



2023 MEDIA KIT

The Mom Hour

ADVERTISING & SPONSORSHIP OPPORTUNITIES

ABOUT THE SHOW

The Mom Hour is a top-rated weekly+ parenting podcast created by Meagan Francis and Sarah Powers, two moms with eight kids between them from little to grown.

Meagan and Sarah take on parenting topics and issues related to motherhood in a tone that is reassuring and real with lots of room for laughter. Together with a dynamic team of contributing voices representing different seasons and stages of motherhood, Meagan and Sarah lean on storytelling and firsthand experience combined with practical tips and heartfelt encouragement to offer an audio lifeline to busy moms who want to enjoy the parenting journey and cut back on comparison, worry and stress.



frequency

WEEKLY PLUS

Every Tuesday
Alternating Sundays
Periodic Bonus Episodes

format

CONVERSATIONAL

Two trusted co-hosts
Periodic interviews + regular contributors
Brand-safe, helpful, encouraging tone

length

50-60 MINUTES

Typically one topic per episode,
2 midroll ad breaks
Professionally produced

distribution

EVERYWHERE!

Spotify, Apple Podcasts, Google Play
Pandora, Stitcher, iHeart Radio
Smart Speaker Enabled



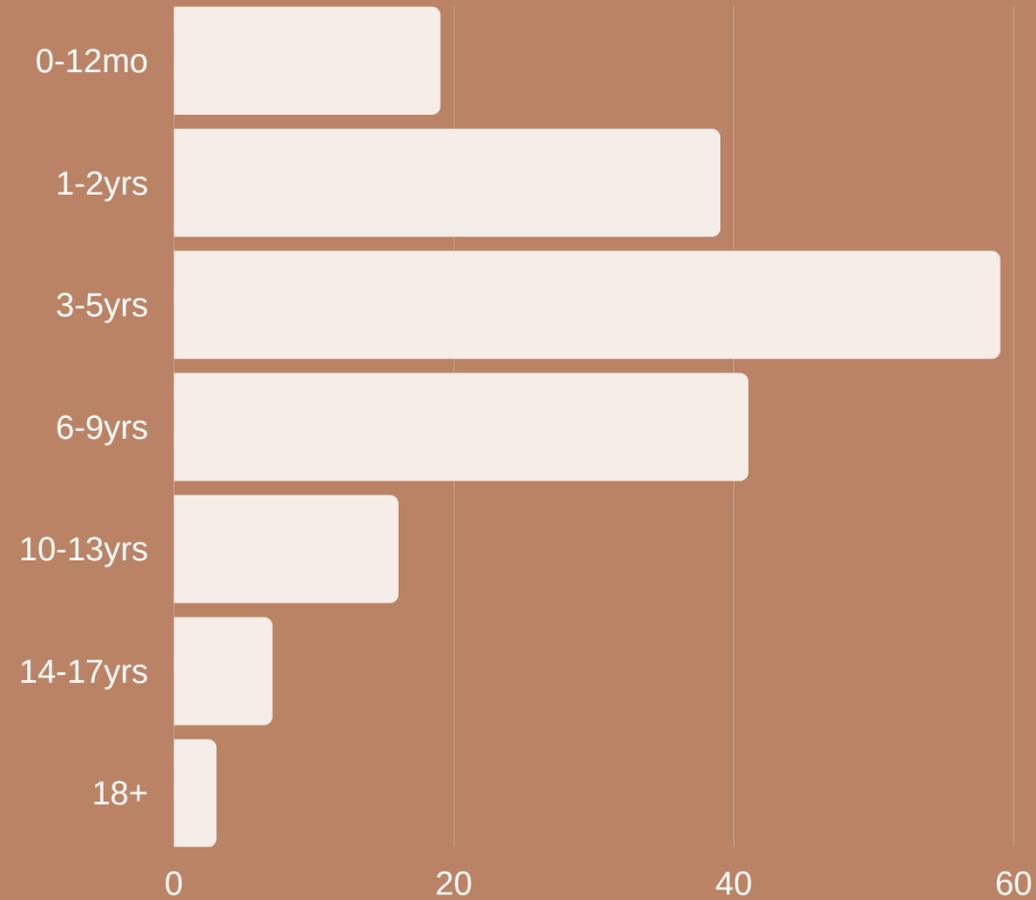
“I find myself laughing, and, more importantly, feeling like I belong.”

MORGAN B, MOM OF THREE

ABOUT OUR AUDIENCE

99% female | 98% parents | 89% US-based

children's age



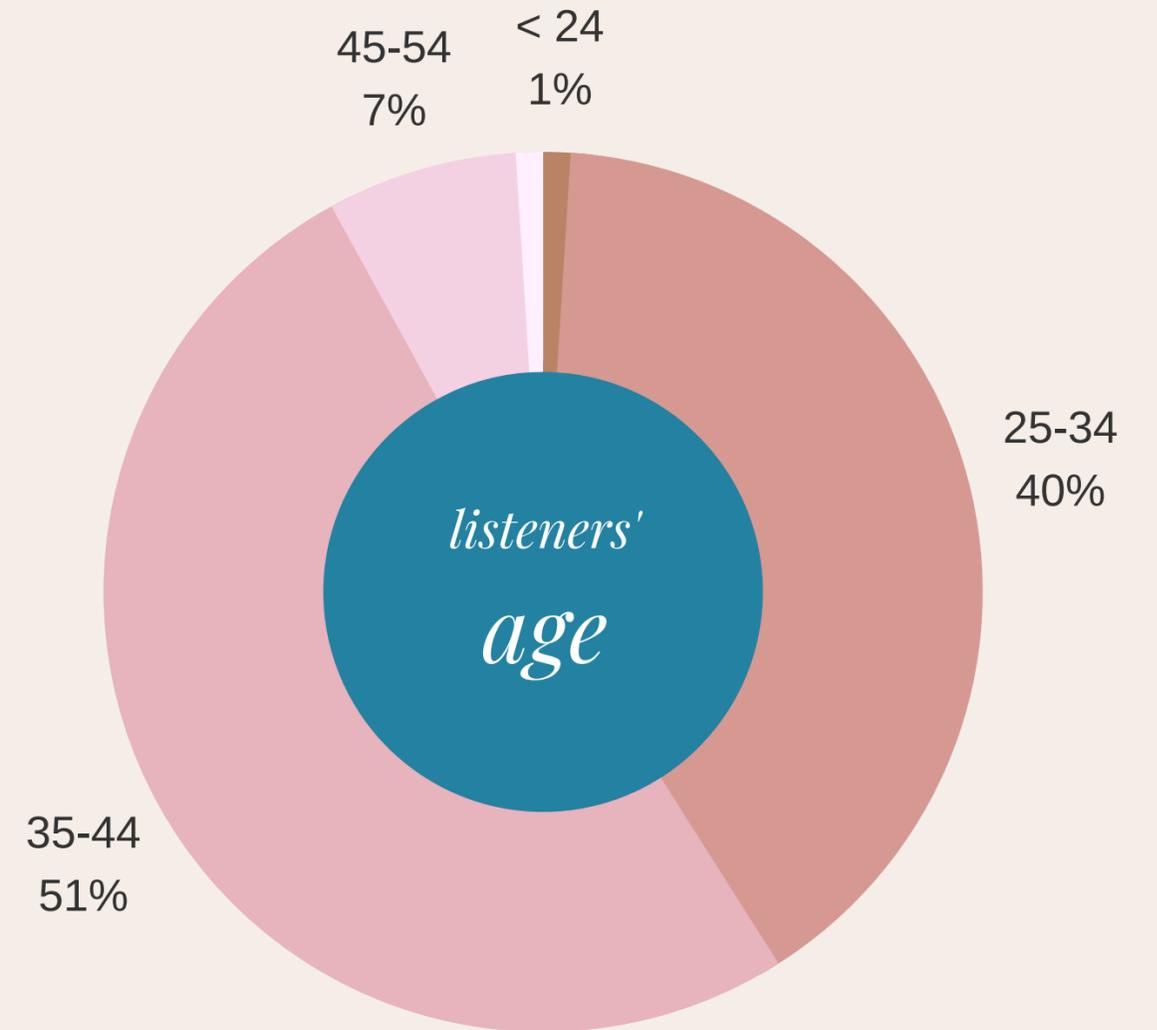
trust + engagement

59% say they've made a purchase decision based on something we recommended on the show

60% say they're more likely to make a purchase after hearing about a product on a podcast (vs. traditional advertising methods)

78% listener loyalty

say they listen to EVERY episode we drop, regardless of the topic



SOURCE: 2021 LISTENER SURVEY

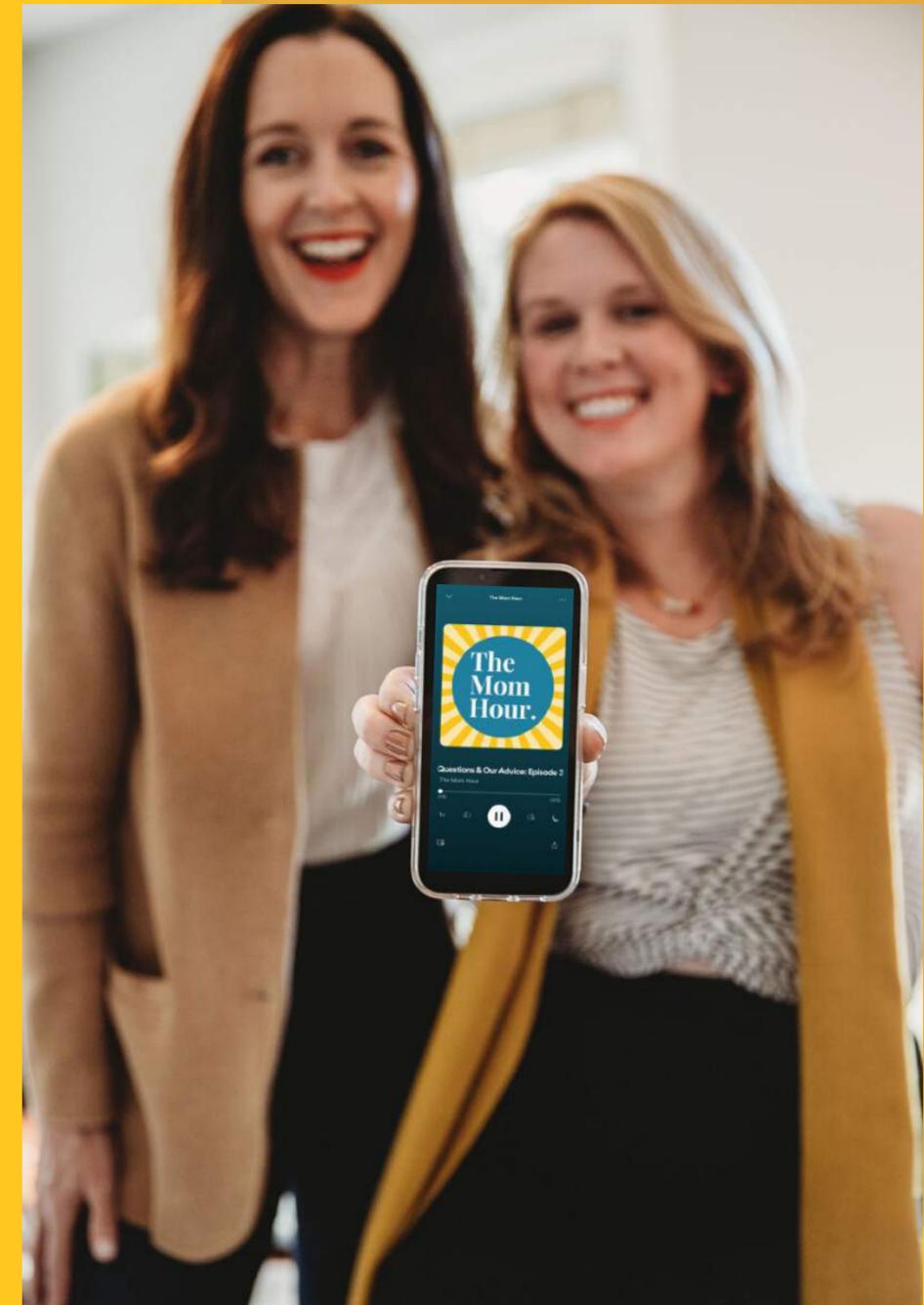
OUR REACH ———

The Mom Hour is in the **top 1% of all podcasts** in publication, by audience size

Episodes average **22,500 downloads each** within 30-60 days; long-tail downloads climb to 30k+ and beyond

Last month (Nov 2022), we had **488,220 downloads**

14.9 Million
all-time downloads



Social
Media
Following



FACEBOOK

13.3K Likes



INSTAGRAM

12.9K Followers



TWITTER

2.4K Followers

as seen in...



Parents

BuzzFeed

ROMPER

the **BUMP**

lifehacker

sheknows



"Advertising on The Mom Hour was a great experience! Meagan and Sarah were professional and easy to work with—and their listeners really trust their recommendations. Partnering with them helped us reach our target audience in a meaningful way, and allowed us to achieve our year-end sales goals.

We highly recommend working with them!"

- JONATHAN, CO-FOUNDER AT SHOOTALONG .COM

MEAGAN FRANCIS

Meagan Francis is a published author, content marketer, performer, speaker, and mother of five kids (ages 13-25). She lives in Southwest Michigan. After a decade of magazine writing and professional blogging and a stint as a radio morning show host, Meagan turned to podcasting in 2012 and has helped develop and launch more than a dozen lifestyle podcasts over the past decade.



meet the hosts

SARAH POWERS

Sarah Powers is a parenting writer, editor, and digital media professional. She lives in Southern California with her husband and three kids (ages 10, 12, and 14). Sarah's essays and articles have appeared in national outlets like The Washington Post, Scary Mommy, The Huffington Post, and more. Sarah co-created The Mom Hour in 2015 and together with Meagan Francis has produced more than 800 hours of audio content for parents.



What began as an honest conversation between two friends has evolved into a thriving community where parents from all backgrounds feel welcome and included. Our team of contributing voices hail from a variety of backgrounds, areas of the country, family sizes and ages, and approaches to motherhood. In highlighting their perspectives on the podcast and across our digital platforms, we hope to remind parents everywhere that there's no one right way to raise great kids.

**NO
ONE
MOM
KNOWS
IT ALL**



meet our contributing voices



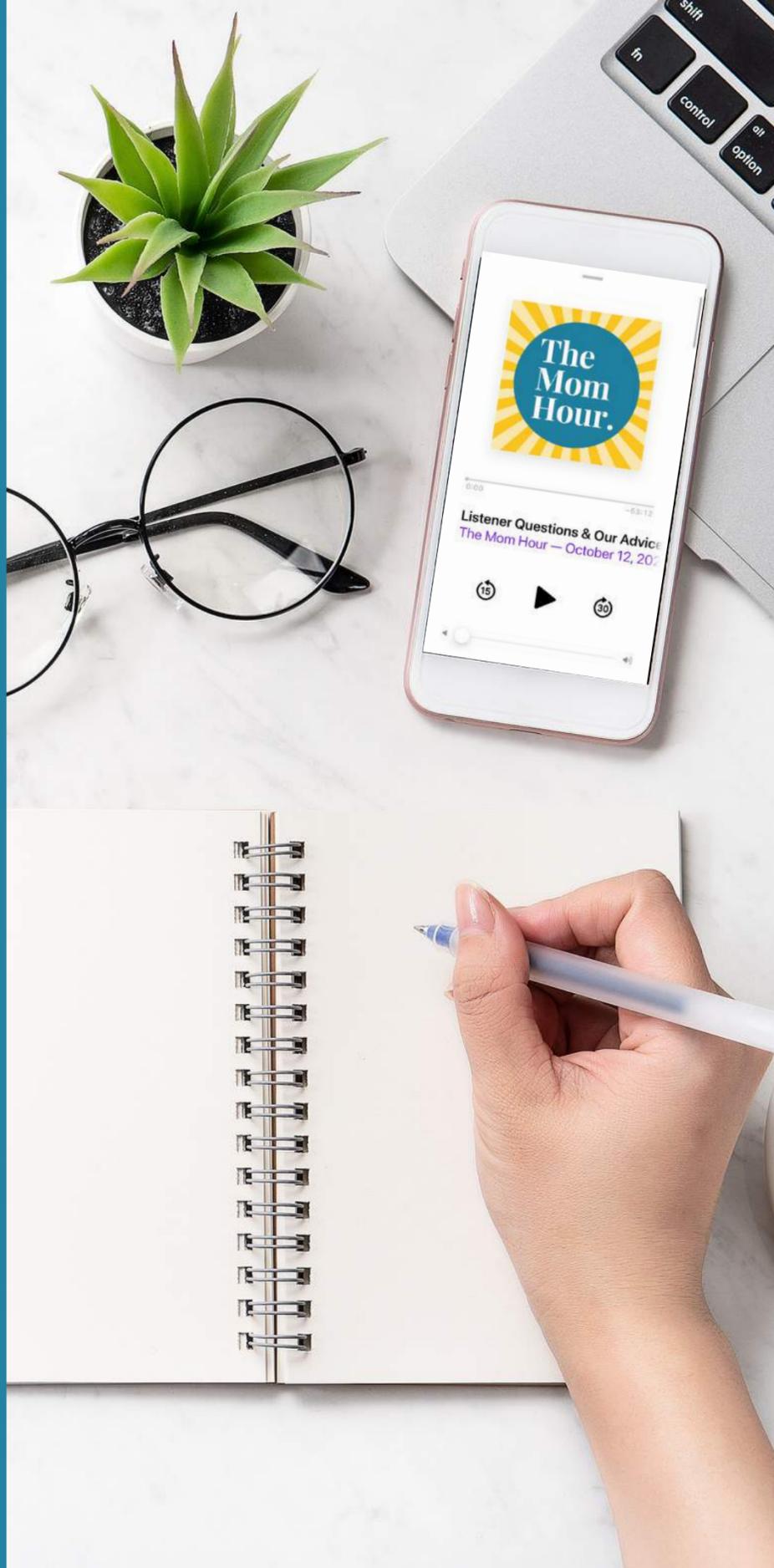
upcoming topics

PLANNED FOR Q1 2023

- Our Favorite Resources For An Inspired January
- How To Plan Your Week, Month & Year
- For The Love Of Laundry
- Big Kid Milestones
- Cozy Winter Style Inspiration
- A Week Of Real-Life Reading

RECURRING FEATURES + SEGMENTS

- House Rules For... (special series)
- More Than Mom (health, home, lifestyle, pop culture) (recurring topic)
- Listener Questions & Our Advice (recurring topic)



PODCAST ADVERTISING

We offer embedded, host-read :60 midroll advertisements delivered conversationally in a warm, authentic, professional style.

BRAND INTEGRATION

We work collaboratively with brands to seamlessly integrate key messaging into an episode or series dedicated to a topic that supports campaign objectives. Title sponsorships, sponsored interviews, cross-channel promotion, etc. available on request.

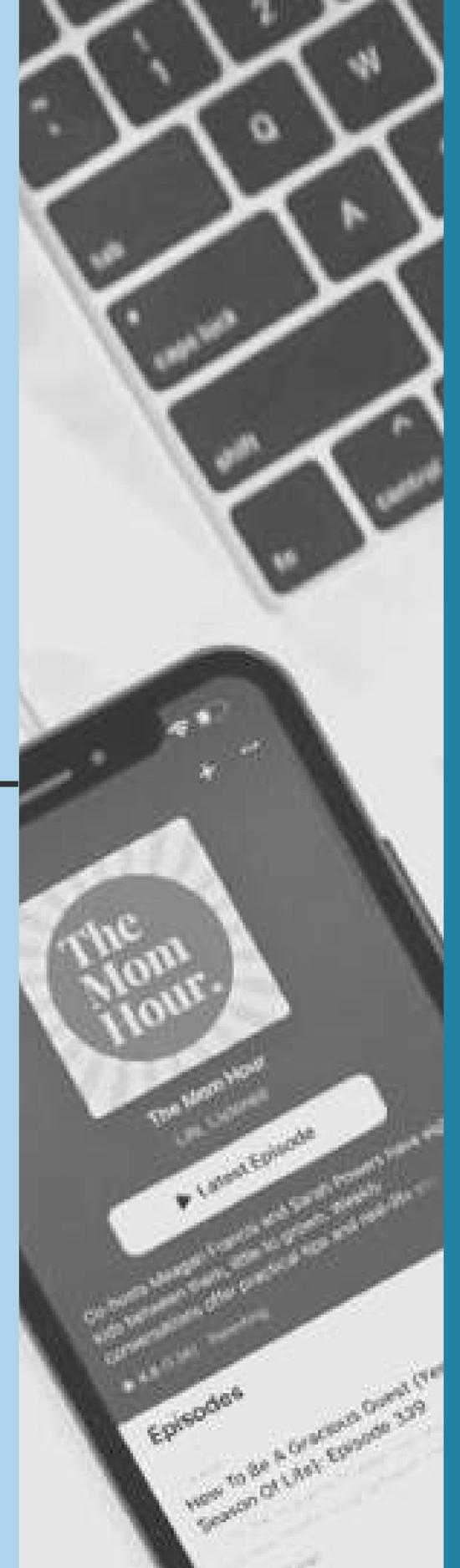
SOCIAL + DIGITAL

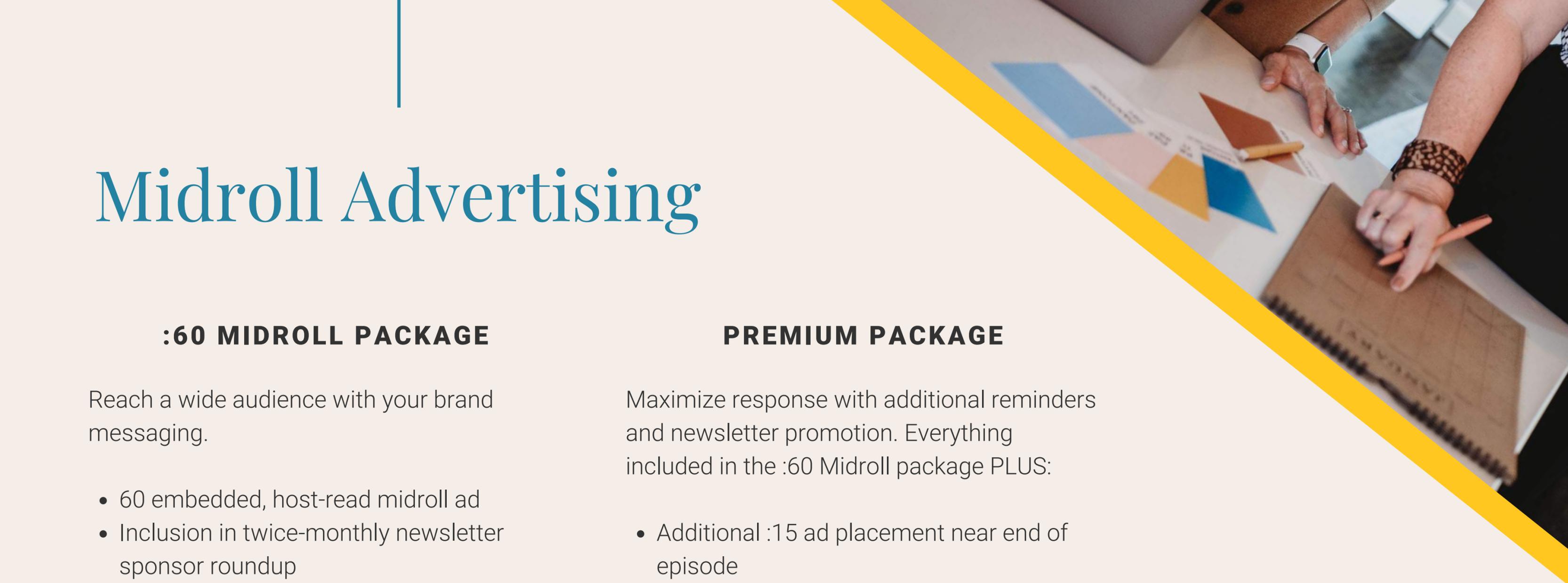
We create multi-channel sponsorship packages that combine the power of podcast sponsorship with our engaged blog and social communities.

VIRTUAL EVENTS + SPOKESPERSON WORK

We are professional speakers and on-air personalities, able to collaborate with your team on special events, webinars, and more.

Work With Us





Midroll Advertising

:60 MIDROLL PACKAGE

Reach a wide audience with your brand messaging.

- 60 embedded, host-read midroll ad
- Inclusion in twice-monthly newsletter sponsor roundup
- Inclusion in monthly Instagram sponsor shout-out
- Link, logo, and call to action in show notes

3-ad minimum purchase required

PREMIUM PACKAGE

Maximize response with additional reminders and newsletter promotion. Everything included in the :60 Midroll package PLUS:

- Additional :15 ad placement near end of episode
- Featured placement in twice-monthly newsletter

3-ad minimum purchase required

DEDICATED PODCAST EPISODE(S)

Increase awareness by telling your brand's story across multiple platforms. Most Brand Integration collaborations include custom-created podcast episodes.

Popular Example:

- Brand is the exclusive and title sponsor for an entire episode or series of episodes devoted to a topic that supports brand's message
- 4-5 minutes of sponsored conversation spread throughout episode
- Link, logo, and call to action in show notes

Often combined with a series of :60 ads on regular episode of the podcast. Other sample packages available on request.

Brand Integration



SPONSORED DIGITAL CONTENT

Boost engagement with a package of social media, blog posts, and newsletter inclusion. Often combined with other campaign elements, but may be purchased a la carte.

- Custom-created social media posts join your brand assets and messaging with our team's storytelling
- Sponsored blog posts written by our mom contributors
- Featured placement in our twice-monthly email newsletter with your logo, CTA, and link.





200+

*brand partnerships
since 2015*

"You might be the only podcast where I don't skip the sponsored ads. You make them so interesting and part of the regular interchange between the two of you!"

- listener Amy S.

our difference

EXPERIENCED PROFESSIONALS

We have been connecting brands with our engaged listening audience since 2015.



SEAMLESS CAMPAIGN ADMINISTRATION

Our systems ensure timely delivery, professional reporting, and expert-level campaign management.



UNMATCHED AUDIENCE TRUST

Our listeners say they're totally obsessed with us, and that trust translates to podcast ads that perform.

— *Let's work together!*



CONTACT US

For rates, availability,
or to request a
custom 2023 proposal
that fits your goals
and budget, email us:

sponsor@themomhour.com