



Q4 2020 MEDIA KIT

The Mom Hour

podcast partnership opportunities

We record and produce our podcast from professionally-outfitted home studios, and the show is expertly mixed and mastered by a sound engineer who also works from home. We're keeping our families and communities safe AND continuing to publish regular, helpful, and relevant podcast episodes throughout the COVID-19 pandemic.

Listeners tell us they appreciate both the familiar parenting content as well as our timely, pandemic-specific episodes on topics like distance learning and working from home. And the numbers are clear: our total downloads in September 2020 were higher than any other quarter in our five-year history and our per-episode downloads are now at an all-time high.

We understand that advertising in this environment requires creativity and flexibility, so we're available to work with your creative team to develop messaging that speaks directly to the challenges moms are experiencing right now.

we look forward to working with you

A NOTE ABOUT COVID-19



about the show

The Mom Hour is a top-rated weekly+ parenting podcast hosted 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 (listeners say it's like having coffee with their girlfriends). They combine their own stories and experiences with practical tips and heartfelt encouragement for busy moms who want to enjoy the parenting journey and cut back on comparison, worry and stress.

frequency

WEEKLY PLUS

Every Tuesday (52/year)
First Friday of the Month (12/year)
Two Sundays per Month (24/year)

format

CONVERSATIONAL

Two friendly co-hosts
Monthly expert interviews
Clean, helpful, encouraging tone

length

45-55 MINUTES

Opening chat
Two content blocks
Two sponsor segments

distribution

EVERYWHERE!

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



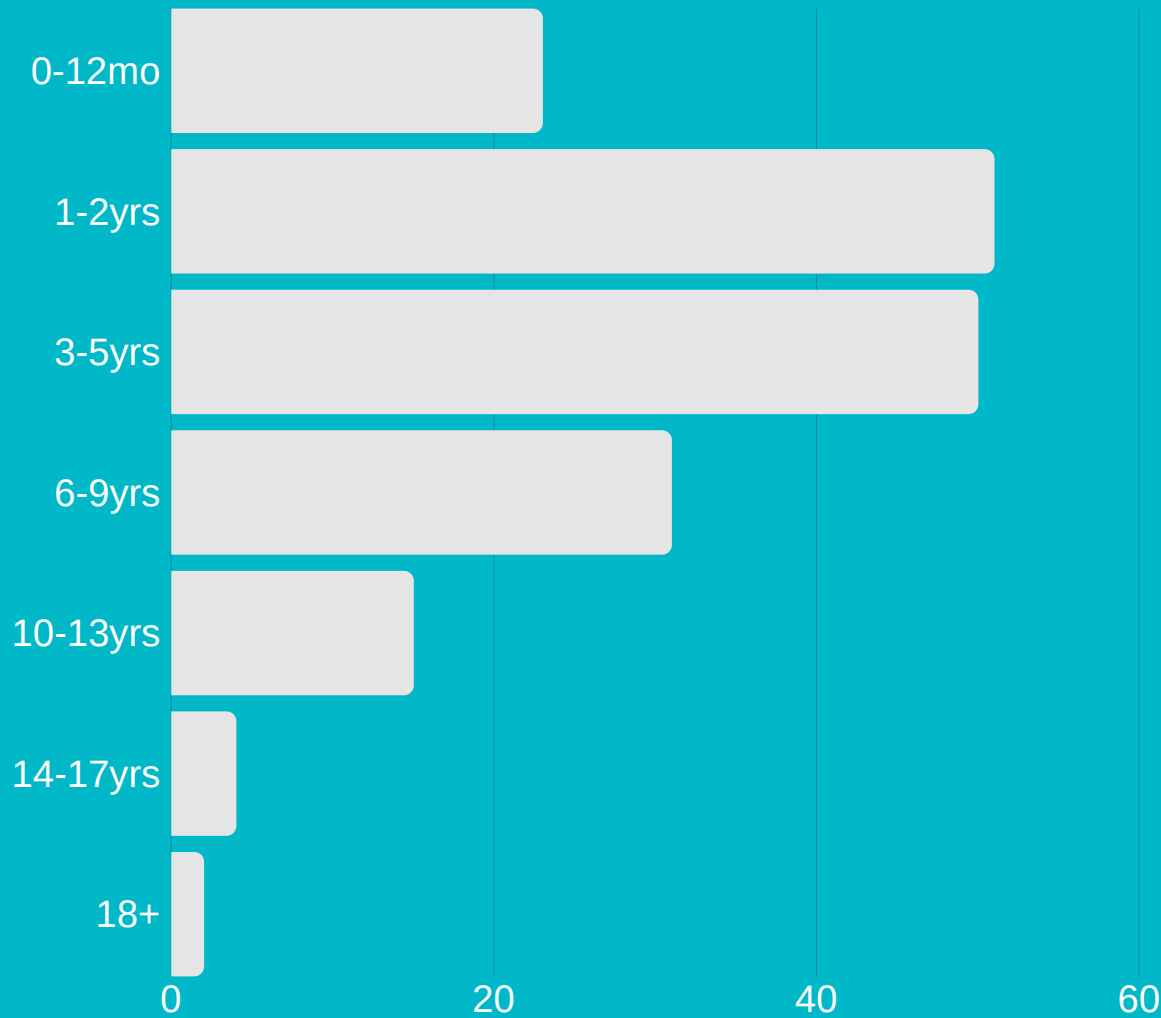
“I find myself laughing, and, more importantly, feeling like I belong.”

MORGAN B, MOM OF THREE

ABOUT OUR AUDIENCE

99% female | 97% parents | 89% US-based

children's age



trust + engagement

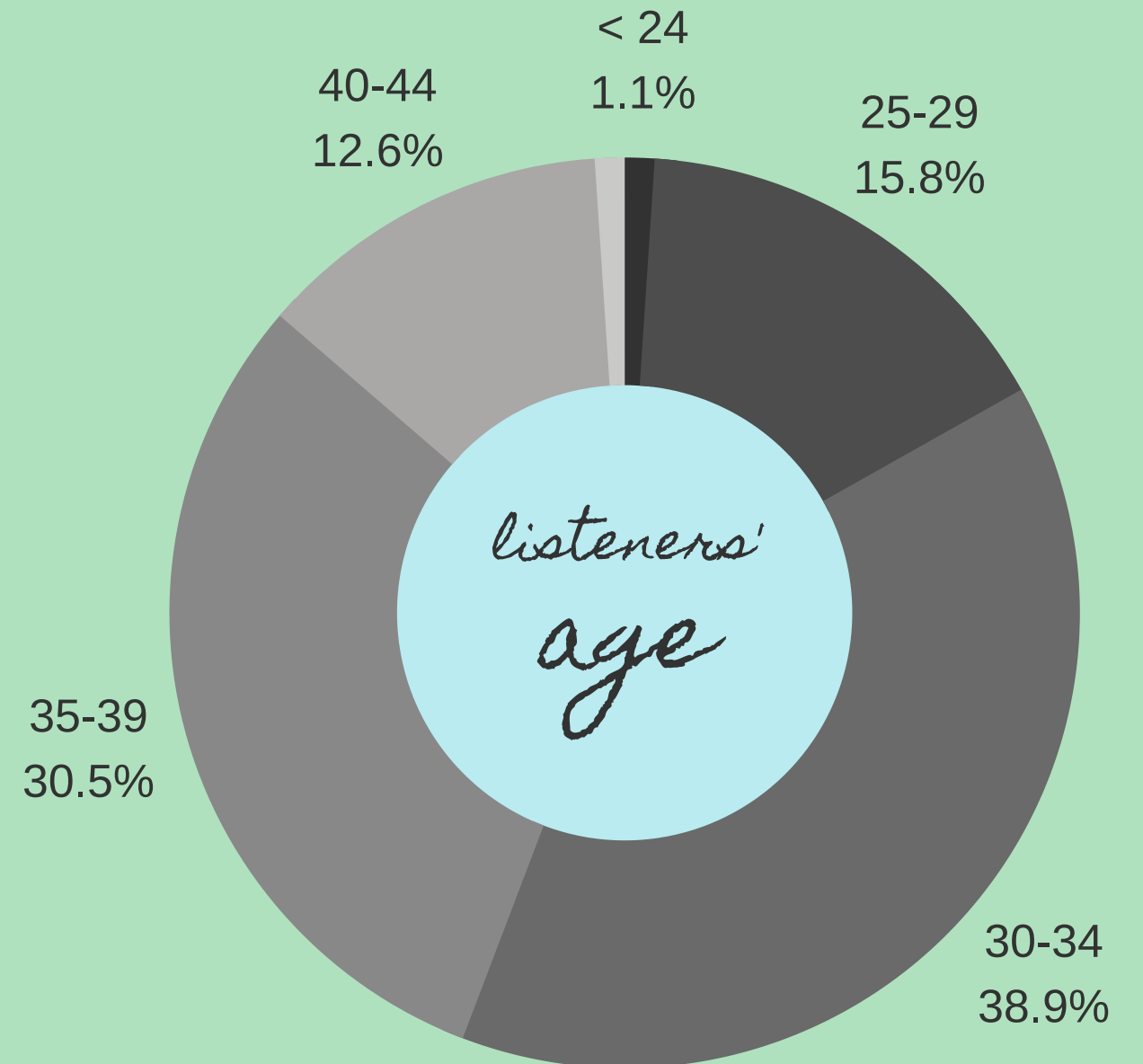
55% say they've made a purchase decision based on something we recommended on the show

64% say they're more likely to make a purchase after hearing about a product on a podcast (vs. traditional advertising methods)

listener loyalty

79%

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



SOURCE: 2019 LISTENER SURVEY

OUR REACH —

The Mom Hour is in the **top 2% of all podcasts** in publication, by audience size

We average **20,500 downloads per episode** within a 30-day period (stats are IAB 2.0 compliant)

Last month (September 2020), we had **309,000+ downloads**

6.2 million
all-time downloads



Social
Media
Following



FACEBOOK

12,863 Likes



INSTAGRAM

8,303 Followers



TWITTER

2,410 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 11-22). 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 founded *Life, Listened*, a boutique podcast production and creative services company.



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 7, 10, and 12).

Sarah's essays and articles have appeared in national outlets like The Washington Post, Scary Mommy, The Huffington Post, and more. Sarah joined Meagan at *Life, Listened* in 2014 and together they have produced more than 400 hours of audio content for parents.



upcoming topics

PLANNED FOR FALL + HOLIDAY 2020

- Fun Activities For A COVID-Safe Halloween
- Success Strategies For At-Home Learning
- Healthy Routines For Kids Returning To School
- Zoom Fatigue & How We Stay In Touch With Faraway Family
- Thoughtful Gifts For A Wild Year

RECURRING FEATURES + SEGMENTS

- Pandemic Perspectives (*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 devoted to a topic that supports campaign objectives.

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



BASIC :60 PACKAGE

- :60 embedded, host-read midroll ad
- Inclusion in 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 :60 PACKAGE

Everything included in the Basic package PLUS:

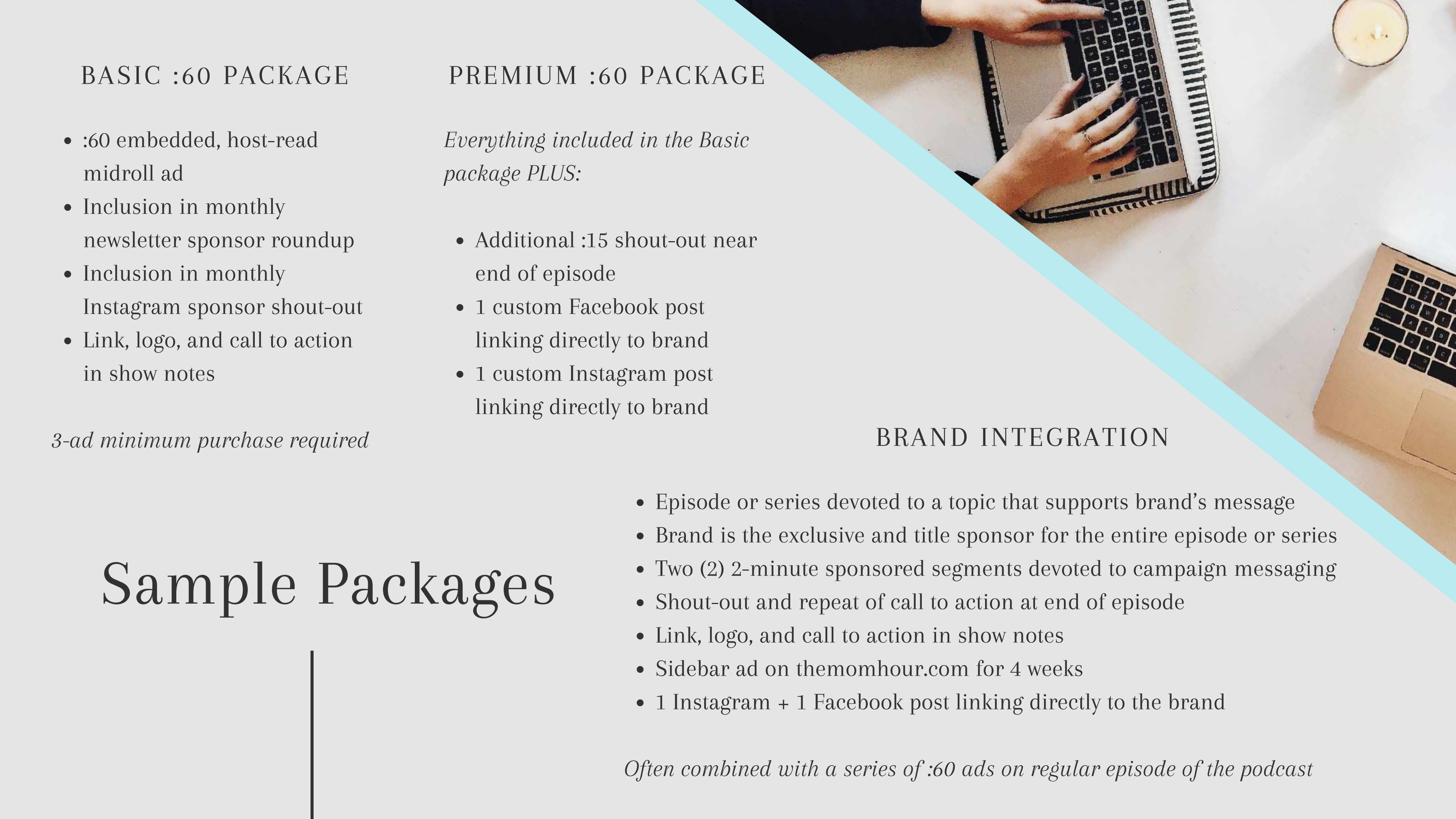
- Additional :15 shout-out near end of episode
- 1 custom Facebook post linking directly to brand
- 1 custom Instagram post linking directly to brand

BRAND INTEGRATION

- Episode or series devoted to a topic that supports brand's message
- Brand is the exclusive and title sponsor for the entire episode or series
- Two (2) 2-minute sponsored segments devoted to campaign messaging
- Shout-out and repeat of call to action at end of episode
- Link, logo, and call to action in show notes
- Sidebar ad on themomhour.com for 4 weeks
- 1 Instagram + 1 Facebook post linking directly to the brand

Often combined with a series of :60 ads on regular episode of the podcast

Sample Packages





150+

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

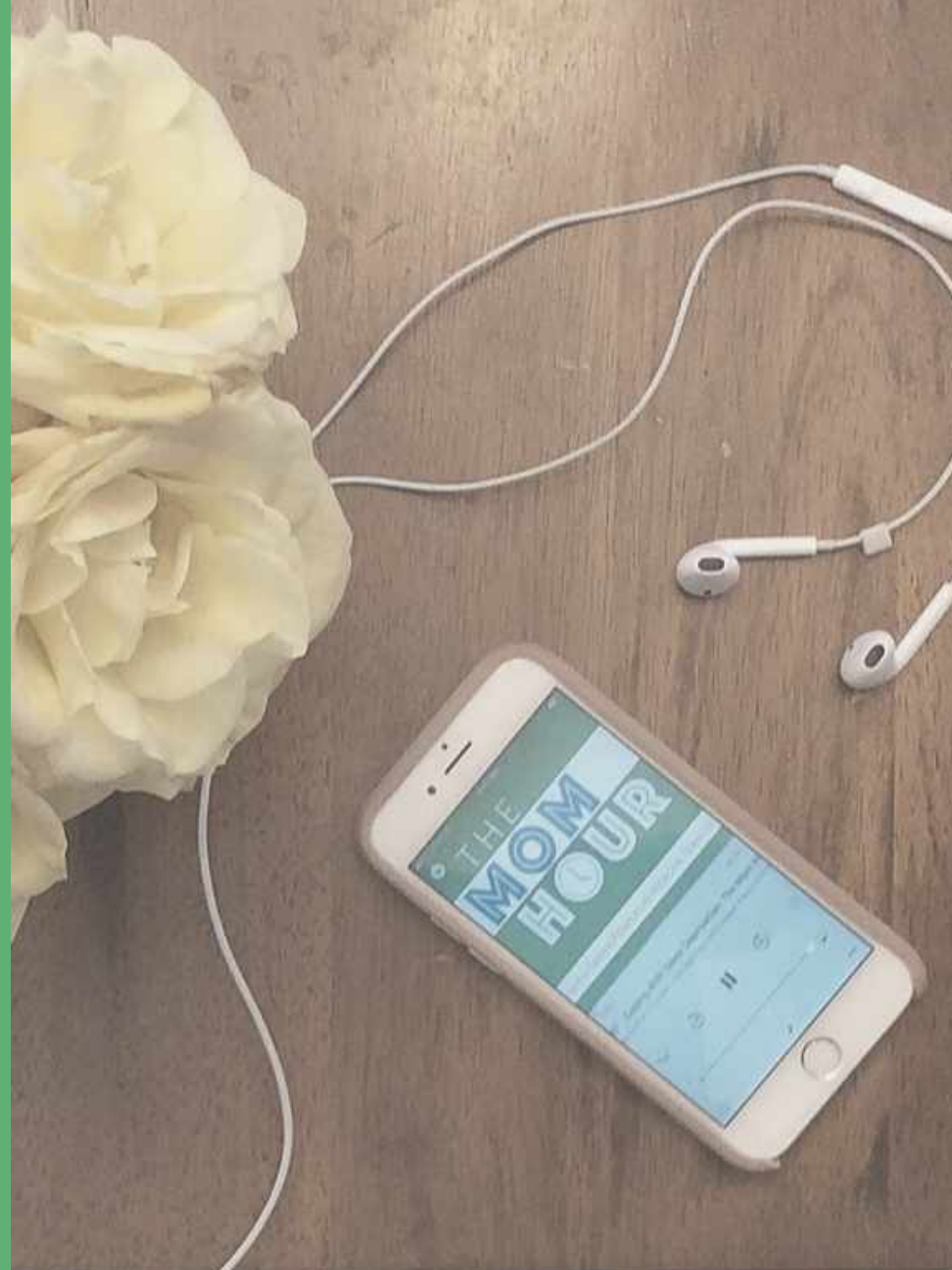
Our systems ensure timely delivery, professional reporting, and expert-level campaign management.

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 proposal that fits your goals and budget, email us:

sponsor@themomhour.com

listen to the podcast



LISTEN TO
OUR TRAILER



LISTEN TO
AN EPISODE



LISTEN TO
A SAMPLE AD



SPOTIFY
PLAYLIST