

# SMMC MEDIA KIT

April 2024



*Southern Marin  
Mothers' Club*

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[southernmarinmoms.com](https://southernmarinmoms.com)

# MISSION

Southern Marin Mothers' Club strives to provide a supportive, nurturing community for families to share meaningful experiences, fun and fellowship that strengthens family bonds.

As a 501C non-profit, education, philanthropy and support for our community are key values.



# WHY SMMC?

Southern Marin Mothers' Club is an active and engaged community of more than 1200 members throughout Marin. Our network is chock full of brand-loyal moms who make purchasing decisions for their families daily and who love to support local businesses.

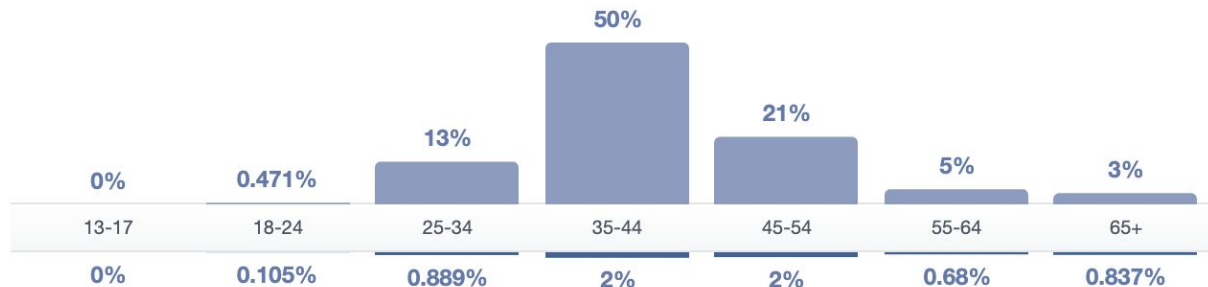
- Exposure to 900+ members and 100 local businesses on a monthly basis
- Direct access to the Marin parent audience
- Sponsorship options through our e-newsletter, The Crier, articles, website and social media channels

## Women

 **93%**  
Your Fans

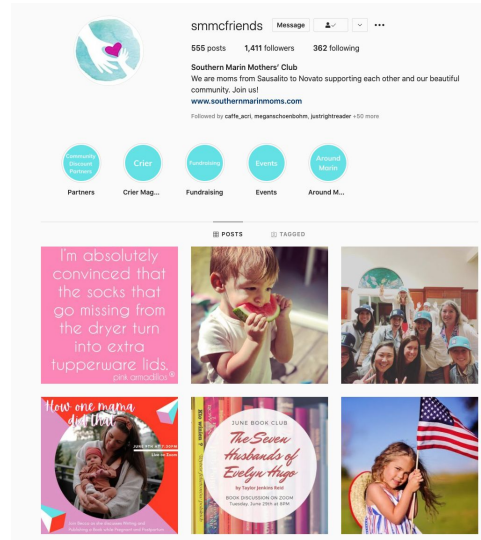
## Men

 **6%**  
Your Fans



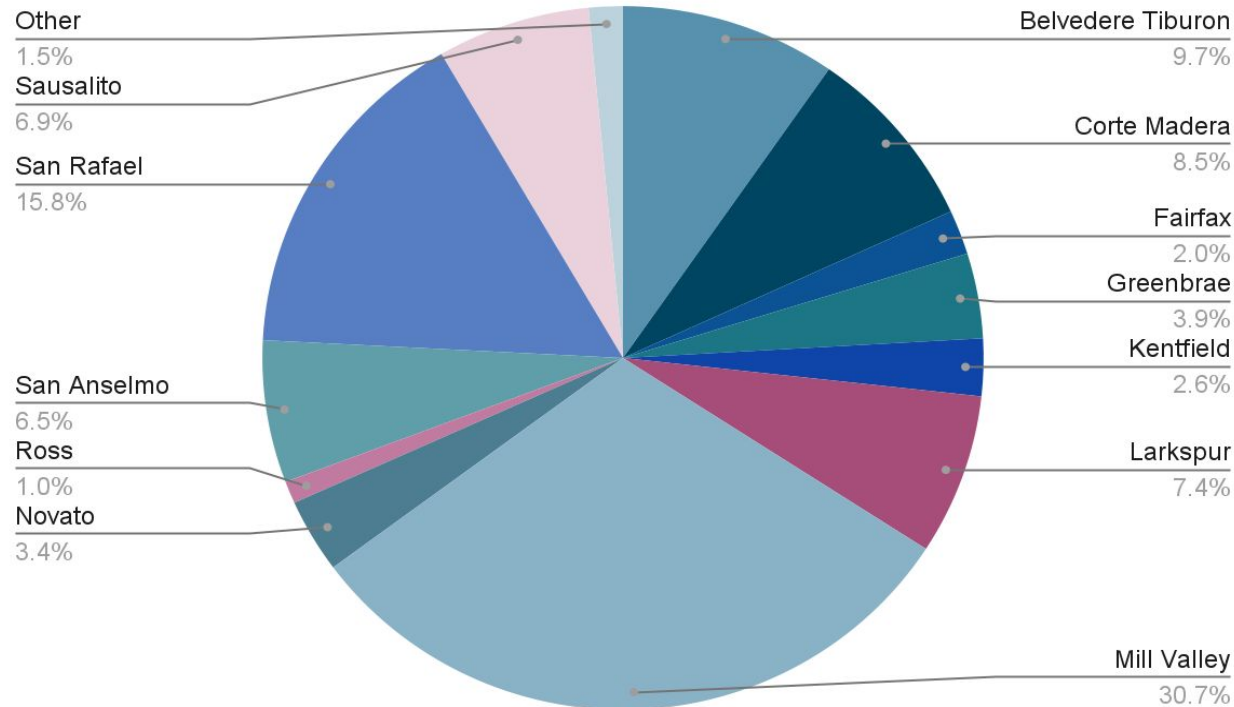
# ABOUT OUR AUDIENCE

- Exposure to 1000+ members and 100 local businesses on a monthly basis
- Women, primarily between 35-55 years old
- Average two children per household
- Members have children from infants to 19 years old
- Social reach of 5,000+
  - Facebook: 2,800+ followers
  - Instagram: 1,700+ followers (growing 5% MoM, 3.5% engagement rate)
  - Email has over 60% open rate
  - Website has more than 5-minute average visits



# ABOUT OUR AUDIENCE

Don't let our "Southern Marin" name mislead you, SMMC members live all throughout Marin and beyond.



# SMMC Advertising Opportunities

## FORUM POST

250 words + 1 image (logo, ad, picture)  
describing your event, discount, or promotion  
with a post in the Community Discount &  
Promotions Forum

\$100

## ADVERTORIAL

A 500 word article and up to 5 photos or 1  
embedded video and a link to your landing page.  
Advertorials will also be promoted to the SMMC  
social media audience.

\$500

## E-NEWSLETTER AD

A graphic ad placed in our e-newsletter, The Crier.

\$250

## SOCIAL MEDIA POST

A sponsored post to SMMC's official Facebook AND  
Instagram accounts.

\$250

## SOCIAL MEDIA REEL

A video of up to 60 seconds posted to Facebook AND  
Instagram.

\$500

# SMMC ESSENTIAL ADVERTISING PACKAGES

**1 Month for \$1500 or**

**3 Months for \$3500\***

- 1 x Website Feature Ad in rotating homepage carousel (essentials package exclusive!)
- 1 x Advertorial\*
- 2 x Newsletter Ad
- 1 x Post in the Community Discounts & Promotions Forum
- 1 x Social Media Post

\*3 mo package includes 1 Advertorial in total

## **Need help with ad design?**

Contact [advertising@southernmarinmoms.com](mailto:advertising@southernmarinmoms.com) and we'll put you in touch with our design partners who offer competitive pricing to ensure your brand can shine.

# SMMC COMMUNITY PARTNERS


The SMMC Community Partner Program aims to support local businesses and provide exciting discounts to our members. We currently have partnerships with 85+ local businesses and would love to highlight yours as well! As a partner you will receive: access to premier advertising placements + 10% off of SMMC advertising purchases; opportunities for interviews or reviews in SMMC's e-newsletter, *The Crier*; and opportunities for special events with members.

## What we ask of you:

- Provide SMMC Members with a 20% offer or greater
- Help drive awareness of SMMC through a reciprocal relationship




## Interested in becoming an SMMC Community Partner?

Email our Director of Community Partnerships at [communitypartnerships@southernmarinmoms.com](mailto:communitypartnerships@southernmarinmoms.com)







HOME ABOUT FORUMS EVENTS PLAYGROUPS THE SMMC CRIER COMMUNITY MEMBER RESOURCES PARTNERSHIPS ADVERTISING

BEAUTY

<p><b>EARTH TU FACE</b> All natural skincare created in California 20% off with code SMMC25 <a href="http://earthtuface.com">earthtuface.com</a></p> 	<p><b>OLEEMA SKINCARE</b> All natural skincare created in California 20% off skincare orders with code SMMC20 <a href="http://oleema.com">oleema.com</a></p> 	
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FITNESS

<p><b>F45 TRAINING CORTE MADERA</b> New fitness studio specializing in innovative, high-intensity group workouts that combine box, boot and muscle-toning. 15% off all memberhips and drop-ins. A portion of every 7-day trial purchased will benefit SMMC. <a href="http://f45studios.com/cortemadera">f45studios.com/cortemadera</a></p> 	<p><b>FIT4MOM MARIN</b> Virtual and in-person fitness classes at every stage of pregnancy. 20% off everything classes with code SMMC20 <a href="http://marin.fit4mom.com">marin.fit4mom.com</a></p> 	<p><b>IMAGINATIVE MOVEMENT</b> Dance and fitness studio for kids and adults 20% off with code SMMC <a href="http://imovestudio.com">imovestudio.com</a></p> 	<p><b>LUNA MOTHER CO</b> Haven for momma offering online and in-studio fitness classes in Pilates, yoga, barre, and more. 20% off live virtual 10-class pass, 25% off first month subscription LUNA Online, 20% off 15-20 min studio class passes (all with code SMMC4MAMA) <a href="http://lunamomco.com">lunamomco.com</a></p> 
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