



ESSEX MUMS MEDIA PACK

The Stats in Brief

Essex Mums is one of the few local websites for families that even comes close to rivaling the national parenting websites. We have the best events and groups listings around, a wealth of information for parents and a friendly community of local mums. With an enormous social media following as well as high traffic to the website, it's a great place to advertise for any size business.

Established in 2008, Essex Mums has become the go-to website for parents in Essex to find out what's on, get advice and more. Often featured in local press, including regular interviews with founder Louise Ford on BBC Essex, Essex Mums is a trusted and much-loved resource for families with children of all ages.

Essex Mums reaches an audience of more than **30,000** unique users across Essex every month, who make around **100,000** page impressions. Based on internet averages, essexmums.org is visited more frequently by **females** in the age range **25-34**, have **children**, have a **graduate degree** and browse this site from home.

Essex Mums also has a strong social media presence, including a [Facebook page](#) with over 30000 likers, a [Facebook group](#) with more than 13000 members and around 10,500 [Twitter followers](#). Our popular monthly newsletters and school holidays mailouts reach more than 25,000 subscribers.



Monthly: 30k+



40k +



11k +



25k+

ADVERTISING

We work hard to support local businesses and offer them advertising opportunities that are tailored to their needs. Our personal approach means that we are always available to discuss what works for you, and can provide packages to suit every budget, from small sole traders who have no idea where to start, to large national companies looking for high impact advertising.

What Essex Mums Can Offer:

- A wide range of ad opportunities on the website, from small ads targeting a particular area to large, high profile banner ads
- Newsletter advertising: both banner and advertorial spaces
- Social media advertising included with all ad purchases, plus the option to 'boost' a post to reach the widest possible audiences.
- Packages to suit all budgets, including spaces on the website, newsletter and social media pages.
- FREE listings on our [Local pages](#), with the option to make them 'featured'
- FREE artwork creation included where needed

Testimonials

"Just to let you know, I get more visitors from your site / newsletter than anywhere elsewhere" *Little Learners*

"Being a charity we are always looking for best price, best value. We feel Essex Mums delivers this not only on price but also the service is first class, prompt and efficient. We couldn't think of a better way to raise awareness" *Havens Hospices*

"The service from Essex Mums is outstanding. As a new business I didn't really know where to start when it came to designing my advert. Louise took the time to discuss my needs, and put together a beautiful advert. All this at a fraction of the price I would expect to pay for such a personal, tailored service. I will definitely advertise on Essex Mums in the future."

Hypnobirthing with Nicola

For more information about advertising email louise@essexmums.com or [click here to book](#)



EDITORIAL CALENDAR

Month	Feature	Recommended advertising	Deadline
February	Spring Half Term: School holidays events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • February newsletter 	February '12 th for page January 31 st for newsletter
March - September	Essex Mums Awards: Nominations from March, voting from June, results in Essex Mums Love... section from September.	<ul style="list-style-type: none"> • Essex Mums Love/Awards Sponsorship • March-September newsletter 	Can be booked any time before or during the awards
March	Mother's Day: Shopping Guide Feature – extra products listed for all shops featured plus gift ideas feature	<ul style="list-style-type: none"> • Alternative Shopping Guide • March newsletter 	February 27 th for newsletter. Shopping guide - any time
April	Easter Holidays: School holidays events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • April newsletter 	April 4 th for page and March 31 st for newsletter
May	Summer Half Term: School holidays events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • May newsletter 	May 23 rd for page April 30 th for newsletter
June	Father's Day: Shopping Guide Feature – extra products listed for all shops featured plus gift ideas feature	<ul style="list-style-type: none"> • Alternative Shopping Guide • June newsletter 	May 31 st for newsletter. Shopping guide can be booked at any time
July	Summer Holidays: School holidays events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • July/August newsletters 	July 13 th for page June 30 th /July 31 st for newsletters
Sept	Back to School: Features on back to school groups, classes, purchases	<ul style="list-style-type: none"> • Things to Do Section • Alternative Shopping Guide • September newsletter 	August 31 st
October	October Half-Term/Halloween: School holidays events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • October newsletter 	October 19 th for page September 30 th for newsletter
November	Bonfire Night: Fireworks night events listings plus mailout. Click here to view	<ul style="list-style-type: none"> • School holidays page • November newsletter 	November 1 st for page October 31 st for newsletter
November/December	Christmas Holidays: School holidays events listings plus mailout. Multiple pages available which can be booked separately or as a package. Click here to view Christmas Shopping Guide: Gift ideas	<ul style="list-style-type: none"> • School holidays page • Christmas Shopping Guide • November/December newsletter 	Various dates throughout Nov/Dec for pages Oct 31 st /Nov 30 th for newsletter

PACKAGES AVAILABLE ALL YEAR ROUND, OFFERING THE BEST VALUE ON THE SITE WITH ADS ON THE WEBSITE, NEWSLETTER AND ON SOCIAL MEDIA

COMPETITIONS, REVIEWS & EDITORIAL

Competitions

Running a competition with us is completely free with no minimum prize value, and is a great way of driving traffic to your website and social media pages. All competitions are mentioned weekly for the duration of their run on our social media pages, and are featured in our monthly newsletter. We receive a large number of entries and participants are encouraged to share the information on their own social media pages. Data capture is available for a small fee. Take a look at our current competitions [here](#)

Reviews

Have a product you want to shout about? Why not let our parents do the shouting! We have a team of reviewers with children of different ages, ready to offer unbiased and fair reviews of shops, services and products. All reviews appear on our homepage, are shared for six months on social media and feature in our monthly newsletter. Previous reviews can be seen [here](#)

Editorial

Have a bit more to say than a banner ad can manage? Editorial features on our [blog](#) or [Pregnancy and Parenting](#) section are widely read and an engaging way of reaching the Essex Mums audience on the website and our social media pages. These written pieces offer great native advertising opportunities to improve brand awareness for you, whilst offering informative and entertaining material for our readers.



To discuss these opportunities, or if you have any questions, please email louise@essexmums.com or call 01702 330591