

MUMS OF THE SHIRE

MUMS
of
the SHIRE
2025 MEDIA KIT



CONNECTING LOCAL MUMS TO YOUR BUSINESS

Mums of the Shire supports local mums and businesses, alike.

We are known as a trusted resource for Mums in the Sutherland Shire.

By providing a reliable business directory, alongside engaging blog content, special offers and events, we help eliminate the frustrations of Sutherland Shire-based mums and visitors to the area.

WHAT WE DO

- Connect our audience to local businesses
- Help local businesses grow
- Act as the gateway to thousands of active and engaged decision makers



OUR DIGITAL STATS

20,000
Monthly website
sessions



35,000
Facebook Members*



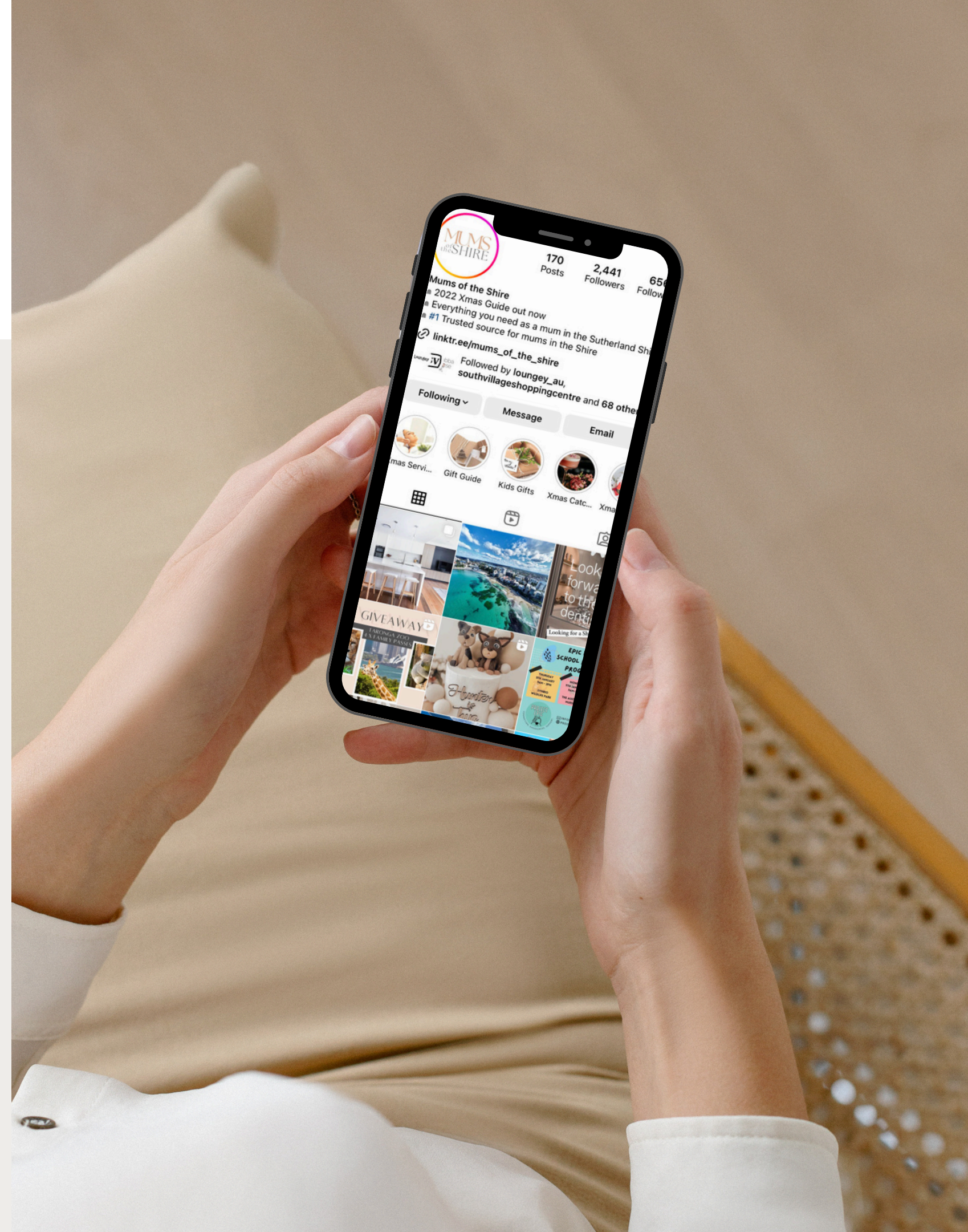
7,500
Instagram followers



5,000
EDM database



*This figure is our Mums of the Shire Facebook page + our Facebook Community group



OUR AUDIENCE

Our audience consists of smart, dedicated, passionate mums who are looking to feel connected. They are active, engaged and as highly-targeted as they come.



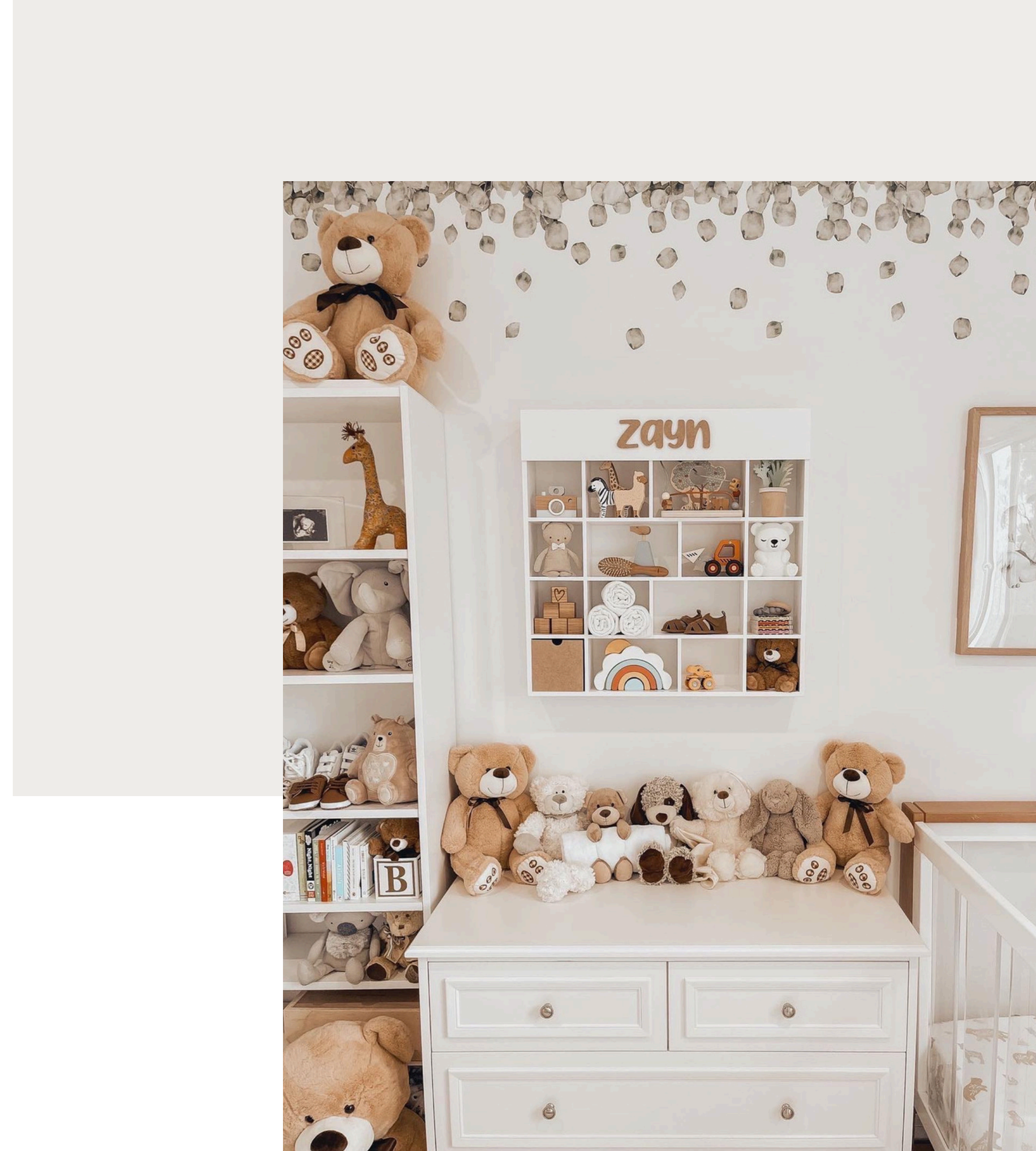
**83% of our audience is female,
Sydney-based and aged between
25 and 44.**

97%
are female

FEMALE 35-44
Our largest segment
(51%)

91%
are Sydney based

FEMALE 25-34
Second largest
segment (32%)



THE MUMS BEHIND MOTS

Between us we have four children ranging from 10 months to 9 years .
We know first-hand the difficult issues that other local mums are facing. We're primed to help them, and you, so that everyone wins.



**Mia Johnson,
Founder & Business Manager**

After experiencing the new-mum overwhelmed feeling firsthand, Mia created a single destination where mums of the Shire could find local support and family-friendly services. As the main mum behind the brand, Mia oversees all key business decisions and operations.



**Alhana Friend,
Media Specialist**

Alhana has over 15 years experience in advertising and marketing with a passion for all things social.
She's a mum of two under two and spends her spare time growing her kids Instagram account (she's our very own version of Kris Jenner).



**Laura Barette,
Creative & Content Writer**

With a background in communications and a passion for helping brands tell their story, Laura is our resident writer. She is mum to two energetic little boys who like to remind her who's boss on a daily basis.

WHO WE WORK WITH



TASTE OLOGY



NUTRITION IN MIND



TESTIMONIALS



"I have a lot of business success to thank Mums of the Shire for."

It has definitely made a massive difference getting my business out there."

Jacqui - Owner

Shire Pram Cleaning & Services



"Oh my goodness, my phone hasn't stopped since your business post."

Sooooooo many enquiries and bookings already."

Belle - Owner

Belle Braids & Beauty



If you want to be seen where local mums are searching, look no further than the Mums of the Shire online directory.

Becoming a directory member is the perfect opportunity to promote your business to our niche and captivated audience of local mums with school children, young children, babies and mums to be.

Businesses have the option to choose from either our standard or premium placements.

• DIRECTORY LISTING PLANS •

Premium Subscription
\$14.95 / month or
\$149 / year

Standard Subscription
\$9.95 / month or
\$99 / year

(Directory pricing includes gst)

MOTS BUSINESS DIRECTORY





DIRECTORY PLAN INCLUSIONS

WEBSITE LISTING FEATURES	Premium	Standard
Web and social links	✓	✓
Categories	3	1
Locations	3	1
Photos	8	3
Video	✓	
EXTRAS		
Access to Business Hour	✓	
Event listings, Job listings & School Holiday listings	✓	
Special offer listings	✓	

MONTHLY	\$14.95	\$9.95
YEARLY	\$149	\$99
(Directory pricing includes gst)		

HIGHLIGHT ARTICLE

Our Highlight articles centre on a detailed editorial that puts a spotlight where you need it most and gives your business direct exposure to our audience. View our Highlight articles [here](#).

WHATS INCLUDED

Package 1:

- 1 x professionally written article on your business housed on our website
- 1 x Facebook & Instagram post
- 4 x Story Frames (Facebook & Instagram)
- 1 x Newsletter inclusion

Package 2:

- 1 x professionally written article on your business housed on our website
- 2 x Facebook & Instagram posts
- 8 x Story Frames (Facebook & Instagram)
- 2 x Newsletter inclusions



Serious fun: Why kids' couches are big business

written by MUMS OF THE SHIRE

November 23, 2022



Kids' play couches are big business right now and for good reason. Not only do they inspire imaginative and independent play, but they also double as a comfy piece of furniture, designed to fit in with the most discerning of home decors.

As they continue to soar in popularity, families are spoilt for choice when it comes to brands to buy from. But one brand

HIGHLIGHT PACKAGE 1

\$349 + gst

HIGHLIGHT PACKAGE 2

\$449 + gst

SOCIAL PACKAGES

Our audience consists of smart, dedicated, passionate mums who are looking to feel connected. They are active, engaged and as highly-targeted as they come.

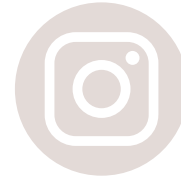
25,000

Facebook Members*



6,500

Instagram followers



OUR PACKAGES

Standard Package

1 x social media post or reel* (Instagram & Facebook)
4 x social media story frames (Instagram & Facebook)

Deluxe Package

2 x social media posts or reels* (Instagram & Facebook)
8 x social media story frames (Instagram & Facebook)

Instagram Reel Package

1 x social media reel~ filmed by team MOTS at your business (Instagram & Facebook)
4 x social media story frames (Instagram & Facebook)

*Creative provided by client.

~Business must be within Sutherland Shire or a travel fee may apply

If you would like your content we post to be boosted out please provide boosting budget - \$100 set up fee applies.

OR: Bespoke your own social journey: We understand every businesses needs are different. So let us work with you on a bespoke social strategy.



• STANDARD PACKAGE •

\$119 + gst

• DELUXE PACKAGE •

\$199 + gst

• INSTAGRAM REEL PACKAGE •

\$399 + gst

NEWSLETTER

Our MOTS newsletter packages allow businesses to serve valuable content and relevant promotions straight to the Mums in the Shire inboxes.

5,000
Database Members



52%
Open Rate



OUR PACKAGES

Newsletter Feature

Appear in our monthly newsletter to highlight your business or promote an offer.

Mention comes with: Image, 80-100 words, click through URL, social icons

Solus EDM

Your own professionally written newsletter that will be sent to our database that is solely surrounding your business. Includes: approx. 250 words, images, contact information, click through URLs.

1 x Facebook & Instagram post



• NEWSLETTER FEATURE •

\$99 + gst

• 3 x NEWSLETTER FEATURES •

\$249+ gst

Special Offer

• SOLUS EDM •

\$449 + gst

EVENT PACKAGE

If you have an event coming up and are looking to boost attendance, then our Event packages are designed to meet your business needs.

We'll help you generate awareness of your event, ensuring you reach as many interested local mums as possible.

WHATS INCLUDED

1 x detailed event listing on MOTS online events calendar

Listing highlighted as 'Featured' in online event calendar

Listing featured in 'What's On' Facebook post the week prior to event

1 x Instagram and Facebook story in the week leading up to the event

One month access to Business Hour in our Facebook group

Social Post Add-On: Want a dedicated social post & social story promoting your event on a date that suits you? This add-on is the perfect option



• EVENT PACKAGE COST •

\$149 + gst

• SOCIAL ADD ON •

\$49 + gst

GIVEAWAYS

Giveaways are a great way to increase brand awareness and your social media following.

Let the MOTS team help by spreading awareness and doing the heavy lifting for you.

GIVEAWAY INCLUSIONS

1 x Facebook & Instagram post (competition post)

- Entrants must follow brand's Instagram page, tag a friend and share for the chance to win

4 x Story frames (Facebook & Instagram) across the week

1 x Newsletter inclusion (if newsletter runs during competition period)

Prizing to be provided by client.

We offer free giveaway add-ons if a business signs up to our Highlight or Solus EDM packages



GIVEAWAY COST

\$149 + gst

COST WITH HIGHLIGHT OR EDM PACKAGE

FREE OF CHARGE

BOOST YOUR REACH

Are you looking to take your current or upcoming advertising with Mums of the Shire to the next level? We're now offering Meta Ads to help amplify your advertorials, and social posts, giving your content the extra push it needs to reach an even wider audience.

By promoting your advertising through our trusted channels, you'll not only expand your reach but also build credibility with the local community, ensuring your message resonates with the mums who matter most.

WHAT WE OFFER

- **Elevate your Mums of the Shire advertising:** Amplify the visibility of your current or planned campaigns.
- **Tailor your budget and timeline:** You choose the budget and duration, and we manage the rest.
- Our team is highly skilled in Meta ad campaigns and has perfected **local targeting** to ensure your content hits the right audience for maximum results.

Adding Meta ads is a powerful way to boost reach and engagement. Let us help you get your message in front of even more local mums!

MOTS will supply end of campaign reporting such as reach, clicks, cpc



• SET UP COST •

\$149 + gst

• MINIMUM SPEND PER CAMPAIGN •

\$500 + gst

PARTNERSHIP PACKAGES

Be seen as a trusted, local brand by aligning with Mums of the Shire with one of our Partnership Packages.

Our partners are the VIPs at MOTS HQ and you will benefit from a range of different media executions & engagements with our loyal and trusted community.



• PARTNERSHIP PACKAGES •

Platinum Partner
\$5,999⁺ *gst* / year

Gold Partner
\$3,999⁺ *gst* / year

Silver Partner
\$2,999⁺ *gst* / year

INLCUSIONS ON NEXT PAGE



Want to make changes to an existing partnership package or create a bespoke custom package?

We understand all businesses have particular needs & objectives. Let us work with you to design a custom package.

PARTNERSHIP INCLUSIONS

	Platinum	Gold	Silver
Premium online directory listing with acknowledgement as official partner (with all inclusions)	✓	✓	✓
Banner advert displayed on our website homepage	Main Horizontal	Sidebar	Sidebar
Highlight articles (see details on page 10)	3	2	1
Newsletter Feature, Event Listing or listing in a MOTS Guide	12	10	6
Social media post or reel* - Instagram & Facebook	12	8	4
Instagram story series (2 frames) - Sharing content/information from the Instagram post	10	8	4
Your company logo displayed on our website via the dedicated partners page and newsletter footer banner	✓	✓	Partners page only
A dedicated partnership manager to oversee implementation of your package inclusions	✓	✓	✓

*Content provided by client

PRICE PER YEAR

\$5,999+ *gst*

\$3,999+ *gst*

\$2,999+ *gst*

CONTACT US

FOR ALL MEDIA &
BOOKING ENQUIRIES

- ✉ Email: alhana@mumsoftheshire.com.au
- ☎ Phone: 0407 937 589
- 🌐 www.mumsoftheshire.com.au



Media kit pricing valid until Dec 31 2024