

# THE VALLEY BABY & MOM

FERTILITY • MATERNITY • BABY • TODDLER • CHILD



YOUR *journey* STARTS HERE

MEDIA KIT

## ABOUT US

From the minds behind The Valley Wedding Pages, a resource for brides for over 20 years, comes The Valley Baby & Mom Resource, offering valuable insights into conception, pregnancy, childbirth, and early parenting.

We understand how overwhelming it can be during the pregnancy and newborn journey, and our aim is to empower both current and expecting parents by being the go-to resource and support while educating both women and men about fertility, pregnancy, and children.

## WHAT WE DO

- **Magazine:** To promote literacy, our bi-annual magazine showcases local businesses that can help any parent through their journey. We also cover a wide array of maternity, baby, and child-related topics.
- **Social Media:** For those on the go, our social media channels offer convenient parenting education, tips, and feature local businesses and organizations catering to all parents.
- **Website:** Extending from our magazine and social media, our website is a comprehensive platform encompassing all aspects of parenting and the local baby sector.
- **The Valley Baby & Mom Expo:** Soon-to-be parents attend our expo to discover resources that our RGV community has to offer.
- **The Valley Baby & Mom Awards:** Judged by the real experts – moms! Having an award builds the respect and trust that you deserve.



"As a new mother-to-be, I face the exciting yet overwhelming journey of pregnancy, and having a local resource that provides insightful tips and strategies will be a great support in making informed choices."

-ALYSSA  
MOMMY-TO-BE



"A resource like this will be beneficial to all mothers and fathers. It's amazing that we now have a LOCAL spot to go to for advice and tips."

-BRI  
NEW MOMMY



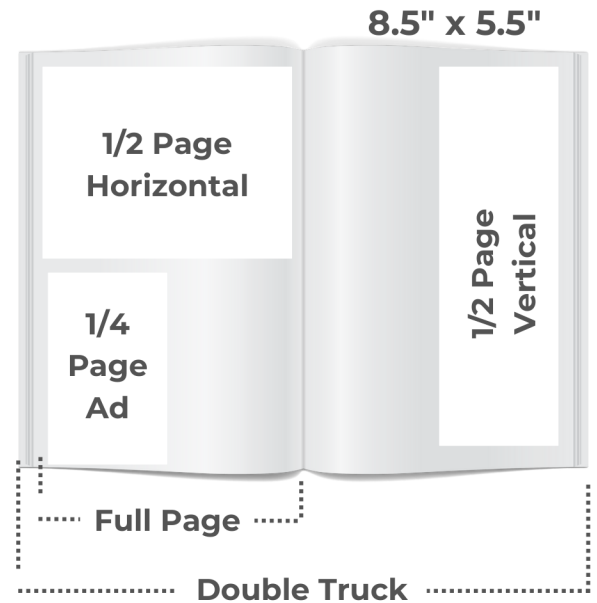
"I found myself overwhelmed by the lack of guidance in finding essential baby items and locating sonogram facilities; having a resource to provide me with such ideas and information would have been immensely helpful."

-JESSICA  
MOMMY OF TWO

## RATES

Front Cover +1 Full Page (non-business, see other)	\$4,000.00
Back Cover + 1 Full Page	\$2,500.00
Inside Front Cover	\$1,800.00
Prime Pages (1,2,4,6)	\$1,600.00
Inside Back Cover	\$1,500.00
Full Page	\$1,200.00
1/2 Page	\$800.00
1/4 Page (limited)	\$600.00
<i>Event Page Directory</i> <i>Only Available for Event Businesses</i> <i>(Up to 12 businesses in one page)</i>	\$500.00

 Ask us about our Introductory DISCOUNTS!



## ISSUE

### EDITION 1

Vol. 1 (Dec 2023-May 2024)  
Vol. 2 (June 2024-Nov 2024)

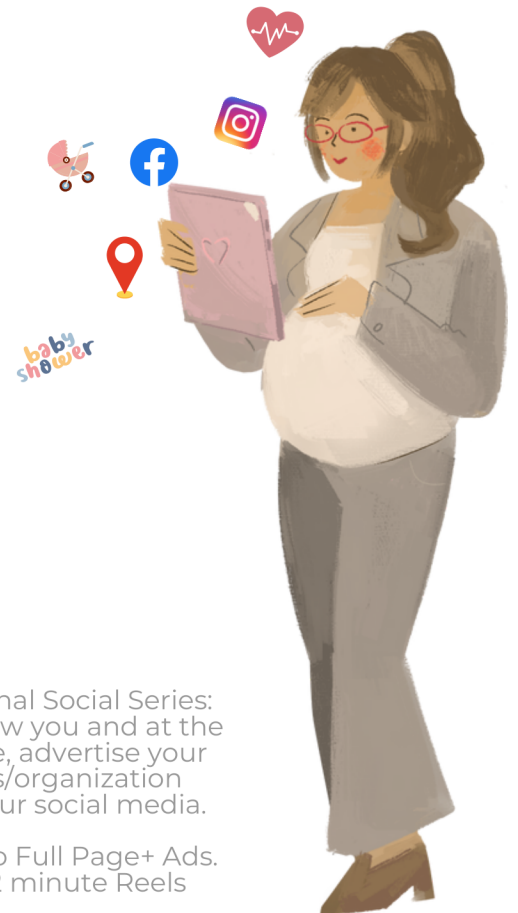
### DEADLINE

9/25/2023  
3/27/2023

## YOU GET

5,000 Magazines Distribution  
A Part of our Educational Social Series\*  
Social Features  
Website Directory Listing

Entered into The Valley Baby & Mom Awards 2024 (full pg+)  
Get a \$100 discount at The Valley Baby & Mom Expo (full pg+)



\* Educational Social Series:  
We interview you and at the same time, advertise your business/organization through our social media.

Available to Full Page+ Ads.  
Three 1-2 minute Reels

 Ask us about our Bundle DISCOUNTS!

## Website Rates

	Magazine Advertiser	Non-Magazine Advertiser
<b>Sponsor</b>	<b>\$900.00</b>	<b>\$1,500.00</b>
Homepage Side Banner	(6months)	(6months)
Homepage Logo		
Social Media Features (1/month)		
<b>Side Banners</b>	<b>\$600.00</b>	<b>\$900.00</b>
	(6months)	(6months)
<b>Directory</b>	<b>FREE</b>	<b>\$500.00</b>
		(6 months)

**The ONLY local resource for parents.**

## Social Media Rates

<b>Sponsored Ad (<i>graphic</i>)</b>	
1,000 Reach	\$150
3,500 Reach	\$350
<b>Reels</b>	
\$100/reel	
\$200/informational reel	
<b>Social Media Bundle</b>	
\$300/month	
1 post, 1 reel, 1 story, online directory	

# WANT TO *write* AND GET PUBLISHED?

**We are looking for professionals to share their research or tips and real parents to share their stories.**

**Visit [www.valleybabyandmom.com](http://www.valleybabyandmom.com) to submit your writing samples.**

**Seasonal Articles** – Submit tips, guides, shopping ideas, etc. for holidays, winter sports, Mother’s Day, etc.

**Personal Stories** – These parent essays, are told in first-person. In these articles, writers often discuss the fun or quirky side of parenting.

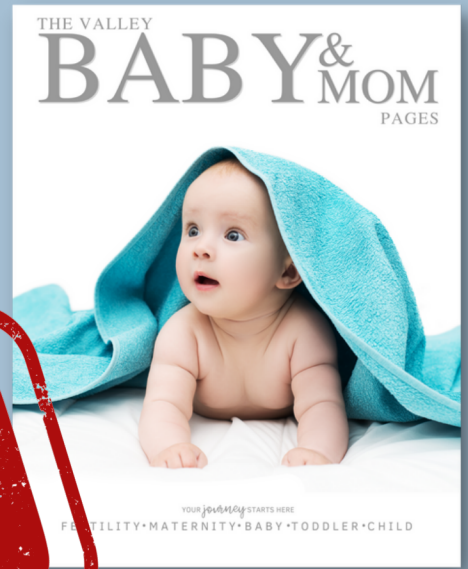
**Practical Articles** – Address a compelling issue in parenting in which an author presents an issue or problem in parenting and then a solution or where to turn to for help. Writers for these types of articles keep the information short and to the point.

**Important Issues** – Include childcare, education, adolescence, motherhood, family travel, kids’ products, and navigating the joys and challenges of parenting. These articles often include quotes from experts in the field. Writers with a Master’s Degree or Ph.D. in their area of expertise are preferred.

***All ideas are given the consideration they deserve when they are received.  
 The editors have unrestricted editing rights.***



# BE ON THE *front* COVER



THE VALLEY  
**BABY & MOM**  
PAGES

**Reserve your spot for  
our Edition I Volume II**

**DEADLINE 3/27/2023**

Vol. 2 (June 2024-Nov 2024)

Business Front Cover  
+1 Full Page Ad

\$4,000.00

\*Front Cover  
+1 Page Feature (no Ads)

\$3,500.00

*\*For mothers, babies, and families, complete online submission.*

 6 month Front Cover!

**All front covers are approved by the publisher.**

THE VALLEY

# BABY & MOM

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## EXPO

The Valley Baby & Mom Exp is the RGV's largest event for parents. Each event is aimed to equip parents with the knowledge they need to find their unique parenting style and feel more comfortable in their journey to parenthood.

Sponsor	\$2,000.00
<i>Free booth and logo on event flyers/media</i>	
Booth	\$650.00
Non-Profits	\$450.00

**Magazine clients get a \$100 discount!!**

**Date August 2024**  
**Location TBD**

THE VALLEY

# BABY & MOM

PAGES



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