



**burlington vt
moms blog**

Media Kit

Reaching local moms through a variety of channels

*Blog * Social Media * Events*



Passionate about our
community and the moms who
live here

about

Burlington VT Moms Blog

BurlingtonVT Moms Blog is a group of moms who love where we live and the mommas who live here.

We are a collaborative blog written by a team of moms who love sharing their hearts, lives, experiences, thoughts, and ideas with other moms. We write about things to do around town, businesses and their products that appeal to our readers, parenting wisdom and solutions, mommy thoughts, and much more.

As a mom it is easy to feel alone and isolated. This blog is our attempt to bring mommas together and help them feel that they are not alone in their parenting journey.



We write about...

babies
children
crafts and DIY projects
recipes
health and fitness

date night ideas
local events
free activities
business spotlights
giveaways

home management
parenting tips and tricks
pregnancy
fertility
personal experiences

online meets

Real Life



Our blog is run by moms, for moms, designed to bridge an online experience with real life interpersonal relationships.

content advertising Reviews

Giveaways **playdates**

social media sponsored posts

image advertising **community events**

moms night out Seminars

social **local** **mobile**

advertising solution * **by moms for moms**

reach

Local Moms



Our blog is run by moms, for moms, designed to bridge an online experience with real life interpersonal relationships.

12k+

pageviews

per month

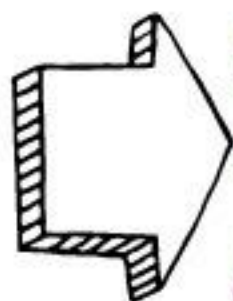
3,000+

unique visitors

per month

Facebook: **650+ followers**

Twitter: **460+ followers**



"I love reading BVT Moms Blog! They have great information and stories that I can relate to. I've also learned about some great places and products through their reviews!"

**Kristen G. - Burlington VT Moms Blog reader*

what people *Are Saying*



"Nissa and friends were so much fun the night of our bra fitting party. They were all professional and Aristelle really appreciated the opportunity to work with them. I loved being able to contribute to this site. It's a great site for sharing insight, stories and tips!"
~Andrea King, owner of Aristelle

"From the first contact email to making the appointment and publishing the article, Nissa was a pleasure to work with. As a sole proprietor I appreciated the efficiency and respect for my time. I would definitely recommend working with them in the future, the exposure through the article helped me gain some new business. Thank you BVT Moms Blog for supporting local businesses." ~Eileen Togher, owner of Earthy Soul

"My experience with BurlingtonVT Moms Blog could not have been better. Nissa was so professional, and communicated with me every step of the way. Her review and giveaway brought my Etsy shop a good deal of local attention, something that can be hard to gain online, so I'm very happy to have had the chance to work with BurlingtonVT Moms Blog. Thanks so much!" ~Berry Carroll, owner of Moxie's Closet Etsy shop

It was a pleasure to work with the ladies from the Burlington Mom's Blog. They made it easy to choose the advertising package that was right for us and made the process simple. The sponsored post they created featuring our fitness program was excellent and very well written. I look forward to doing more advertising with them in the future. ~Autumn Bonner, owner of Tailored Fitness

"I have loved writing for the BVT Moms Blog as a guest blogger. The ladies that run the site are sweet, easy to work with, and truly want to create a stronger community bond between local moms!" ~Francesca Arnoldy, Doula and owner of VT Birth Haven

"We love working with BurlingtonVT Moms Blog! We have noticed an increase in our website traffic, and believe that supporting families in Burlington is the perfect fit for our family-run business." ~Toni Drowne, Creative Habitat

content

Advertising

 **burlington vt
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sponsored posts and giveaways

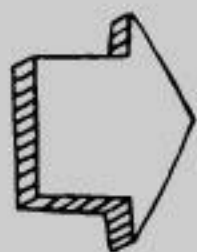
Sponsored posts and giveaways are an opportunity for businesses to reach a targeted audience with their product and services.

Word of mouth is the key way moms hear about and try new products. Our moms look to us to tell them about excellent products and services, and we love the opportunity to share our experiences!

All sponsored posts and giveaways reach, not only our blog audience, but our social media followers as well through Facebook, Twitter, Pinterest, and Instagram posts.



Cost: Sponsored Post- \$100
Giveaway- \$50



"Burlington VT Moms Blog always has such great giveaways. I love hearing about new products or a new business and I like that I can trust their experience. I also love that they focus on local businesses and moms who own their own businesses."
Jenny C. - Burlington VT Moms Blog reader

image

Advertising

Included in our image advertising is a promise of three social media mentions (per month of advertising) with links to your business on all of our social media accounts.



leadboard

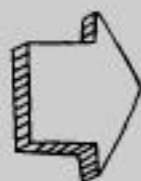
480x80 pixels, 72 dpi

one month: \$130

three months: \$120/month (\$360)

six months: 1 month free (\$650)

one year: 2 months free (\$1,300)



badge- stand alone

350x250 pixels, 72 dpi

one month: \$100

three months: \$90/month (\$270)

six months: 1 month free (\$500)

one year: 2 months free (\$1,000)



tower

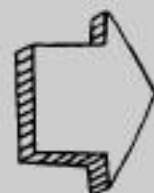
150x250 pixels, 72 dpi

one month: \$80

three months: \$70/month (\$210)

six months: 1 month free (\$400)

one year: 2 months free (\$800)



tile

150x150 pixels, 72 dpi

one month: \$60

three month: \$50/month (\$150)

six months: 1 month free (\$300)

one year: 2 months free (\$600)

event

Sponsorship

BVT Moms Blog loves throwing a great event and creating an opportunity for moms to mingle, be pampered, and have some fun! We host a variety of events, such as Moms Night Out, family events, playdates, date nights, and seminars. These events are the perfect place for you, as a business owner, to tap into the "power of mom" and promote your products and business to a crowd of local moms, children and families!



Sponsorship Packages

➡ Title Sponsor: \$1,000

➡ Platinum Sponsor: \$650

➡ Mom's Choice Sponsor: \$500

➡ Small Business Package: \$350

➡ Gold: \$200

➡ Silver: \$100

➡ Giveaway: Free

event

Sponsorship

So what do you, as a business, receive when you sign up to be a sponsor of one of our events?

Silver Sponsor

- * **Tile** ad on BVT Moms Blog for **ONE** month
- * Product giveaway and highlight at the event

Gold Sponsor

- * **Tile** ad on BVT Moms Blog for **ONE** month
- * Product giveaway and highlight at the event
- * Sponsored post about your business on BVT Moms Blog

Small Business Package

- * **Tile** ad on BVT Moms Blog for **TWO** months
- * Sponsored post about your business on BVT Moms Blog (giveaway optional)
- * Product giveaway and highlight at the event
- * Table at the event

Mom's Choice Sponsor

- * **Tower** ad on BVT Moms Blog for **TWO** months
- * Sponsored post about your business on BVT Moms Blog (giveaway optional)
- * Product giveaway and highlight at the event
- * Table at the event
- * Pre and post event blog post mentions and link to your business on BVT Moms Blog

Platinum Sponsor

- * Company name on all advertising related to the event
- * **Tower** ad on BVT Moms Blog for **THREE** months
- * Sponsored post about your business on BVT Moms Blog (giveaway optional)
- * Product giveaway and highlight at the event
- * Pre and post event blog post mentions and link to your business on BVT Moms Blog
- * Four separate social media updates linking to your business (Facebook, Twitter, and Instagram)
- * Table at the event

Title Sponsor

- * Highlighted as the featured sponsor of the event and company name on all advertising related to the event
- * **Leaderboard** ad on BVT Moms Blog for **THREE** months
- * Sponsored post about your business on BVT Moms Blog (giveaway optional)
- * Weekly social media effort for **THREE** weeks leading up to the event with direct links to your business
- * Product giveaway and highlight at the event
- * Pre and post event blog post mentions and link to your business on BVT Moms Blog
- * Table at the event

Ready to get started?

Contact us today!

advertising@burlingtonvtmomsblog.com

802-448-0238

*We look forward to partnering
with you!*