



Wee WANDER

a parent's guide to navigating philadelphia

Media Kit Overview

Wee Wander is a comprehensive, reported, authoritative, one-stop digital resource for modern parents who want to make the most out of raising their children in the Philadelphia area. Since its launch in 2013, Wee Wander has fostered a strong and growing community of readers through a variety of platforms. Created by two Philadelphia journalists (and moms) the site's core elements include:

- ➔ **Wee Essential Resource Guides**, offer readers an easy-to-access place for finding info on essential aspects of raising kids in the city, like up-to-date and reported lists on daycares, pediatricians, maternity shops, the best drop-in classes and museums, and more.
- ➔ **Wee One-on-Ones**, tips and fresh ideas from the city's coolest and most notable parents.

- ➔ **Wee Wander Daily Reports**, cover and highlight things that parents want on a day-to-day basis such as day-trip and activity ideas (*Outings*), kid-friendly but parent-approved restaurants (*Eats*), an inside look at the best enrichment activities and teachers (*Classes*), as well as news, events, and everything birthday party-related.

about the founders

ASHLEY PRIMIS has lived in Philadelphia for 11 years, and has worked in the restaurant and media industries for Starr Restaurants and The Philadelphia Inquirer. She's currently deputy editor at Philadelphia magazine.

CHRISTY SPEER LEJEUNE has worked in city journalism for 13-plus years, seven of which have been spent in Philadelphia. She is currently deputy editor at Philadelphia magazine.



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Media Kit Overview (cont'd)

MEDIA KIT CUSTOMIZED AD OPPORTUNITIES

As a sponsor of Wee Wander, you have two options for visibility:

exclusive listings

Wee Wander has established itself as a go-to authority for parents in Philadelphia. Our exclusive listings provide high-exposure to a targeted audience for local businesses. Your listing will be 75-100 words in length, written by Wee Wander editors, with information you provide. *(All content will be client-approved before publishing.)* Listing will be organized alphabetically and by category, appear in the search engine, have initial social media exposure, and appear in our "Find A Local Expert" home page navigation tag.

RATES

- **EXCLUSIVE LISTING:**
\$90 for 6 months or \$170 for 12 months;
includes room for one photo or logo
- **ENHANCED LISTING:**
\$100 for 6 months or \$180 for 12 months;
includes room for more than one image or logo

sponsored posts

Sponsored posts provide you with the highest level of visibility to our readers. As native content, posts *(written by Wee Wander editors, with information provided by and approved by the client)*, will appear on the home page, live in the search engine, will be between 75-250 words in length and have original art. These posts are ideal to give readers an in-depth look at a business, specific event, or initiative. For added value, all sponsored posts will have social media support and appear in our Friday newsletters.

RATES

- \$75/post
- \$275 for 4 posts *(to be used within 12 months)*

MONTHLY AUDIENCE & DEMOGRAPHICS

Sessions: 9,117 | Unique Users: 5,611 | Pageviews: 14,095 | Age: 25-34: 47%; 35-44: 41% | Sex: 87% Female

* Based on Google Analytics from June 2015-July 2015