



THE MOMCO

2025-2026  
MEDIA KIT





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## • Who We Are

*When a mom thrives, everyone around her does as well.*

For over 50 years, MomCo has been championing motherhood by empowering, resourcing and connecting moms around the globe. As a trusted source on all things motherhood, MomCo continues to impact millions of women every year and is considered one of the most influential mom movements in the world.

# AUDIENCE *and Demographics*



*Moms have influence.* Not only are they raising the next generation but they are also making most of the household purchases, telling their friends about their favorite products and influencing which brands their kids will one day become consumers of.

MomCo knows moms, and we have cultivated a community that boasts hundreds of thousands of highly engaged and loyal moms from across the United States who trust us and listen to what we have to say.

We'd love to introduce you to them.

## DEMOGRAPHIC STATS

**Age:**  
30-39 years

**Household Size:**  
4 people

**Marital Status:**  
96% are married.

**Household Income:**  
\$113,983

**Employment Status:**  
54% stay at home full time.  
40% work full time or part time.

**Digital Reach**  
10+ MILLION  
A YEAR

**Social Reach**  
3.7 MILLION

**Social Engagement**  
176,141

**Social Likes**  
101,057



*“MomCo gets me as a mom. They understand what products like and what articles I want to read, and I always know I can trust what they recommend.” —KATE*



## MEET OUR CHAMPION INFLUENCERS

MomCo has two primary audiences, who can help maximize brand exposure and impact. We suggest crafting a campaign that reaches each of our MomCo audiences.

### *Leaders*

**12,000+ volunteers** leading groups across the nation and the globe. Influencing over **120,000 moms** in the U.S.

- Suggested Messaging Style: action calling/ challenge, growth, impact
- Methods: Use pictures, stories

### *Moms*

**120,000 moms** meeting in MomCo Meetups across the U.S.

- Suggested Messaging Style: inspirational, story-based, full of affirmations
- Methods: Use pictures, stories



# THE MOMCO JOURNAL

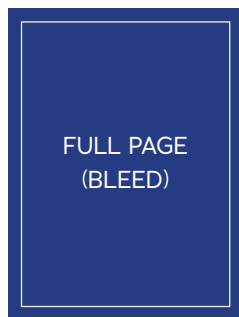


Circulation: 50,000 (+/-)

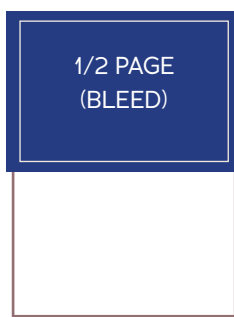
## Released quarterly

If you think our website is beautiful, you have to check out The MomCo Journal. Moms read this beauty cover to cover, so step in and allow our entire subscriber base to see your amazing offers!

- **FORMAT:** Must be a press-ready, version 1.3, PDF/X-1a compliant.
- **COLOR:** Must be CMYK. Four-color solids should not exceed SWOP density of 300%.
- **BLEED:** Must be at least 0.25" on all sides— included on the PDF output.
- **ALSO:** Include or embed all fonts, images, logos and other artwork. Do not nest file types inside the same file type. All materials must be properly trapped. Resolution must be 300 DPI.
- **LIVE AREA:** Keep text within non-bleed area, at least 0.25" away from the trim size.



**Full-Page Ad**  
**BACK INSIDE COVER**  
 \$3,800  
**INTERIOR AD COST**  
 \$3,000  
**SIZING:**  
 TRIM SIZE 8.125" x 10.75"  
 WITH BLEED 8.625" x 11.25"  
 Keep text 0.25" in from trim line.



**Half-Page Ad (Horizontal)**  
**HALF-PAGE AD COST**  
 \$2,000  
**SIZING:**  
 TRIM SIZE 8.125" x 5.375"  
 WITH BLEED 8.625" x 5.875"  
 Keep text 0.25" in from trim line.



ISSUE:	MAY '25 ISSUE	AUGUST '25 ISSUE	OCTOBER '25 ISSUE	FEBRUARY '26 ISSUE
AD CLOSING:	March 1	May 30	July 25	November 1
AD DUE:	March 8	June 6	August 1	November 8
MAIL DATE:	May 19**	August 11**	October 14**	February 21**

\*\* In-house arrival is approximately one to two weeks after mail date.

**CONTACT US TODAY**

**888.910.6677 | [advertise@themom.co](mailto:advertise@themom.co)**

Product offerings are subject to change and may vary in availability. We would love to connect and explore additional opportunities (webinars, podcasts, content and more).

# SOCIAL MEDIA OPPORTUNITIES



## **Sponsored Facebook Post**

Designated post to highlight your organization.

**INVESTMENT:** \$495

**FACEBOOK PAGE FOLLOWERS:** 125,000(+/-)

**CONTENT:** 300 characters of copy (including spaces), one link, one graphic in JPG format that is 1200 x 628 PX.

## **Sponsored Story Post**

Designated story post to highlight your organization, with a link to your page. Will show on both Instagram and Facebook.

**INVESTMENT:** \$495

**FACEBOOK PAGE FOLLOWERS:** 128,000(+/-)

**INSTAGRAM PAGE FOLLOWERS:** 48,500(+/-)

**CONTENT:** one link, one graphic in JPG format that is 1080 x 1920 PX, with a 9:16 aspect ratio.



## **MAKE IT A BUNDLE!**

Maximize your Facebook exposure with a **SPONSORED FACEBOOK POST** on Monday and a **SPONSORED STORY POST** on Wednesday.

**INVESTMENT:** \$900

**NOTE:** Due to Facebook rules and regulations, we cannot require page follows or post shares.

# EMAIL OPPORTUNITIES



Our email engagement far exceeds industry standards. We'd love to help you engage with our audience through email.

## Membership Monthly Benefits Email

- Sent first day of the month
- Banner ad above the fold
- Displayed in the highest click-through position on the page

**SPECS:** one graphic (imagery, copy) in JPG format, 2500 x 625 PX at 72 DPI in RGB

**CONTENT:** one designated hyperlink

**OPPORTUNITIES A YEAR:** 12

**INVESTMENT:** \$1,650

**AUDIENCE:** approximately 45,000(+/-) members

## LeaderCo Email

- Highlighted on the second and fourth Thursday of the month
- Primary communication tool with MomCo leaders
- Displayed in the highest click-through position on the page

**SPECS:** one graphic in JPG format, 843 x 446 PX at 72 DPI in RGB

**CONTENT:** 135 characters of copy including link

**OPPORTUNITIES PER MONTH:** two

**INVESTMENT:** \$1,000

**AUDIENCE:** approximately 12,000(+/-) MomCo leaders





### Last Chance Monthly Member Email

- Highlighted the Monday of the last week of the month
- Banner ad above the fold
- Displayed in the highest click-through position on the page

**SPECS:** One graphic (imagery, copy) in JPG format, 2500x 625 PX at 72 DPI in RGB

**CONTENT:** one designated hyperlink

**INVESTMENT:** \$1,045

**AUDIENCE:** approximately 45,000(+/-) members



Hey Mama,

Can you believe January is almost over? Before February's fresh new exclusives arrive, let's make sure you've taken full advantage of everything January has in store:

- [Video of the Month: The Sisterhood of Motherhood](#) All Worthington reminds us that the secret to happiness lies in our relationships. Have



As a child advocate ministry, we at [Compassion](#) would like to thank you for all you do as a Mother to love, encourage, and speak life to the precious little ones in your family. Happy Mothers Day from Compassion!



Shoeblox gifts impact mothers and their children around the world. For an extra smile, watch this [story of hope](#).

[A Rainbow After the Storm - samaritanspurse.org!](#)

### Sponsor Showcase Email

- Special occasions call for special emails. We like to think of showcase emails as digital marketplaces. Choose from the following: Mother's Day (May), preconference (August) and Christmas (November).

**SPECS:** one graphic in JPG format, 843 x 446 PX at 72 DPI in RGB

**CONTENT:** name of your organization in copy, 135 characters of copy, including spaces, one designated hyperlink

**INVESTMENT:** \$1,045

**AUDIENCE:** approximately 45,000(+/-) members



CONTACT US TODAY

Contact us today to create a custom campaign.

888.910.6677 | [advertise@themom.co](mailto:advertise@themom.co)

”

*“The MomCo team passionately lives out their mission for equipping and encouraging moms to realize their fullest potential. By partnering with MomCo, we are able to come alongside them in this mission and support moms by providing an opportunity for members to pursue continuing education and achieve their academic goals.”* —COLORADO CHRISTIAN UNIVERSITY



## LET'S WORK TOGETHER

We specialize in creating custom packages that maximize your investment and get the most engagement from our audience.

Just as moms take careful consideration into the products they bring into their homes, MomCo takes careful consideration into the way we position your product or company for our audience. We form successful

partnerships with the foremost goal of connecting you to our audience in the most efficient and creative way, which also ensures you get the best return.

Big or small, we have a place for you. Let us know how we can best expand your reach. New product offerings are always being developed, and we are excited to hear your ideas.

CONTACT US TODAY

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888.910.6677 | [advertise@themom.co](mailto:advertise@themom.co)



# MOMCON

# PACKAGES 2025

### Attendee Bag Insert

**INVESTMENT: \$1,650**

- Flat collateral (up to 8.5" x 11") or small giveaway item (e.g. pen, lip balm, key chain) distributed to all attendees at check in
- Option to provide a water bottle, facial tissue or journal (These will be limited to one of each and available on a first-reserved and confirmed basis.)
- Limited to 20

### Exhibitor Package + Sponsored Workshop

**INVESTMENT: \$4,000**

Premium Exhibitor Package plus:

- Three-minute video or two-minute script read by MomCo staff during your sponsored session
- Ability to distribute collateral of choice during your sponsored session
- Your logo on MOMCON sponsor slides

### Exhibitor Package

**INVESTMENT: \$2,300**

- Premium exhibit hall location
- 10' x 10' booth space/draped walls
- Table, two chairs, trash container
- Two MOMCON registrations
- Basic app listing

### Exhibitor Package + Content Workshop

**INVESTMENT: \$10,000**

Premium Exhibitor Package plus:

- Attendee email blast
- 50-minute presentation during your sponsored session
- Ability to distribute collateral of choice during your sponsored session
- Your logo on MOMCON sponsor slides

## MOMCON STATS

- Largest Christian mom conference
- Changes cities every year
- 20+ years running
- 5,000(+/-) attendees
- 75(+/-) exhibitors
- 20(+/-) countries represented



# WHAT PEOPLE ARE SAYING



*“MomCo is Operation Christmas Child’s longest standing partner of 20+ years. One thing that has made this such a successful partnership is the commitment MomCo demonstrates to promoting Operation Christmas Child in a way that specifically speaks to their audience.”*

—OPERATION CHRISTMAS CHILD



*“Tyndale has greatly valued the partnership we have had with MomCo on so many levels over the past couple years. From the opportunity we’ve had to engage with moms at MOMCON, to bringing visibility for our products with MomCo digital channels—each touchpoint has allowed us to meet the felt need of moms and offer them resources based on where they are at in their lives.”*

—TYNDALE



## WHO WE’VE WORKED WITH

Baker

B&H Publishing

Colorado Christian University

HarperCollins

Harvest House Publishers

Lionsgate

Mabel’s Labels

NBC

North Point Ministries

Operation Christmas Child

Sony Pictures Studios

Tyndale House Publishers

World Vision



LET'S WORK TOGETHER.



THE MOMCO

*You want to grow your business and we want to help.* Together we can create a hugely successful campaign that achieves your goals and maximizes your investment.



CONTACT US TODAY

888.910.6677 | [advertise@themom.co](mailto:advertise@themom.co) | [sponsor@themom.co](mailto:sponsor@themom.co)

MomCo | 2370 South, Trenton Way, Denver, CO, 80231