

stroller TRAFFIC



.....
CITY MOMS. EXPERT ADVICE.

2012 MEDIA KIT



..... about

- StrollerTraffic is the only email micro-targeted toward city moms with kids under 3
- StrollerTraffic is read by nearly 90,000 subscribers, fans, and followers
- StrollerTraffic sends more than half a million emails every month



..... readership

StrollerTraffic subscribers are affluent, influential moms with purchase intent.

- 98% are women
- 99% are expecting or have at least one child under the age of 3
- 67% have a total household income over \$100,000
- 99% recommend products to friends and family
- 80% consider themselves trendsetters
- 99% read StrollerTraffic at least once a week
- 75% would purchase something based solely on StrollerTraffic's recommendation

Note: data is based on responses from 1,000 readers surveyed in April 2012.



. awards + accolades



2010 INTERACTIVE MEDIA AWARD

- IMA's Outstanding Achievement Award, in the Parenting category

RECENT PRESS

- “An awesome resource filled with advice for the urban 3-and-under set”
--Babble.com
- “An addictive weekly email for moms with kids under the age of 3”
--CelebrityBabyScoop.com
- One of the “Top 10 Resources for NYC Parents”
--*The New York Observer Playground* magazine
- One of the “Top 12 Facebook Fan Pages for Parents”
--Mashable.com
- “Fantastic . . . a great source for all your mom- and baby-related needs.”
--*Pregnancy & Newborn* magazine
- One of the “Top 50 Design Blogs”
--Babble.com



..... partnership opportunities at-a-glance

EMAIL



Every City edition

Published Tuesdays + Fridays.



New York City edition

Published Mondays + Thursdays.



Los Angeles edition

Published Mondays + Thursdays.

DEDICATED EMAIL: Reach a highly engaged audience of influential urban moms with a custom email broadcasting your brand's message—written in StrollerTraffic's trusted, authoritative voice.

SPONSORED EMAIL: Display image- and text-based ads in three prominent positions, as the sole advertiser of a StrollerTraffic email.

WEBSITE

Prominently position your product or service as a must-have item on StrollerTraffic's most visited page; includes sponsorship of "This Week in Scoop," our most popular email, published every Friday.

SOCIAL MEDIA SUPPORT

Enhance your campaign with engaging posts, giveaways, and Q&As on facebook and twitter.



..... sample placements

Leaderboard

DEDICATED EMAIL

FREE! Earth's Best Bib
Plus \$9 in Coupons [Click for Details](#)

stroller TRAFFIC every city
CITY MOMS. EXPERT ADVICE.

Earth's Best introduces Puree Pouches
Mess-free organic baby food on the go

Wednesday 7 December
Sponsored Email

Receive new product news, special offers & more!
[CLICK HERE](#)

Jarred organic baby food was one of the greatest inventions for modern moms. And we have the **Earth's Best** to thank for that. Twenty-five years later, we're equally psyched that their all-natural, certified organic purees are now available in squeezable, resealable pouches that are super-portable and virtually mess-free, for feedings on the go. **Fortified** with Zinc and antioxidant vitamins A, C, and E, Earth's Best's new **Infant Puree Pouches** come in three stages and nine yummy flavors, like Buttered Squash Pear and Sweet Potato Apple. Available at Target, Babies R Us, Whole Foods, select local grocery stores, and online at earthsbest.com.

Sign up for the Earth's Best newsletter at earthsbest.com.

[Like](#) [Tweet](#)

--This is a sponsored email. Our advertising partners enable us to continue offering StrollerTraffic as a free publication.

400px photo

200 words of text

Side Box

sponsored listing

Feeding Guide [Download Earth's Best's handy infant feeding guide and schedule for introducing your baby to solids. **Get the guide.**](#)

FREE

recently...

In Scoop The new Origami stroller is like something out of the *Jetsons*. [Read this Scoop.](#)

Text listing with thumbnail

Leaderboard

SPONSORED EMAIL

15% OFF YOUR ORDER
SHOP.TEACOLLECTION.COM >
CODE:TEASTROLLER15

stroller TRAFFIC every city
CITY MOMS. EXPERT ADVICE.

Top Five Trends For Spring
What's hot right this second in baby fashion

Tuesday 20 March
issue no. 152

FOR CELEBRATIONS OF EVERY KIND
SHOP.TEACOLLECTION.COM >

Spring fashion is officially here. For a quick guide to what's in for tots, we asked **Gina Rizzo**, co-founder of **petitePARADE**, Kids Fashion Week, to rattle off the top five trends of the season.

[Like](#) [Tweet](#)

Americana with a hipster twist.

We're seeing a mash up of Stars n Stripes, traditional patterns and textures: classic plaid button downs layered with lightweight cardis and rolled up khaki's ... for the extra cool touch add grandpas handkerchief around the neck or tucked in a back pocket.

Rizzo's picks: Harajuku Mimi for Target Stars Romper (\$20) and Scotch Shrunken Star Printed Crew Neck Cardigan.

15% OFF
SHOP NOW - USE CODE:TEASTROLLER15

Half-page ad



..... current + past advertisers



TESTIMONIALS

“StrollerTraffic was our second highest performer in terms of driving sales.” -- *Ralph Lauren*

“We were surprised (happily) by the participation and the caliber of questions during the Facebook Q&A.” -- *ViaCord*

“We saw an immediate surge in web traffic just one day after our Scoop sponsorship went live.” -- *Zulily*

“Not only were we pleasantly surprised by the number of new customers we received, but we were also so impressed by the professionalism and coverage we received from their wonderful team.” -- *Tea Collection*



..... *contact*



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