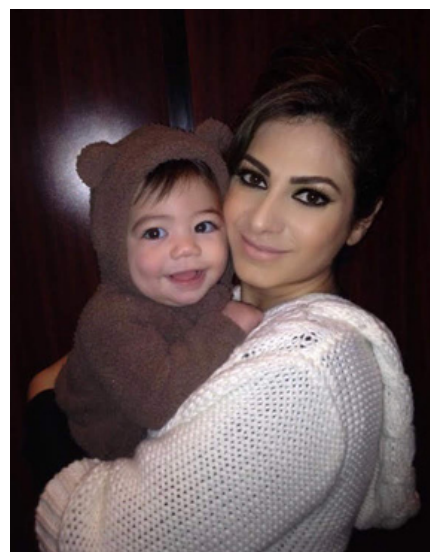


FUN WITH KIDS IN LA

MEDIA KIT 2024



MAKING FAMILY LIFE EASIER!

We started FUN WITH KIDS IN LA® to inspire parents every day with fun ideas and new experiences to make parenting more enjoyable.

FUN WITH KIDS IN LA® is the best place to reach local parents who are actively looking for services, activities, classes, camps, and products for their families on our website every day - all year long. Now you can easily reach them when it matters the most.

We help businesses and brands connect with our highly engaged community of Moms, who are social, savvy, and make all the buying decisions.

2.9M+

MONTHLY REACH

160,000+

UNIQUE MONTHLY VISITORS

290,000+

MONTHLY PAGE VIEWS

AS SEEN IN & ON

Los Angeles Times



89.3 KPCC

REDFIN



WE HELP BRANDS AND BUSINESSES CONNECT WITH OUR ENGAGED COMMUNITY OF LOS ANGELES MOMS

LOS ANGELES



yohana

Wallis Annenberg
Center for the
Performing Arts

Skirball
Cultural Center

big city
moms



kidspace
children's museum



LEGOLAND

Hilton
HOTELS & RESORTS



BCmouse.org



PatPat



FUN WITH KIDS IN LA



WHAT DO PARENTS SAY ABOUT US?

"I home-school my child and this site is probably one of the best places to find things to do. Love it!"

■ Christina H.

"I love your website! I love finding new places and new ideas to try. The Directory listings are so helpful and I am looking forward to see more of them!"

■ Janet K.

"You are the best! We went to so many new places based on the articles that you share!"

■ Negah Z

"I just want to say thank you thank you thank you for all the wonderful ideas..."

■ Ida L.

I read all your blog posts. They are very informative, and I love that you have included the weekly events on your site."

■ Sandhia S.

"I Love your blog! Super useful and informative."

■ Maria N.



FUN WITH KIDS IN LA



WHY US?

FUN WITH KIDS IN LA® is the best place to reach local parents who are looking for services, activities, classes, camps, products, and more for their families on our website on a daily basis.

We help businesses and brands connect with our highly engaged community of Moms. We Target a Coveted audience of Moms, who are social, savvy, and make all the buying decisions.

Our audience is actively seeking services for their families while they are using our website.

They are looking to find details about great things for their families to do near where they live.

They are looking for local businesses just like yours on our site every day. All-year-round. Now you can easily reach them when it matters the most!



FUN WITH KIDS IN LA



TESTIMONIALS

"Advertising with FUN WITH KIDS IN LA has been a great experience for us. They are easy to work with, professional, and knowledgeable. We also enjoy visiting the site ourselves for fun activities to do around town."

■ MISA MARSHALL, LOVE BUG & ME MUSIC



"Advertising with FUN WITH KIDS IN LA has been a great way for our children's theatre organization to connect with the LA families we need to reach. The FWKLA team was extremely helpful in creating events, blog posts, videos, and ticket giveaways on our behalf, and consistently went the extra mile to ensure we got the exposure we were looking for. Our current season broke all box office records, and we are looking forward to working with them again on our next production."

■ JENNY BRANDT, NINE O'CLOCK PLAYERS



"Our programming at The Wallis features numerous performances and artists that are family-friendly and we enjoy collaborating with FUN WITH KIDS IN LA to spread the word to families across all of our local communities. FWKLA has been a great partner and collaborator as well as an on-going part of our marketing campaigns."

■ JOEL HILE, DIRECTOR OF MARKETING & COMMUNICATIONS,
WALLIS ANNENBERG CENTER OF ART & PERFORMANCE

DEMOGRAPHIC

OUR AUDIENCE

20% have 1 child
50% have 2 children
30% have 3 children or more

20% with children ages 0-4
30% with children ages 5-10
31% with children ages 11-14
18% with children ages 15 & up

OUR VISITORS

90% FEMALE

10% MALE

2.9M+ MONTHLY REACH

85% ACTIVE ON SOCIAL MEDIA

160,000+ UNIQUE VISITORS

69% WORKING PARENT

100,000+ SOCIAL MEDIA FOLLOWERS

65% MAKE OVER \$100K

15,000+ SUBSCRIBERS

33 MEDIAN AGE



FUN WITH KIDS IN LA

RATE SHEET 2024



BANNER ADS

Banner ads are digital billboards that use imagery to attract attention with the goal of driving traffic to your site. Banner ads are placed in high-traffic locations on web pages, creating brand awareness and generating click-throughs, purchases, and leads.

Banner Ad (970x250)

\$245/Week or \$925/Month

The banner will be placed on the following pages:

Home Page ([Click here for a sample](#))

Spotlight Page ([Click here for a sample](#))

Events Pages ([Click here for a sample](#))

This banner will appear on top of every single event

Places To go Pages ([Click here for a sample](#))

This banner will appear on top of every single place

Mini-Spotlight Ad in our weekly newsletter

Banner Ad (250x300)

\$125/Week \$475/Month

Mini-Spotlight Ad in our weekly newsletter

Click [here](#) for a sample

Large Banner Ad in our weekly newsletter

Banner Ad (970x250)

\$225/week \$825/Month

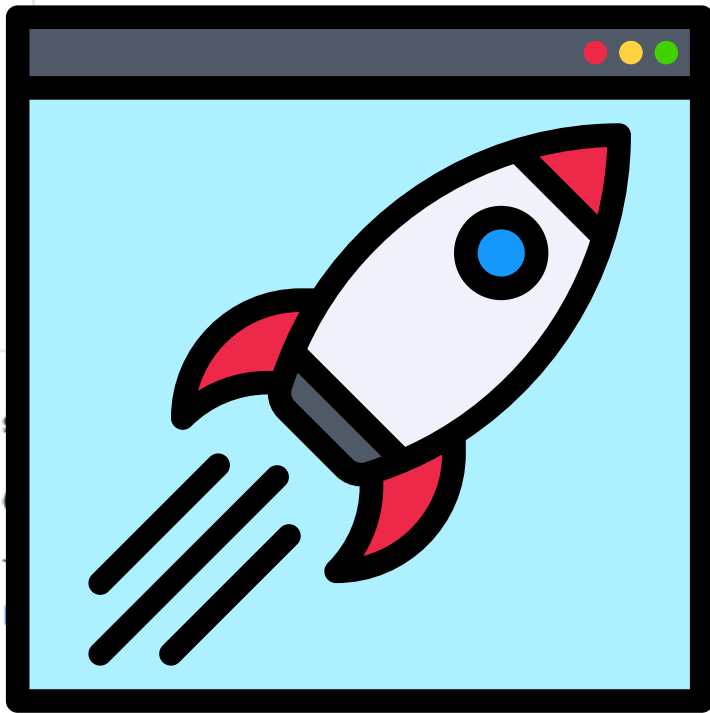
Click [here](#) for a sample



300x250

ANALYTICS

Traffic Overview: funwithkidsinla.com



ORGANIC MONTHLY TRAFFIC

160,847

GREAT

AVG. SESSION DURATION

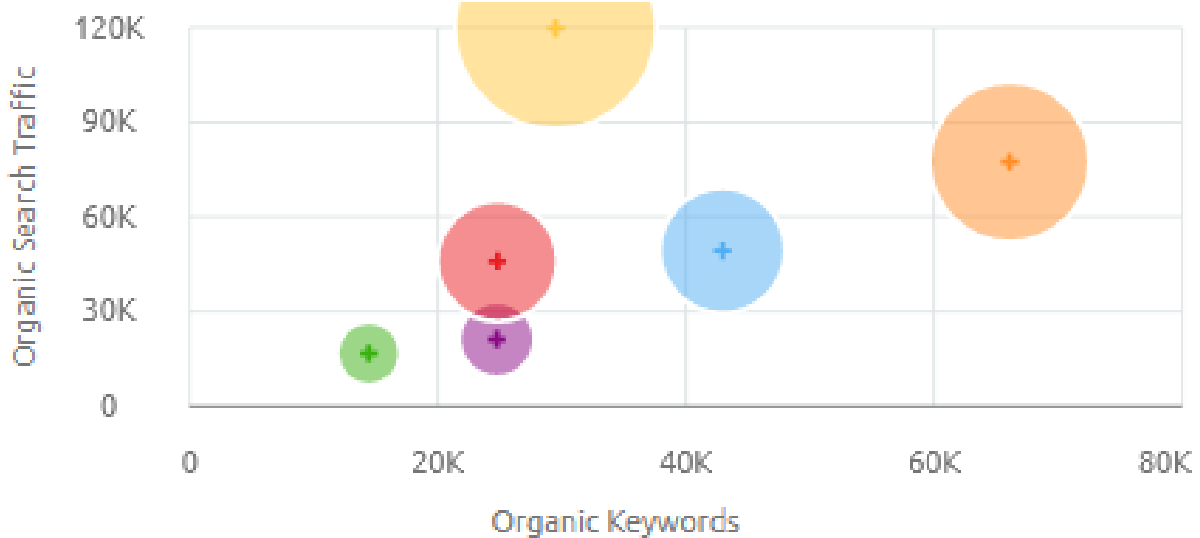
10m 17s ↑ 4%

Today 6m 54s • Yesterday 5m 33s

Keep Visitors on Your Site

Competitive Positioning Map

- momsla.com
- socalfieldtrips.com
- welikela.com
- laparent.com
- secretlosangeles.c...
- funwithkidsinla.com



FUN WITH KIDS IN LA

DEDICATED EDITORIAL

Dedicated posts are ideal to amplify your message to local parents about your business, event, or brand, as well as create buzz, and influencing buyers' behaviors.

Dedicated Blog: \$725/Post.

A post dedicated to your business or event. We optimize the dedicated blog for SEO and share it on social media with our 100k+ social media followers.

Your post will be live on our website for a period of 1 year and can be renewed for \$250 for each additional year. Click [here](#) for a sample



EMAIL CAMPAIGNS

Spread the word about your business, event, or brand right into the boxes of 14,000+ highly targeted opt-in subscribers.

Dedicated Email Blast	\$725/Newsletter
Shout out (2nd article)	\$325/Newsletter
Banner Ad (970x250)	\$225/Newsletter
Mini-Spotlight Ad	\$125/Newsletter

SUBSCRIPTION

Be a part of our weekly newsletters and drive traffic to your website every week!

\$425/month (Mini-Spotlight Ads)
4 mini-spotlight ads per month
Click [here](#) for a sample



FUN WITH KIDS IN LA

GUIDES - DIRECTORY LISTING

Become part of our preferred business community for as low as .82 cents per day, and connect with local parents looking for your services or brand. When you list your business on one of our guides/directories, families can easily find you for free using our easy-to-use filters. (This excludes summer camps. For camp listings, click [here](#).)

Basic \$295/year or \$29.00/month
Ultimate \$395/year or \$35.00/month
Awesome \$495/year or \$45.00/month

Click [here](#) to see a guide, as a sample.
Click [here](#) to see monthly newsletters for classes & workshop guide, as a sample.

LIGHTBOX CAMPAIGN (POP-UP)

Reach 100% of our site visitors for your giveaway or offer. Our lightbox pops up to all site visitors and all our pages. They must engage with the lightbox to proceed to our website. Readers can click through from the lightbox to a dedicated landing page. Lightboxes can include a photo or a video of your brand/event.

We can also collect email subscribers, which will be shared with you.

Lightbox \$350/week without emails
Lightbox \$450/week with emails

