



MEDIA KIT 2022

Jenni M Photography



Who WE ARE

Company Founder, co-owner, and CEO, **Jennifer Breuer** is a lifelong creative spirit specializing in web design, media, marketing, and community development. Company co-owner and Editor-in-Chief, **Stephenie Walker**, and Managing Editor, **Lauren Lee**, are natives who bring decades of local community involvement, business development, and parenting experience to all of Rocket City Mom's platforms in an effort to make parenting in Huntsville and the surrounding areas easier.

We have a talented **team of local consultants** that specialize in graphic design, social media, photography, and content creation on a variety of topics. It's important to us that each RCM contributor and team member is also a local parent in North Alabama.

What WE DO

We offer a wealth of information on anything and everything related to **parenting in North Alabama**. From a Kids Eat Free Directory to stories about where and how to throw a party to support groups to all the local free and cheap events you could dream of, we leave no local parenting stone unturned. We publish 3-5 articles weekly on **Rocket City Mom** and share our content to a prolific following on Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube, TikTok, and via our app, **Explore Huntsville**.

We are so glad you are considering connecting your business with the approximately **75,000 Tennessee Valley Parents** who read Rocket City Mom every month. We aim to be the go-to resource for families looking to find ways to spend time with their children and support local businesses.

Our Readership AND MORE



 2.1 million page views last year

 75,000+ monthly unique visitors

 2min 30sec average visit length



ACCOLADES & AWARDS

Best Local Mom Blog Nominee
PARENTING.COM

Silver Award Medal
AAFNA 2016

Best Blogger Award
AAFNA 2015

Entrepreneur Awards Nominee
WBCNA 2016

Chairman's Cup
AL MOUNTAIN LAKES TOURIST ASSOCIATION 2019

Most Supportive CommUNITY Award
ROCKET CITY PRIDE 2021



12,000+
NEWSLETTER
FOLLOWERS



6,400+
TWITTER
FOLLOWERS



13,200+
INSTAGRAM
FOLLOWERS



34,000+
FACEBOOK
FOLLOWERS

As SEEN ON...

Parents



SCARY MOMMY



Local READER REVIEWS

We did the walking nights (Galaxy of Lights) tonight because of your recommendation. It was so fun! Thanks for your insight. I was always too nervous to take the kids before. -ALISON W.

As a working mom, your site has made life easier and I truly appreciate all the background research and long hours you must put in to provide us all such a great one-stop-shop of things to do, places to go, and upcoming events! -KRISTI N.

Thank you for helping me find fun things to do with my baby girl! I am a born and raised Huntsvillian and you have clued me in on things that I never knew about. -MEGAN G.

My family just moved here a few weeks ago. I am a stay at home mom. This blog has been the best resource for our daily outings around town. -MICHELLE D.

Sponsor TESTIMONIALS



RocketCityMom.com is consistently one of the top three outside referral websites to RocketCenter.com, and has been for years. In addition, the bounce rate for those visiting from Rocket City Mom is generally lower than bounce rates from visitors referred from other sites. RCM readers are engaged and interested in the content provided on their site, and it has proved to be a remarkable partnership for us at the Rocket Center. If you have family-friendly products and activities to promote, I recommend this platform, as it has always performed well for us and is a foundational element in our museum marketing plan.

-U.S. SPACE & ROCKET CENTER



The team at Rocket City Mom answer the phone, actually call you back, reply to emails, and understand the need for marketing and the challenges a small business faces. We set a goal in 2021 and we exceeded it and *I truly believe Rocket City Mom was a major contributor to our success.*

-MATHNASIUM HUNTSVILLE



I just wanted to let you know that NARM had an amazing weekend. Ticket sales had been incredibly slow, but we ended up having a better Peter Cottontail event than last year! *The majority of people I asked said they had heard about our museum or the event through Rocket City Mom,* so THANK YOU!

-NORTH ALABAMA RAILROAD MUSEUM



Advertising with RCM has been one of the best decisions we have made for our business. It easily pays for itself each month in registrations. Whenever she posts something for us on Facebook we always see a ton of new members on our website. She knows exactly how to hit our target audience.

-I9 SPORTS

WANT TO *work with us?*

We love local businesses - they are the backbone of this community. **If you seek to reach parents, we have a direct line to your specific demographic.** Our reach is organic and genuine and we can help you develop the message you want to deliver in order to reach your business goals. Our partners, sponsors, and advertisers benefit from a relationship where we can help you craft a campaign tailored to our readers to ensure your best reach. We are glad to use our influential brand to broaden your attention in our community. **Impressions count, but we offer much, much more than that.**



What WE DON'T DO...

We aren't a lead generator. We want to work to make your brand ubiquitous and dependable. Our parents are impacted most by what they see time and again on our site and social. Clicks require a really specific type of campaign. We are glad to help you build one of those too, but basic lead generation is best done by purchasing search engine marketing.

We aren't cheap. As a business owner, you know it takes an investment to keep a business up and running. Partnering or supporting a sponsorship with us involves you investing in us so that we may invest in you. We truly value our services and product and hope you do as well. We are not in business to barter. Every great business begins with a well laid out plan. Marketing should be at least 10% of your annual operating budget. If you are choosing to invest some of that in us in order to reach local families, we sincerely appreciate it. If you have not planned that far out, we are glad to help you! [**Click here to get started.**](#)

We aren't transactional. True success is built on relationships. We have the real estate and demographic, and we are glad to share that with you. In order to be successful, we need to get to know each other and to have open and honest conversations about what works and what does not. We will always provide you tools for success and we hope you will use them to their fullest potential. Please be willing to receive monthly informational newsletters and updates and ask questions when needed!

Partnership PACKAGES

Our partners receive uniquely curated packages with exclusive access to banner advertising on our site. They also benefit from app ad placement, get first choice for series and guide sponsorships and newsletter sponsorships, reach our fans via social shares and sometimes live productions, and, in some cases, have access to sponsored content throughout the year. Partnership levels begin at a minimum annual commitment. Please let us know if you'd like to review our Partnership Package options.

Sponsorship PACKAGES

Our sponsors receive custom crafted packages designed to promote their brand, event, or programs. Sponsor level begins at a minimum annual commitment. Please let us know if you'd like to review our Sponsorship Package options and a la carte options.



A la Carte OPTIONS

- Newsletter sponsorships with a minimum commitment of 4 weeks in the year. Based on availability.
- Calendar Upgrade
- Special Events Package
- Live Package
- App ads
- Section and Guide Upgrades
- Sponsored Content



*Not sure how or where to market?
Need help with a business plan,
brand audit, or social media?*

**Consult with us regarding your new
business or your business re-boot.**

We realize many of our clients are new to digital advertising, and we know you have many options both local and non-local. We encourage you to educate yourself about what information you should be getting from potential partners (e.g. impressions per month, unique visitors, etc.) and what all those numbers mean. We are honored to be considered as a part of your business plan.



Free OPPORTUNITIES

Not ready to partner, sponsor, or advertise? Businesses in North Alabama with a current business license may be eligible to have free listings on our site. **We are firmly committed to local families and businesses.** In that vein, please feel free to fully peruse our site. If you see an area where you feel you should be included and have a current license, please email our editing team at info@rocketcitymom.com.

CALENDAR LISTINGS

FREE or cheap (\$5 or less) family friendly events may be submitted for consideration to our calendar. Paid events that are above the threshold will only be allowed for partners and sponsors. Please be sure to submit your events at least 2-3 weeks ahead of their date.

REVIEWS AND ARTICLES

Please read our [site policies](#) for information on reviews. We will occasionally consider articles with a unique angle, but lean away from advertorial submissions and favor our partners and sponsors for expert articles. Hyperlocal inquiries can be submitted to our editorial team at info@rocketcitymom.com. Please keep proposals short with a brief topic sentence and a few sentences to provide details. You will be contacted if your idea is selected for a write up. Unfortunately, due to the number of submissions we receive, we cannot respond to every request.

GUIDE LISTINGS

We offer a variety of basic free listing opportunities on our site:

- **Birthday Party Planner** basic listings are FREE. Upgrades are \$550/year or \$400/year with an annual sponsorship contract.
- **Childcare Directory** basic listings are FREE. Upgrades are \$250/year for the first page and \$50/page for additional pages.
- **Classes and Lessons** basic listings are FREE. Upgrades are \$450/year or \$300/year with an annual sponsorship contract.
- **Indoor Play** basic listings are FREE. Upgrades are \$550/year or \$400/year with an annual sponsorship contract.
- **Tutoring Services** basic listings are FREE. Upgrades are \$350/year or \$250 with an annual sponsorship contract.



Have questions?

Reach out to info@rocketcitymom.com with free listing information and/or questions for our sales team.