Jacksonville Beach Moms

2027 Media Kit

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About Jacksonville Beach Moms

Founded in 2018 by a local Jax Beach mom, Jacksonville Beach Moms was created as a digital resource for parents, community members, local businesses, and anyone who loves Jacksonville. We employ a team of local moms to help share information for the families who live in Jacksonville as well as visitors to the area. We are a Jacksonville Beach start up with strong roots in our community and are not part of a national affiliate or franchise.

Why Advertise with Us

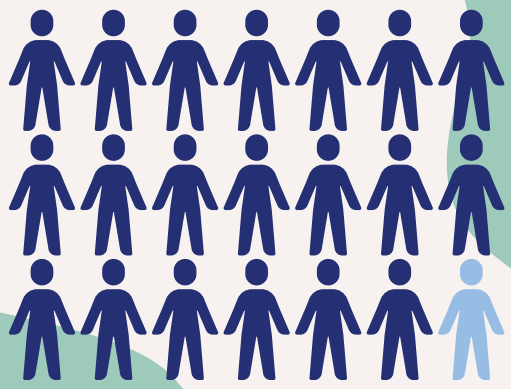
At Jacksonville Beach Moms we cover local events, attractions, and businesses in the greater Jacksonville area as well as travel, day trip, and getaway ideas. 98% of our audience resides in the greater Jacksonville area and this gives us a unique value add that will help you connect directly with families in North Florida. As a niche website and podcast with multiple social media channels that specialize in Jacksonville, we can help you target your messaging and advertising to our followers.

Audience Demographics

Jacksonville Beach Moms

North Florida Residents

98% of our audience resides in North Florida. This includes Duval, St. Johns, Nassau, and Clay counties.

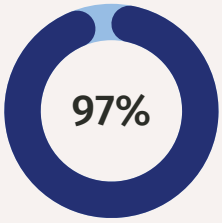


Female Audience

92% of our audience is female.

Audience Age

74% of our followers are between the ages of 25-44 years old.



Family Focused Followers

97% of our audience identifies as either a parent, grandparent, or other caregiver.

Advertising Options

Instagram Spotlight

Let Jacksonville Beach Moms spotlight your brand on our most popular social media network. Your Instagram spotlight includes one static Instagram post on our feed and up to 10 Story or Reel shares a week for a month.

INSTAGRAM SPOTLIGHT RATE: $300

Social Media Package

Reach a wide variety of our audience through all of our social media channels. Your social media package includes one Facebook post, one Instagram post, one Tweet and one newsletter spotlight.

SOCIAL MEDIA PACKAGE RATE: $325

Guides

Our local guides are a great way to share your products or services with the Jacksonville Beach Moms audience. Rates begin at just $50, contact us to find out which businesses we're highlighting this year.

RATES BEGIN AT $60 ANNUALLY

Advertising Options

Sponsored Posts

Create a permanent footprint on our site with a sponsored post highlighting your products or services. All posts include SEO optimization and are shared across all Jacksonville Beach Mom social media channels.

SPONSORED POST RATES: $350 PER POST

Podcast Advertising

Reach Jacksonville moms through our Jacksonville Momcast Podcast. Each monthly episode features an interview with a local mom. Podcast advertising includes an audio ad at the beginning and middle of the episode as well as a link in our show notes and post on @jacksonvillemomcast social media.

PODCAST AD RATES: $250 PER EPISODE

Photo Licensing

If you're interested in using our images or content for personal or businesses usage, contact us about pricing for individual and bulk contracts. All of our images are original and copyrighted unless authorized.

RATES VARY

Jacksonville Beach Moms

Connect With Us

We're here to help you get the word out about your business or event to local, Jacksonville families. If you are interested in advertising but are unsure about the best option for your business, please don't hesitate to reach out. We're happy to help you craft the perfect ad plan to meet your business goals.

www.JacksonvilleBeachMoms.com

Media@JacksonvilleBeachMoms.com

instagram.com/JaxBeachMoms

facebook.com/JacksonvilleBeachMoms

pinterest.com/JacksonvilleBeachMoms

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