



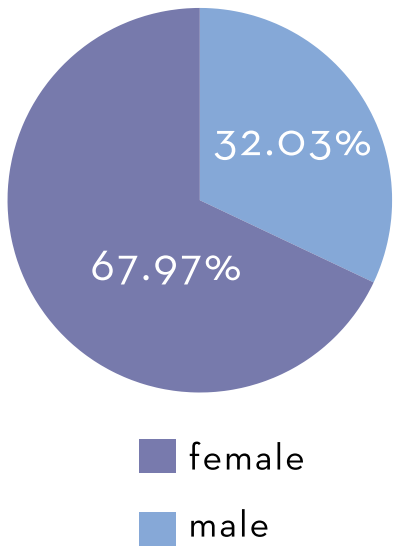
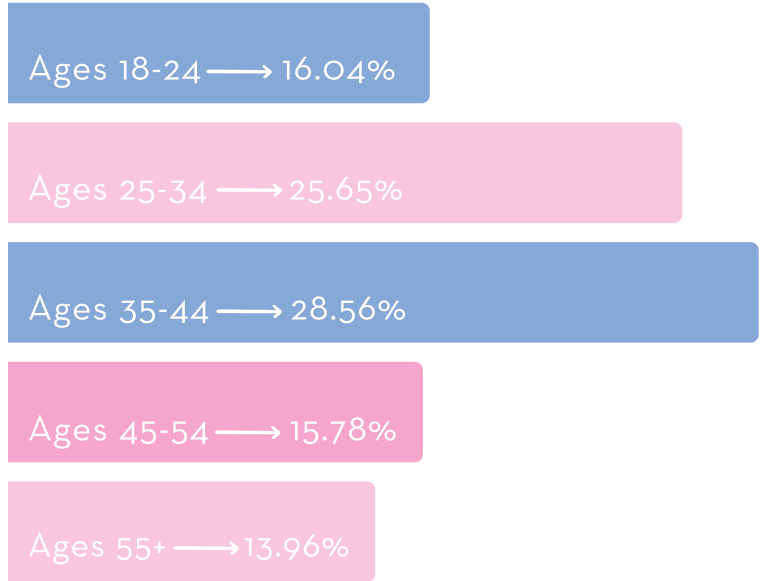
BEAL

M E D I A






PHOTOGRAPHY GUIDE


STATS & DEMOGRAPHICS



1,184,483 PAGE VIEWS FOR 2023

SOCIAL MEDIA

 35,866	 76,810	 6,532
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 **48%**
average open rate

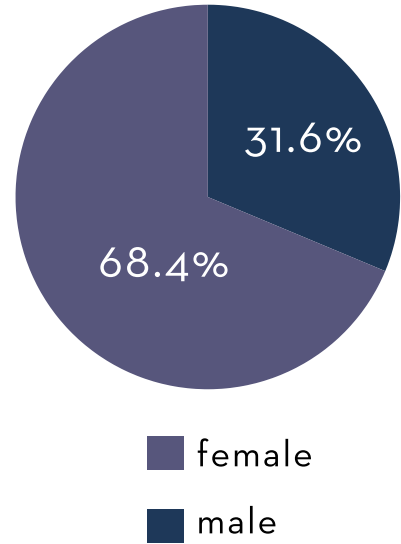
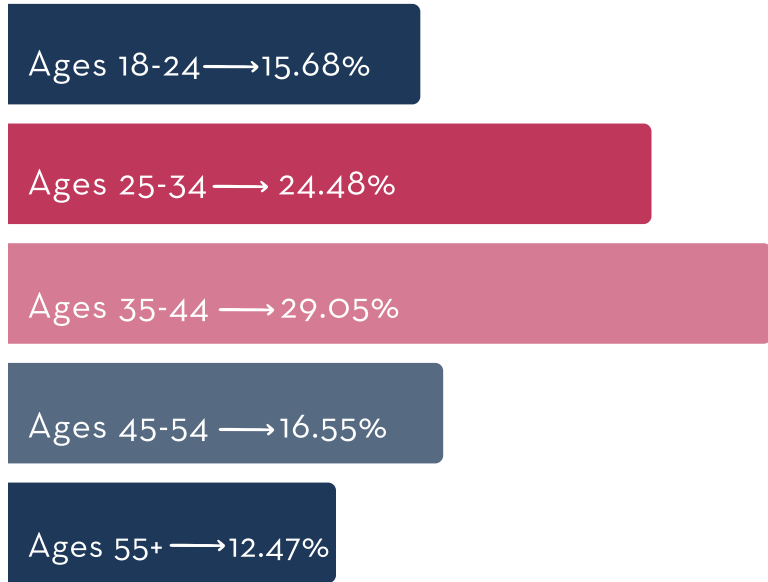
 **33.2K**
community members

 **13.1K**
email subscribers

STATS & DEMOGRAPHICS



COLLIN COUNTY MOMS™



358,095 PAGE VIEWS FOR 2023

SOCIAL MEDIA



6,445



10,158



411



57.5%

average open rate



6.1K

community members



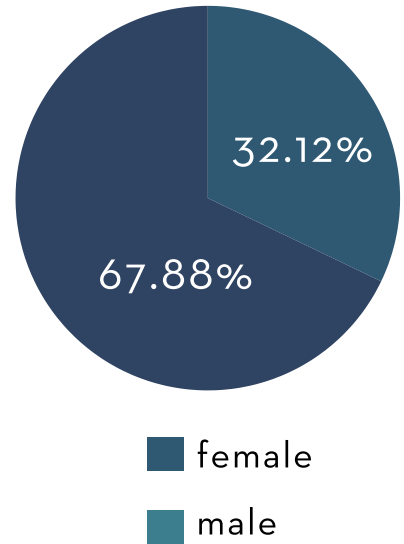
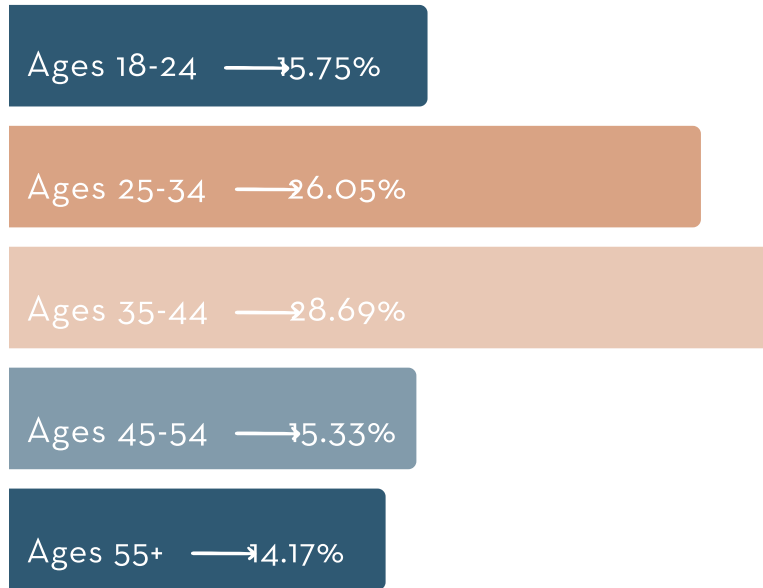
2.1K

email subscribers

STATS & DEMOGRAPHICS



DALLAS MOMS™



518,089 PAGE VIEWS FOR 2023

SOCIAL MEDIA



17,097



39,450



4,542



49.6%

average open rate



12K

community members



7K

email subscribers

STATS & DEMOGRAPHICS



FORT WORTH MOMSSM

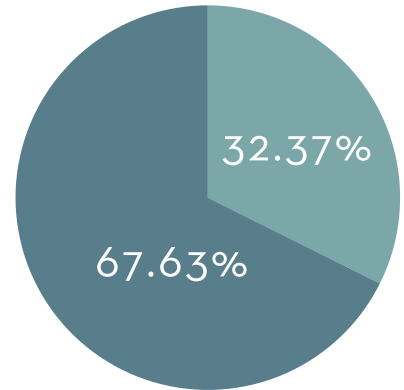
Ages 18-24 → 16.69%

Ages 25-34 → 26.42%

Ages 35-44 → 27.96%

Ages 45-54 → 15.46%

Ages 55+ → 13.46%



female

male

315,279 PAGE VIEWS FOR 2023

SOCIAL MEDIA



12,324



27,202



967



1,579



36.8%

average open rate



14.8K

community members



4K

email subscribers

SPONSORSHIP

Photography Guide

AD PLACEMENTS	GOLD*	SILVER*	BRONZE
Inclusion at the top of the article in the gold sponsor placements in alphabetical order. <ul style="list-style-type: none"> • 75-word write-up • Four hyperlinks • 400x400 logo or preferred image 	✓		
30 days of in-article medium banner website ad with the URL provided	✓		
One sponsor placement in weekly newsletter	✓		
Inclusion in the silver sponsor placements in alphabetical order. <ul style="list-style-type: none"> • 75-word write-up • Two hyperlinks • 200x200 logo or preferred image 		✓	
One Instagram post	✓	✓	
One placement in preferred Local Business Directory for 12 months	✓	✓	
Inclusion in the bronze sponsor placements in alphabetical order. <ul style="list-style-type: none"> • 50-word write-up • Two hyperlinks 			✓



COLLIN COUNTY MOMS™

\$1,170

\$560

\$350



DALLAS MOMS™

\$1,750

\$760

\$375



DENTON COUNTY MOMS™

\$875

\$400

\$200



FORT WORTH MOMS™

\$1,450

\$655

\$350

*Required boosting for social campaign

\$50

\$50