



GGMG

GOLDEN GATE MOTHERS GROUP®

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GOLDEN GATE MOTHERS GROUP 2010 MEDIA KIT

Background Information:

Golden Gate Mothers Group was founded in 1996 by a small group of San Francisco moms. Over a decade later, we are 3800 members strong and an all-volunteer run organization (we're all moms too!). We are brought together by a common goal: to provide support to each other and our community.

Member Demographics (as of March 2010):

- Golden Gate Mothers Group has over **3,800 members**.
- GGMG members **reside in San Francisco**, and have at least **one child under the age of five**.
- Over **40% of our members are first-time parents** and are seeking parenting resources and advice.
- Our members are **highly educated**: 42% with undergrad degrees; 38% with graduate degrees; 19% post-grads.
- Many of our members come from **dual-income homes**: 64% work either full-time or part-time
- We represent a variety of socio-economic backgrounds: **44% have a household income greater than \$100,000; 41% have a household income greater than \$200,000**; 13% have a household income between \$50,000 and 100,000.
- GGMG is a growing organization: Approx 100 new members each month capturing around **35% new members annually**.

Geographic Breakdown (top 10 neighborhoods as of mid-2009):

Inner Richmond	10.1%
Marina	9.8%
Haight Ashbury/Cole Valley	9.0%
Castro/Noe Valley	7.6%
Mission/Bernal Heights	7.1%
Inner Sunset	6.5%
Russian Hill	5.9%
Twin Peaks/Glen Park	5.6%
Outer Richmond	5.5%
Potrero Hill	5.2%

GGMG Newsletter Details:

The GGMG Newsletter is a full-color newsletter that is published 10 times per year at the beginning of each month (December/January and July/August are combined issues). Each issue boasts approximately 40 pages of member-specific content including a calendar of local family-friendly activities; feature articles on topics like travel, health and wellness and parenting advice; and listings of parenting resources. Our newsletter archives are maintained electronically in a password protected area accessible only by Golden Gate Mothers Group members.

For additional information or questions on editorial content and/or contributions, contact our Newsletter team at newsletter@ggmg.org



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Become an advertiser today!

Advertising in the GGMG newsletter exposes your company or organization to our large membership of over 3,800 women in San Francisco. Our membership base consists of highly-educated, affluent, professional women who want the best for their children. The majority of our members have children under the age of five, and nearly half of our members are first-time parents (even expectant moms join!).

Ad space typically sells out many months in advance, so please plan accordingly. See additional GGMG Advertising Guidelines at www.ggmg.org/adrates.html.

If you wish to view a copy of the newsletter prior to advertising, a PDF copy can be emailed upon request.

Email advertising@ggmg.org to reserve your space today!

Ad Rate Card & Artwork Dimensions:

Ad Size	Price	Artwork Dimensions
Business card	\$75	3.6" W x 2.275" H
1/4 Page	\$120	3.6" W x 4.6" H
1/2 Page	\$180	3.6" W x 9.25" H or 7.25" W x 4.6" H
1/2 Page Premium Placement*	\$270	7.25" W x 4.6" H
Full Page	\$525	7.25" W x 9.25" H
Full Page Premium Placement*	\$787.50	7.25" W x 9.25" H

*Premium placement ad spaces available in each issue are as follows:

- Outside back cover (One horizontal 1/2 page ad)
- Inside front cover (Two horizontal 1/2 page ads or 1 Full page ad).

Premium ad placement is available by first request and one premium placement ad per advertiser is permitted per quarter. All premium placement ads are sold and placed at GGMG's discretion.

Ad specs for GGMG's full-color newsletter are as follows:

- Resolution 300dpi; Color Mode CMYK 8 bit (standard hi-res photo)
- Make sure all fonts are embedded and/or layers are flattened (if this info is left "live" in the file, it will likely shift and or drop out during the rip or print processes).