

TUM2MOM

A PRACTICAL GUIDE TO BIRTH / BABIES AND BEYOND



RATE CARD 2013

*A Practical Guide to
Birth, Babies & Beyond!*

Website

Newsletter

Advertising

TUM2MOM

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Tum2Mom is an online parenting website for South African parents-to-be, parents and grandparents. It was launched on the 5 April 2011. It produces original, well researched, contemporary content on parenting that focuses primarily on the health and safety of babies and children in South Africa.

The website has a number of unique features; an Immunisation Email Reminder Service (IERS), First Aid YouTube Clips, a blog managed by Sister Elizabeth Beavon whom is available to answer any parenting or health related question on her live chat roll –

<http://chat2sister.tum2mom.co.za/live-chat>

For a light read Janine also writes about her day to day parenting experiences

<http://day2day.tum2mom.co.za>

Every Wednesday, either Janine or Elizabeth is interviewed on community radio station

[Wild Coast Fm 98.6 fm](http://www.wildcoastfm.co.za). These interviews are then made available as podcasts on

www.tum2mom.co.za



Tum2Mom is independently owned by Janine Daniel. Janine works in partnership with Sister Elizabeth Beavon. Janine was inspired to launch Tum2Mom when she became a new mom in September 2008 and found very little local information about parenting. Janine has a BA Communications degree, majoring in Communications and Psychology. She has an honours degree in Public Relations and an honours degree in Psychology.

Sister Elizabeth Beavon has been Chloe's health care provider since birth. Elizabeth worked as a midwife for many years before giving birth to her own boys, in 2001 and 2003. She now gives antenatal classes, runs her own Wellness Baby Clinic, and is a parenting coach, providing parents with guidance and support as they travel the path of parenthood.



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EDITORIAL



Tum2Mom differentiates itself from other parenting websites by producing substantial, intelligent and relevant parenting articles specifically for the first-time parent. The content is credible, interesting, visually appealing and is constantly being generated.

The online team has focused on delivering South African specific content, whilst following global news and trends that will be of interest to our South African reader. Delivering in excess of 37 000 page views monthly, Tum2mom boasts hundreds of new visitors monthly, averaging 4500 per month.

ELECTRONIC NEWS



Welcome



Medical A-Z



Out & About



Q & A



Tips



Advertise

Tum2Mom delivers a monthly Newsletter. We currently have 300 subscribers. Each newsletter features a letter from the Editor, with links to the latest articles, as well as listing children friendly restaurants, play areas for Johannesburg, Durban, Cape Town and East London. Elizabeth features her parenting tip of the month and we run a monthly competition too.

**Should you wish to sponsor a prize on the website,
please email editor@tum2mom.co.za**

WIN WIN WIN!!!



Enter our July Competition
Remember to like us on
Facebook and stand a
chance of winning
Huggies Hamper
Click here to enter the
competition

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RATES

Rates for advertising on the Tum2Mom Website and electronic newsletter are as follows:

NEWSLETTER

- A client's product or service may be featured prominently on the newsletter
- A single or double banner advert will be placed just under the articles section – creating direct synergy between the editorial and the advert
- A click through link from the banner advert will direct traffic to your website
- Articles are featured for four to five weeks on www.tum2mom.co.za
- Newsletters will be featured on the website under the Newsletters tab.
These will remain on the website for up to 6 months showcasing not only the banner advert but the editorial, too.



R500 single banner ad (630x130 pixels)

SOCIAL MEDIA

All our advertisers are promoted on our Facebook and Twitter accounts.



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WEBSITE PRICING

BANNER (630 x 100 pixels)

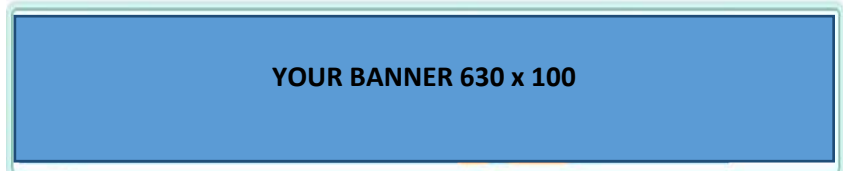
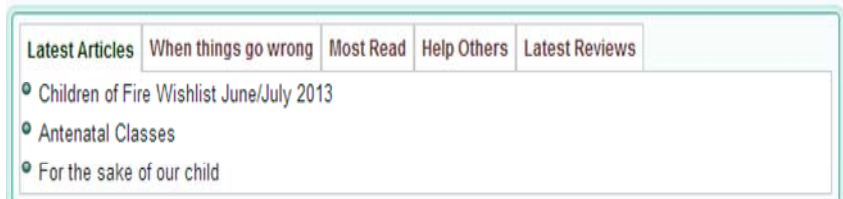
Appears at the top – prime positioning

Single – 630x100 pixels

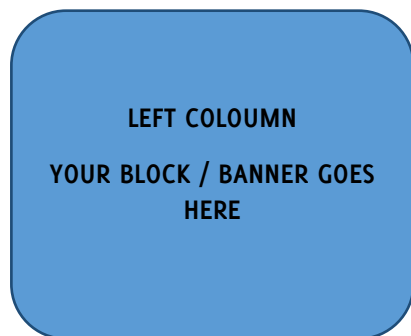
- Home page: R2500 per month
- Rest of site: R2000 per month

Revolving – 630x100 pixels

- Home page: R2000 per month
- Rest of site: R1500 per month



BLOCK ADVERT (210 X 200 Pixels)



Appears in the left hand column

- Home page: R1000 per month
- Rest of site: R500 per month



BLOCK ADVERT (165 X 300)

Appears in the right hand column

- Home page: R1000 per month
- Rest of site: R500 per month



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MOM'S ESSENTIAL DIRECTORY

The Mom's Essential Directory aims to list kiddie friendly services and products in South Africa.

Listing in the Mom's Essential Directory

- R400 for 6 months
- R600 for 12 months

CLASSIFIEDS

There are many momentous moments to celebrate when becoming a parent. Why not share these moments with family and friends by placing birth announcements, birthday messages and congratulations classifieds on Tum2Mom. You can also advertise baby goods that you would like to sell or buy and look for a reliable nanny/au pair online.



The cost for each ad is R50 per a month.

SPONSORSHIP

Companies are able to sponsor certain parts of our website; including; the Medical A-Z Section, the newsletter and the entire website. Should you wish to become a sponsor email

editor@tum2mom.co.za

