



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

distribution

EVERYWHERE!

Spotify, Apple Podcasts, Google Play

Pandora, Stitcher, iHeart Radio

Smart Speaker Enabled



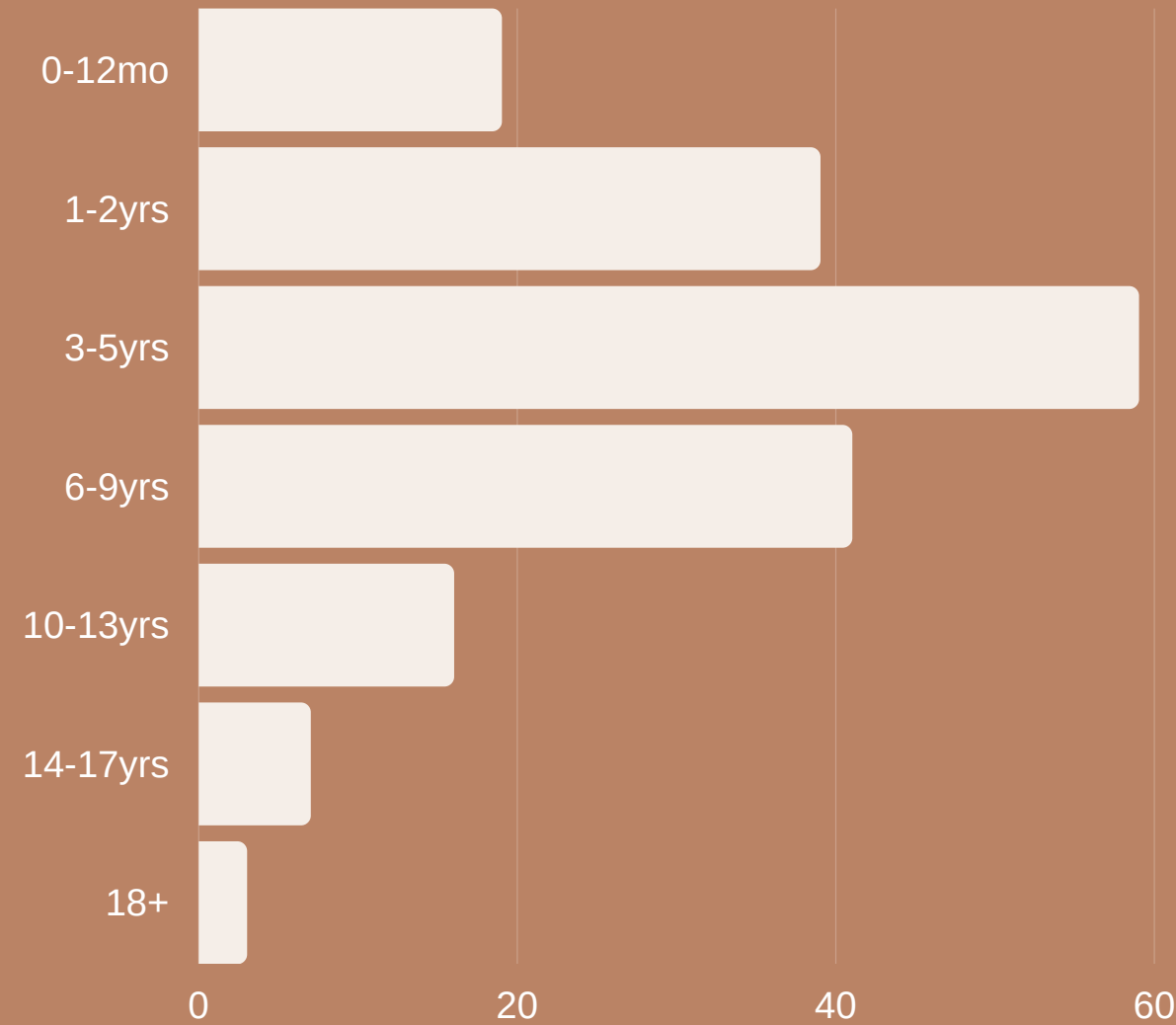
“I find myself laughing, and, more importantly, *feeling like I belong.*”

MORGAN B, MOM OF THREE

ABOUT OUR AUDIENCE

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

children's age

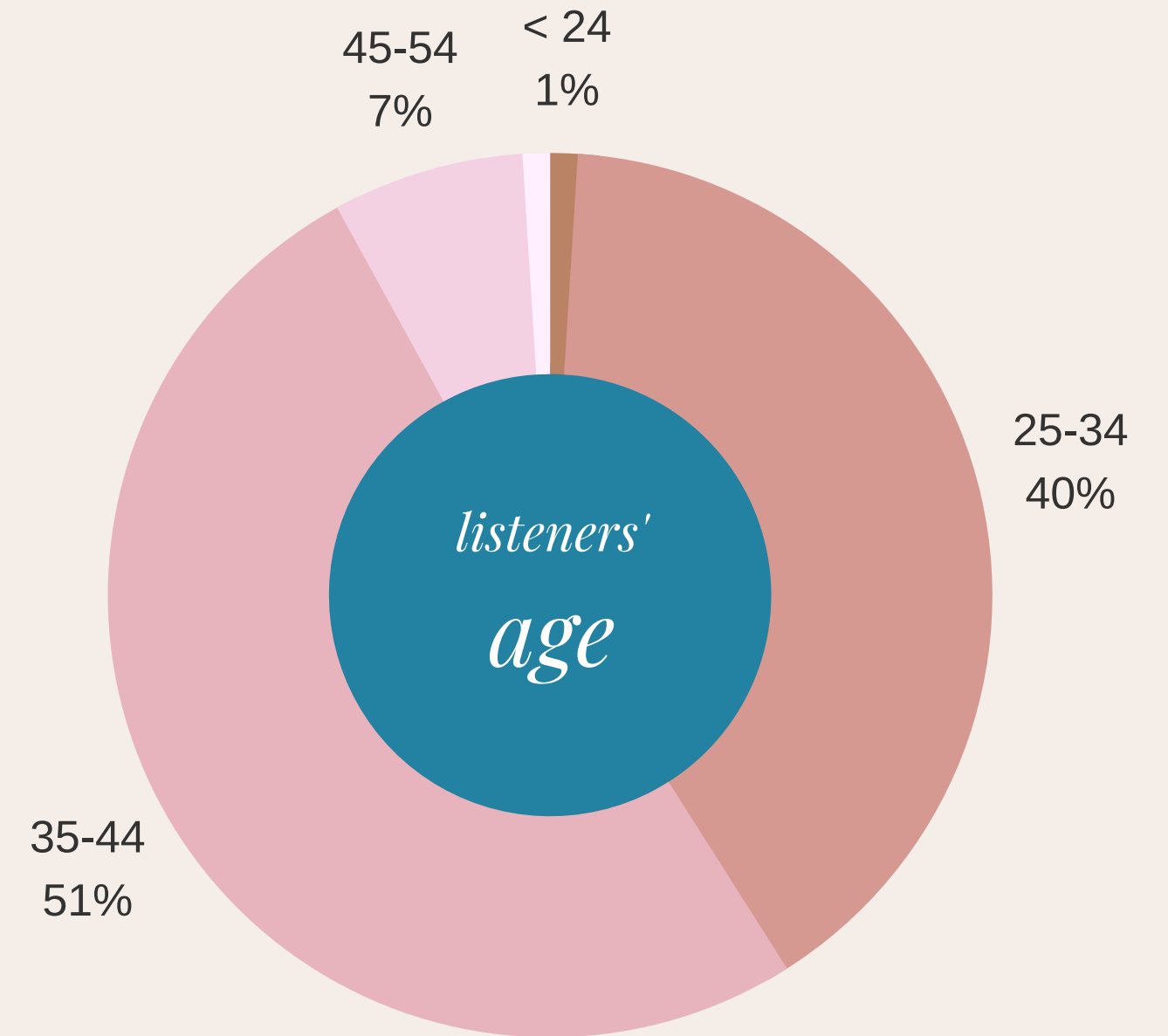


trust + engagement

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

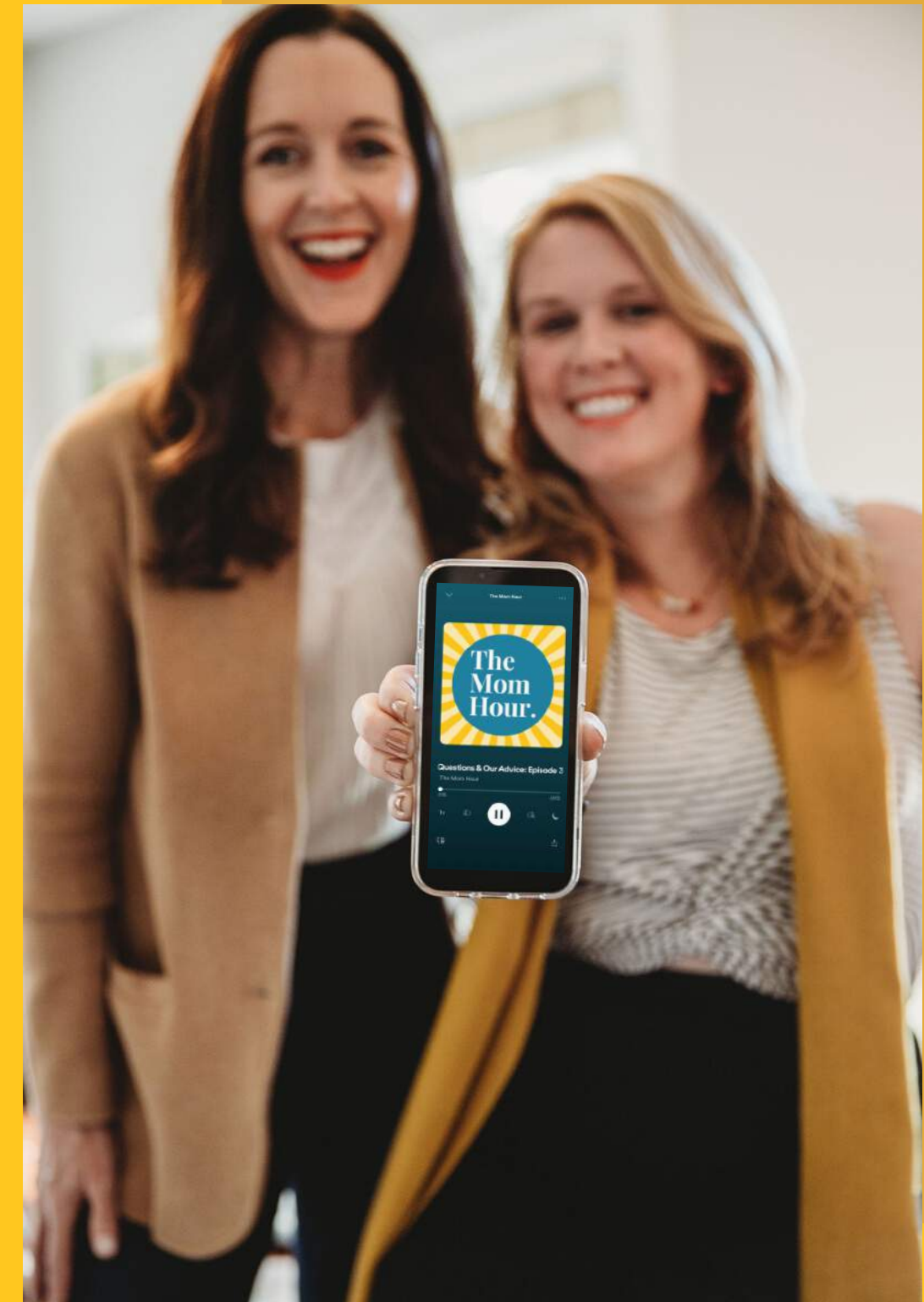
OUR REACH ———

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

Episodes average **18,000 downloads each** within 60-90 days

In the last 30 days, we had **242,000 downloads** across our catalog of more than 650 published episodes

16 Million
all-time downloads



Social
Media
Following



FACEBOOK

13.3K Likes



INSTAGRAM

13.2K 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 15). 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



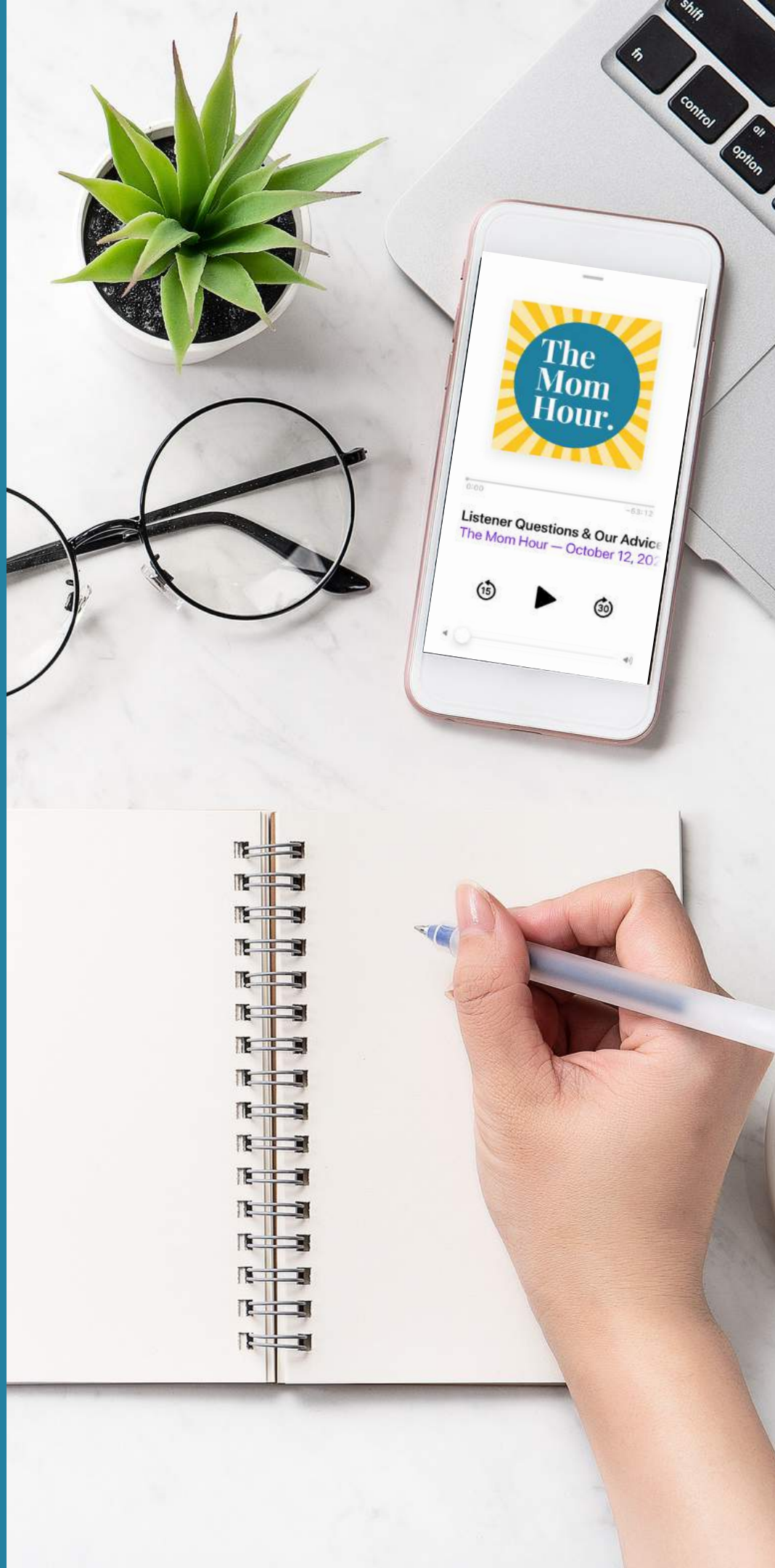
upcoming topics

PLANNED FOR Q2 2023

- Do This Now; Enjoy Summer Later
- Disney Planning Tips!
- Spring Décor & Home Pick-Me-Ups
- House Rules For Tidying Up
- Field Trips, Little To Teen
- Allowances, IOUs, & Paying For Chores

RECURRING FEATURES + SEGMENTS

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





Advertising

Reach a wide audience across our full catalog with your brand messaging.

:60 MIDROLL PACKAGE

- 60-second host-read midroll ad
- Inclusion in newsletter sponsor roundup
- Inclusion in monthly Instagram sponsor shout-out + weekly IG Stories roundup
- Link, logo, and call to action on website

Minimum purchase required; ask for details

:30 PREROLL/POSTROLL PACKAGE

- 30-second host-read postroll ad
- Inclusion in newsletter sponsor roundup
- Inclusion in monthly Instagram sponsor shout-out + weekly IG Stories roundup
- Link, logo, and call to action on website

Minimum purchase required; ask for details



Brand Integration, sponsored episodes, social/digital add-ons available. Ask us for details!



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