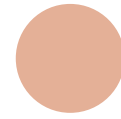


A-LIST *mom*

the chic little daily for moms



Media Kit 2012

A-LIST *mom*
the chic little daily for moms



WHAT'S THE A-LIST?

A-List Mom is a premium digital lifestyle brand for the influential, savvy and powerful mom demographic. Delivering the most buzz-worthy and innovative products and services straight to their inboxes, A-List Mom is an award-winning editorial email and website for affluent metro moms with kids 0-5 and features one of largest and most active list of media subscribers.

ABOUT US

Elina Furman Landauer and Leah Furman are sisters and media vets with over 15 years of experience, having held top editorial positions at WomansDay Online, Avon, and Seventeen Online. They launched A-List Mom to help moms filter through the myriad of information online.

As the authors of more than 20 books and popular spokespersons, they have appeared on such shows as The Today Show, Good Morning America and CBS' The Early Show as lifestyle experts.

With their unique combination of branding, editorial and marketing expertise it was only a matter of time until they created a powerful media property for the modern mom who wants her information delivered in a concise, witty and well-designed format – A-List Mom!

**“Best of Web 2010
for Kids Category”**

- InStyle Magazine



READERSHIP

A-List Mom is made up of a highly targeted group of nearly 50,000 influential and successful moms. A-List Mom's loyal subscribers not only anticipate reading the emails every day, they are ready and poised for purchase.

Gender: **97% female**

Status: **93% mothers with kids ages 0-5**

Median HHI: **100K+**

Location: **National with concentration in top metro areas.**

REACH

A-List Mom offers advertisers an extensive reach to over 1 million moms via social marketing and key content partnerships with some of the largest online destinations, including Baby Center, Glo.com and regular links in dozens of top mom blogs.

WORD OF MOUTH

...is A-List Mom's most powerful and unique marketing tool. What started with a select number of e-mail addresses has grown into one of the most vetted and powerful lists in the industry— and it's all primarily by word of mouth and high pass-along rates.



MEDIA MAVENS

In addition to being the online home to the savviest moms who eagerly spread the word, A-List Mom's subscriber list is comprised of thousands of magazine editors, TV executives/producers, and merchandisers from boutique and big-box stores.

SUBSCRIBERS IN THE MEDIA:

The Today Show	Redbook	Marie Claire
Parents Magazine	American Baby	Daily Candy Kids
Baby Talk Magazine	Parenting Magazine	Scholastic Magazine
Real Simple	The Bump	Pregnancy & Newborn
Lucky Kids	Baby Center	New Parent Magazine

WHAT THE MEDIA IS SAYING

As the Style Editor of both Parenting and BabyTalk Magazine, I have seen a million and one websites in the kid space. A-List Mom is one of the few I read religiously.

– Sabrina James, Lifestyle Editor

"I look at sites all day long for my job at BabyCenter and you have the best products! You're pretty much the first email I open every day. Thanks!"

- Dina Freeman, Social Media Director, Baby Center

"There's no shortage of websites telling you what to buy for baby, we realize, but we keep finding ourselves forwarding each other (and our friends) great picks from A-List Mom."

- Pregnancy Magazine

babytalk

DAILY CANDY
 **babycenter**

marie claire

NewParent

Parents

REAL SIMPLE
Life made easier, every day

REDBOOK

the bump
from the knot


TODAY



THE A-LIST EFFECT

ABOUT OUR ADVERTISERS

Cottonelle	Ralph Lauren	iCandy
Four Seasons	Petit Bateau	Rent the Runway
Zutano	My Little Pony	Juicy Couture
Zulily	Le Top	Smarty Pants Vitamins

Many of our advertising relationships originate organically, as a result of products being featured favorably and independently in unpaid editorial content.

TESTIMONIALS

"As readers of A-List Mom ourselves, we knew what a great vehicle it was for reaching moms. But even we did not expect the incredible response we received from our dedicated newsletter! The results were fast and far-reaching. We were thrilled!" – Dana Rubinstein, Founder, Dapple Baby

"The A-List Mom audience of cool, edgy, fashionable young moms is a perfect match for the Mutsy brand. The response to the sweepstakes was truly overwhelming. We received thousands of entries and a consistent flow of traffic due to A-List Mom's online marketing efforts." – Mutsy

"I cannot say enough about A-List Mom. While our products have been featured on a variety of sites in the past, none have ever resulted in the amount of direct sales that this did." – Lori Dunbar, fin+roe owner

"Within the first day of being featured in A-List Mom we were contacted by the editor of one of country's largest parenting magazines, which has now lead to a fall feature of our shoes!" – Ryan Campbell, Founder, Zuzii Shoes



MEDIA OPPORTUNITIES

There are a myriad of opportunities to partner with A-List Mom.

1 Dedicated Email

Our most popular option, this is a custom email highlighting your product and written in A-List Mom's award winning editorial voice. Newsletter sponsorship means dedicated, prominent ad space, where you are the only advertiser.

2 Sponsored Email

Reach a highly engaged A-List Mom market with sole display image and text-based advertising in an editorial email.

3 Co-Op Dedicated Emails

Build awareness among your core audience alongside other trusted brands for key promotional periods (e.g. Back to School, Holiday and Mother's Day, etc.)

4 Mini Site Development and Promotion

Utilize A-List Mom's web development expertise to create dynamic promotional microsites for data collection, product launches, opt-in subscribers, e-commerce, surveys and sweepstakes.



DEDICATED EMAIL

The A-List Mom dedicated email is an advertorial devoted to one brand, product or service. Delivered straight to the inboxes of our influential moms and media mavens, this exclusive email packaged in a highly impactful stand-alone design maximizes brand awareness. Written by A-List Mom editors, the dedicated email generates buzz and excitement for advertising partners.

BENEFITS

Sole email sponsorship encourages viral, sent-to-friend activity and maximum brand exposure with 150 words of text. Written in the award-winning, authoritative A-List Mom voice.

SPECS

- 150 - 200 words of copy
- 120 x 600 skyscraper placement
- 350 x 150 support image
- 150 x 150 secondary image



Main Image

Custom Copy

Skyscraper

Secondary Image



SPONSORED EMAIL

Capture the attention of nearly 50,000 opt-in subscribers, with an editorial feature featuring your company's brand in banner and text ads.

BENEFITS

Delivered straight to subscribers' inboxes, your brand is the sole sponsor of the email capturing attention and recognition with custom editorial copy within the email.

SPECS

50 words of copy
120 x 600 skyscraper placement

OCTOBER 17, 2011

A-LISTmom
a chic little email for moms

Care



Best Reason to Get the New iPhone
Evoz Free Baby Monitor App

Forward to a friend



BRING YOUR BABY HOME IN STYLE SWEEPSTAKES

WIN an Orbit Baby G2 + \$500 to Shop Tea Collection

ENTER NOW

Looking for a reason to get yourself a 4S even though there's technically nothing wrong with that iPhone 4 you swore you'd use forever only 14 short months ago?

Well, it's your lucky day! Thanks to Evoz, you've got all the excuse you need.

The free Evoz app turns your iPhone into the most advanced baby monitoring device ever invented. Just download the app, place your old phone in baby's room and use your watch new mode to listen in—from anywhere in the world with a signal.

Too busy to keep listening? No worries, the system will call, text or email you when your baby has been crying for 30 seconds, 2 minutes, 5 minutes or 8 minutes (you choose the setting). There's even a data tracker that analyzes crying and sleep patterns—what more reason do you need? I'd have you know.

Available at myevoz.com.

Infobase® Other: Good parenting isn't just about making sure your kids are safe, but that you're also taken care of, now and all-in-one favorite kids vitamins are available for grownups! SmartPars makes the only gummy vitamins that has a full multi-vitamin & omega-3's in one delicious serving, with no mercury/lead/arsenic.

Use code "Alist" to get 15% off when you buy 2 or more bottles.



A-LISTmom
the chic little daily for moms

Skyscraper

Custom Copy



CO-OP DEDICATED EMAIL

A co-op dedicated email offers brands shared space within a targeted advertorial email to the influential A-List Mom audience.

BENEFITS

Written in the award-winning A-List Mom voice and reaching a highly active group of household buyers, the co-op marketing emails provide strong customer engagement during key promotional periods. Offers and promotional codes must be exclusive to A-List Mom.

SPECS

50 words of custom copy

150 x 150 image



150x150 Image

Custom Copy

Skyscraper



CUSTOM MICROSITE DEVELOPMENT

A-List Mom offers custom advertising solutions in the form of interactive microsites to generate awareness, build buzz and increase engagement for new product launches, branding and marketing initiatives.

A custom microsite was created by A-List Mom with a curated top 10 look-book for fall with exclusive shopping codes and registration to drive in-store and online redemption. Microsites have also included sweepstakes with multiple partners. All campaigns and microsites are supported with dedicated emails.

Microsites could include:

- product launches
- coupon redemption and ecommerce
- surveys
- national events
- polls/research

www.alistmom.com/juicy-signup

JUICY COUTURE
1985 Beverly Hills, California

A-LIST MOM
The chic little daily for moms

JUICY GIRLS WANT
JUICY GIRLS NEED
A-List Mom Picks the
Top Looks for Fall

**SIGN UP & GET 20 % OFF
ALL YOUR PURCHASES!**

FIRST NAME* LAST NAME*

EMAIL*

I agree to receive fashion news and promotions from Juicy Couture.

SUBMIT

A-List Mom has given Juicy Couture Fall Collection an A+ for cool back to school style. From leopard vests to cozy jackets to cool accessories, we've got everything to make shopping easy and fun. Just click on the button, print the shopping list and bring to your local store with your super secret discount. Your kids will get an A+ for style!

VIEW TOP 10 PICKS

SHOP NOW

Offer valid through 9/16/2011 at 11:59 PM at JuicyCouture.com and at participating Juicy Couture Retail Stores in the United States and Canada. Offer cannot be redeemed in retail stores, outlet stores or department stores. Offer applies to full priced kids merchandise only, excluding Kidswear, Baby, Gift Cards, and packaging. Consumer must pay applicable sales tax. Offer limited to stock on hand, no air checks. Not valid on prior purchases or in combination with any other sale, promotion, discount, code/coupon and/or offer. No cash value. Void where prohibited, taxed or otherwise restricted.



OTHER OPPORTUNITIES

Spokesperson

As the spokesperson for A-List Mom, Elina Furman has worked with companies like Orbit Baby, Dentyne Ice and Pucker to promote their products via television, news and radio.

Event Hosting/Event Marketing

Utilizing the power of the A-List Mom brand and geotargeted local lists in top metro areas, A-List Mom creates branded events for companies bringing the power of their subscriber and media list to help draw awareness.

Regional/Local Emails

Get attention for local events and promotions by utilizing A-List Mom's geotargeted lists in top metro areas.



RECENT PRESS



A-List Mom Halloween Fashion Show



"Best of Web – Kids 2010"



"We keep finding ourselves forwarding each other (and our friends) great picks from A-List Mom."



"A-List Mom is a great source for moms who adore great products."

More Awards and Accolades:



Top 50 Shopping Site for Moms



Top 50 Facebook Page for Parents



Top 10 Facebook Page for Parents

For more information and rate sheet, please contact advertising@alistmom.com

