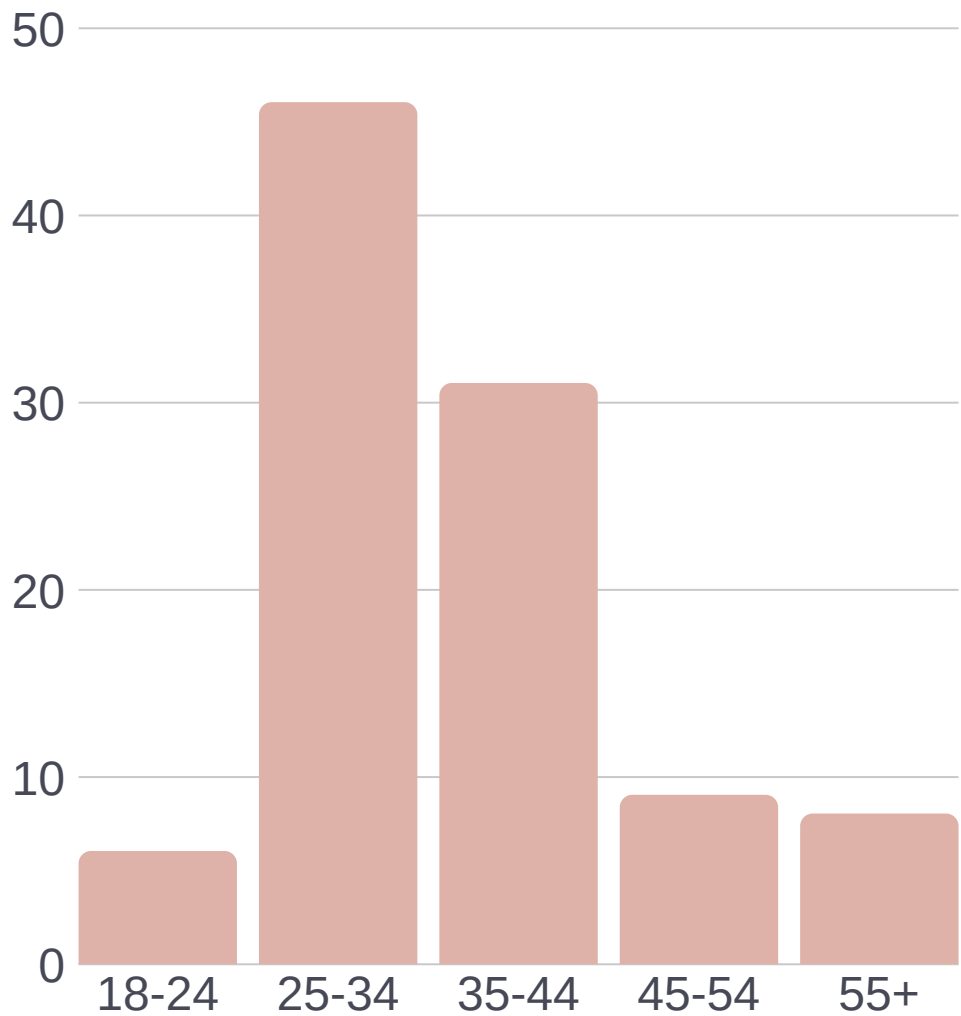
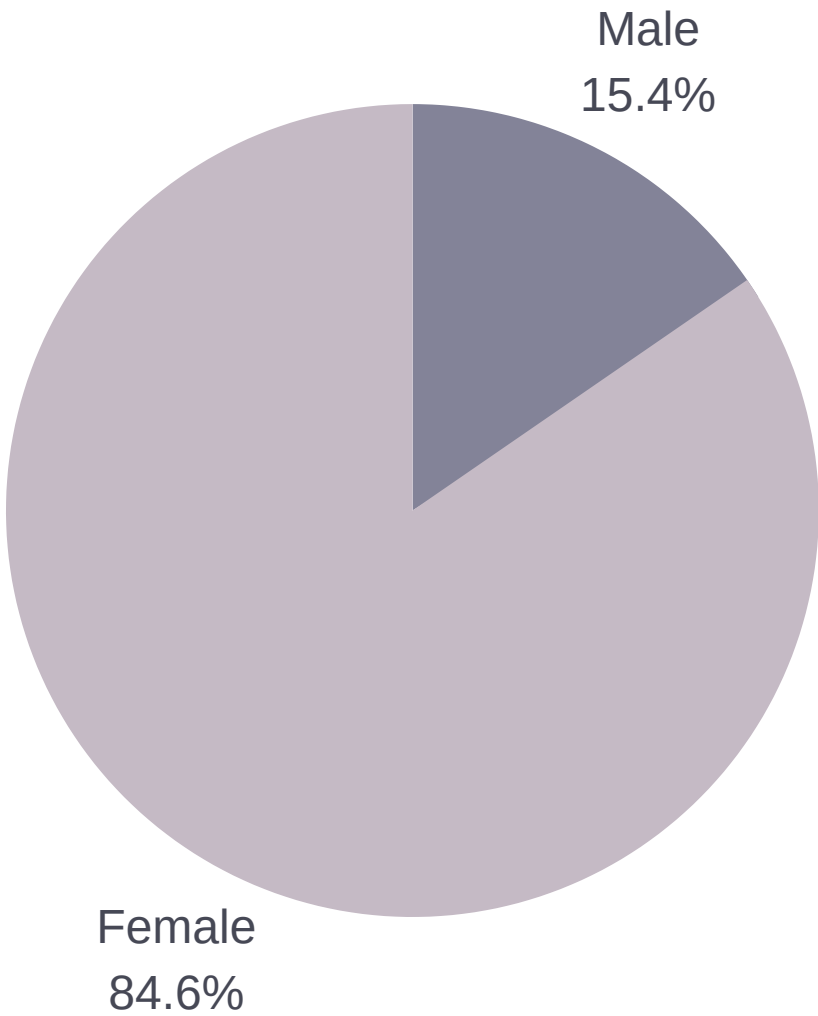
Oakville
Burlington
Ottawa & Area
Peel
Toronto East
West Toronto
York Region North
Cape Breton
St. John's





Mommy Connections offers in-person and online access to a huge network of engaged moms across Canada.

Website Demographics



Source: Google Analytics





Social Following

National Reach

Through our Mommy Connections Canada corporate channels, we have a reach of:



NEWSLETTER
23,140



FACEBOOK
10,805



TWITTER
5,507



INSTAGRAM
1,882

National Network: 41,334

Total Reach

Work with any (or all) of our chapters across Canada, which have a combined reach of:



NEWSLETTER
50,827



FACEBOOK
83,988



TWITTER
24,900



INSTAGRAM
25,485

Total Network: 185,200





We see all our sponsors as true partners and take pride in our personal and collaborative approach to helping each one maximize the return on their investment and achieve their goals.

We've built brand awareness and loyalty for dozens of global brands (and hundreds of local ones) through the following Marketing Opportunities — and we'd love to do the same for you.

The options on the next page include exposure through our National (head office) reach - but can be scaled up as necessary to include as many of our regional chapters as you wish.





HOW WE CAN HELP YOU

Website Sidebar Ad:

Boost your brand awareness through a 125 x 125 sidebar ad that appears on every page of our website.

\$100 per month

Contest

Build excitement through a contest on our website, promoted via our newsletter and social media.

\$300 per contest

Blog Partnership

Build your online visibility through a dedicated post (written by you) for our blog. Includes one social media post.

\$150 per post

Newsletter Feature

Reach more than 23,000 moms across Canada through an exclusive featured article in our e-newsletter. Includes an ad box, contest option and a place to link to additional content on your website.

\$800 per feature

Product Review

Have your product reviewed on our blog and newsletter by someone who meets your demographic requirements.

\$350 per review

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\$350 per review

Facebook Live Product Review

Leverage the power of video to build awareness and maximize your reach.

\$250 per review

Social Media

We'll promote you through Facebook and/or Instagram.

\$100 per post

Product Sampling

Add your products to the approximately 10,000 items we distribute per year through our participant swag bags. Includes social media sharing at both the national and regional levels.

\$250 per location per year

Event Management

Introduce your brand to our community through an unforgettable special event. We can take care of promotion and manage RSVPs and the event itself - so you don't have to worry about a thing.

\$500-\$1000 per event per location





BRAND PARTNERS & COLLABORATIONS



Indigo



JOE FRESH

Hatley



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"Mommy Connections offers a really unique marketing and advertising concept by allowing us to get our toys and products directly into the hands of moms.

We provide bundles of toys and baby products for each of their mom to be, mom & baby and mom & tot classes so the moms can really see how useful they are and how babies and toddlers respond and develop through play. Our products & brands are promoted virally through the 25+ blogs, Twitter accounts, fanpages and regional newsletters, giving us excellent coverage across Canada.

Creating a partnership with Mommy Connections is so much more interactive than standard web and print advertising. We definitely feel like we are connecting with our precise target demographic and have been very pleased with the partnership."

— Mattel



CAPITALIZE ON OUR (mom)mentum

Contact us today to discuss how we can help
introduce your products/services to thousands of
engaged Canadian moms.

Karen Davey, President

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mommyconnections.ca | @mommyconnectionsCanada

