

# MOM<sup>TM</sup> MAGAZINE

*real | local | moms*



# *Media Kit*

Cover MOM, Laurel Bice



Reach local moms with MOM Magazine.

1/2

Over half of our readers admit to making decisions based on something they read in the magazine.



82% of household buying decisions are made by moms.

10,000

Number of printed copies per magazine region and location.



800 distribution points.



Locally owned by Active Media Inc.

MOM Magazine is a premium, bimonthly publication featuring local moms, activities and businesses moms care about.

Publishing six times a year, each issue is tailored to the local community it represents.

MOM Magazine es una publicación bimensual premium que presenta a las mamás locales, actividades y negocios que les importan a las mamás.

Cada número, que se publica seis veces al año, se adapta a la comunidad local a la que representa.

MOM Magazine is a freely distributed, premium magazine published in numerous Northwest markets: Lane County, the Mid-Willamette Valley, Salem, Central Oregon, Tualatin Valley and Southwest Clackamas. Additionally, MAMÁ, our Spanish MOM Magazine will reach Hispanic moms in Woodburn, Canby and Salem.

MOM Magazine features a real, local mom in each issue, plus topics moms care about – from health to finances, to recipes and more. Each magazine is customized to the local market and features local moms, activities, retailers and community events.

Free distribution throughout hundreds of local establishments. We are in the same places as busy moms:

- Grocery stores
- Medical offices
- Recreational facilities
- Community centers
- Schools
- Retailers
- Libraries and more

MAMÁ Magazine es una revista premium de distribución gratuita que se publica en varios mercados del noroeste: el condado de Lane, Mid-Willamette Valley, Salem, Central Oregon, Tualatin Valley y Southwest Clackamas. Además, MAMÁ llegará a las mamás hispanas en Woodburn, Canby y Salem.

La revista MAMÁ presenta a una madre local real en cada número, además de temas que les importa a las mamás: desde la salud hasta las finanzas, pasando por recetas y más. Cada revista está personalizada para el mercado local y presenta a mamás, actividades, minoristas y eventos comunitarios locales.

Distribución gratuita en cientos de establecimientos locales. Estamos en los mismos lugares que las mamás ocupadas:

- Supermercados
- Consultorios médicos
- Instalaciones recreativas
- Centros comunitarios
- Escuelas
- Comercios
- Bibliotecas y más



**CONTACT OUR TEAM FOR PRICING INFORMATION**

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**50%**  
 Over 50% of our readers admit to making decisions based on something they read in the magazine.

1/4 Horizontal  
 7.875" x 2.25"

Half Page  
 7.875" x 4.875"

## Print Ad Specs

**Preferred file formats:** High quality PDFs which meet PDF [PDF/x-1] (Acrobat 6). PDF files must contain only 4-color process colors and images (CMYK).

Adobe CC (Illustrator, InDesign, Photoshop):  
 All fonts and images must be embedded or send the exported images, graphics and fonts.

**Image requirements:** All images provided for ads, ad design and expert content should be final, color-corrected, high-resolution (300dpi) CMYK files. TIF or EPS file type recommended, high quality jpegs and pngs are acceptable. Hi-res images should not be scaled more than 115% to maintain image quality. We will attempt to convert images which are not in CMYK color profile, but cannot guarantee the colors during the color profile change.

**Live area:** Please keep live matter (text and non bleeding images) .375" in from outer trim edges on all 4 sides.

**Bleeds:** Elements which are trimmed will need a bleed of .25" on all 4 sides.

SPREAD  
 16.75" x 10.625"  
 + .25" bleeds

Live area

2/3 Vertical  
 5" x 10.125"

1/3 Vertical  
 2.5" x 10.125"

FULL PAGE WITH BLEEDS  
 8.375" x 10.875"  
 + .25" bleeds

Live area

INSERT  
 8" x 12.75"  
 (2 Sided)  
 + .25" bleeds

Live area

MOM

BACK PAGE  
 8.375" x 8.125"  
 + .25" bleeds

## Need help with an ad?

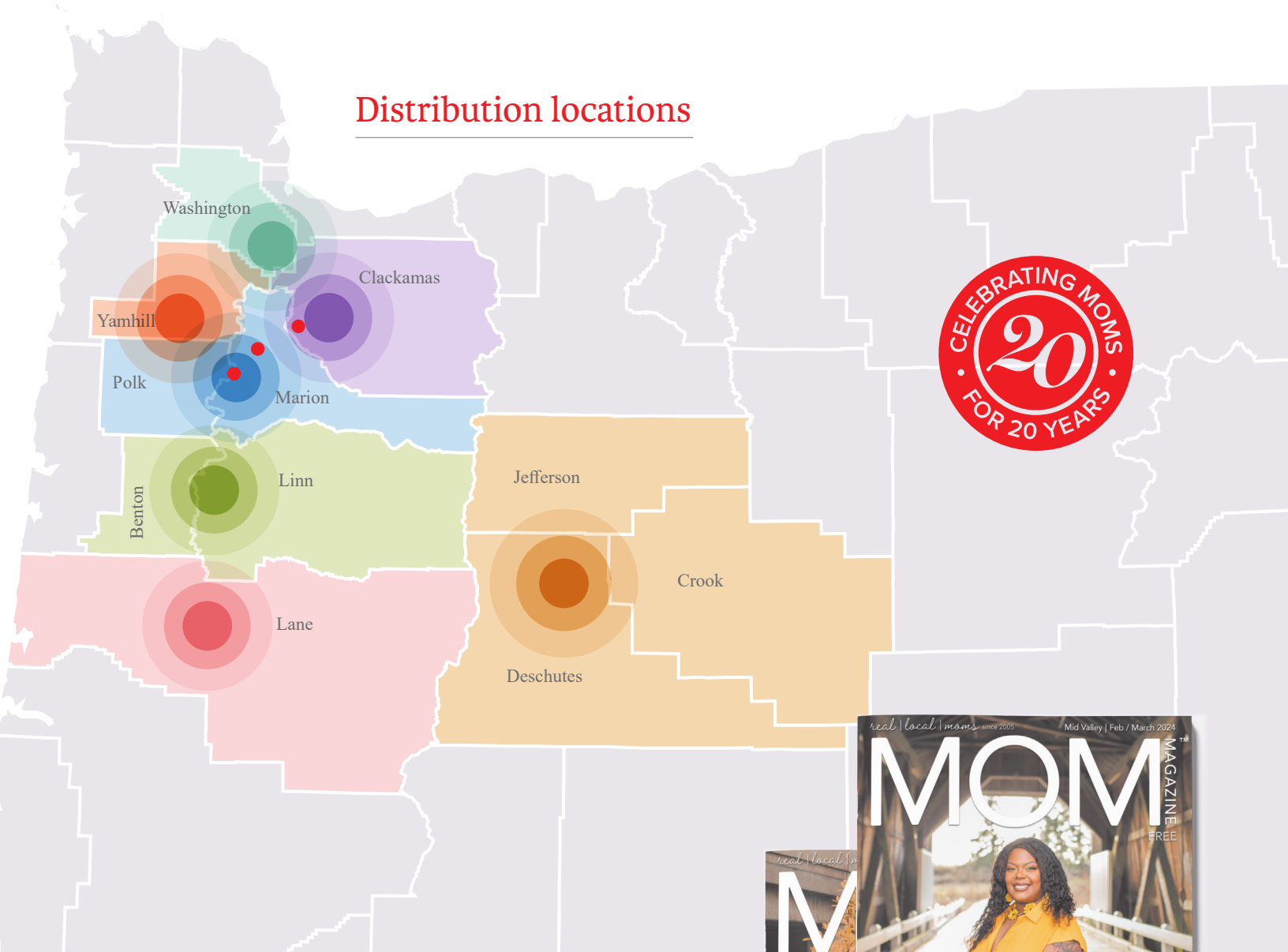
Our graphic designer can create a custom ad for your business. Work with your sales rep to get started.

Reserve your ad space today.  
 Contact us at [info@mommag.com](mailto:info@mommag.com).

InDesign templates are available for download on [mommag.com](http://mommag.com)



## Distribution locations



## MOM Magazine Market Summary

- **Tualatin Valley**  
*Lake Oswego, Tualatin, Tigard & Sherwood*
- **Yamhill/Polk Counties**  
*McMinnville, Newberg, Dallas, Monmouth & Independence*
- **Southwest Clackamas**  
*Wilsonville, Canby, West Linn & Oregon City*
- **MAMá Spanish Edition**  
*Woodburn, Canby & Salem*
- **Salem MOM**  
*Salem & Keizer*
- **Mid-Valley**  
*Albany, Corvallis, Philomath & Lebanon*
- **Lane County**  
*Eugene & Springfield*
- **Central Oregon**  
*Deschutes, Crook & Jefferson Counties*

