



missoula
mamalodeTM

FOR THE WHOLE MOTHER

*“Times have changed--
your advertising needs to be
targeted, talked about, and effective.”*

mamalodeTM
FOR THE WHOLE MOTHER

MISSION STATEMENT:

The mission of **mamalode** is to create connections for mothers. We do this through print and online publications, an online social network community and events.



**MOMS
CONTROL
85% OF
HOUSEHOLD
SPENDING***

WHAT TO EXPECT IN EVERY ISSUE:

- essays** personal, honest stories.
- LETTER FROM THE EDITOR**
- BECAUSE I SAID SO** reader's letters
- PURSUe** a mom following a pre-family dream
- BUSINESS** local mom-owned business: what and how
- DADS** what one dad wants to share
- ART REVIEWS** mom artists get reviewed by a peer
- MUSIC**
- FILM**
- PERFORMING ARTS**
- FINE ARTS**
- ETC**
- FASHION** what makes us hot mamas
- TRAVEL** weekend adventure within a day's drive and budget
- STEPPING OUT** four things to do in missoula with and without kids
- HEALTH IN BALANCE** mom's health issue, addressed by different modalities
- MOUTHS OF BABES** an essay by a local kid, of what they want to tell moms

mamalode MISSOULA will be published twice in 2009, and quarterly in 2010. Our initial circulation will reach 10,000 in the first year and will be distributed free throughout Missoula county and surrounding areas. The website will launch in 2009 and be consistently updated with a social network, events calendar, classifieds and essays, giving readers a way to interact with **mamalode**, each other, and local businesses.

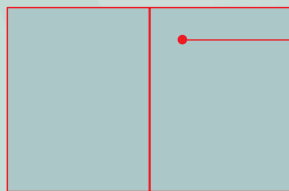
* **Trillion Dollar Moms.** - Baily, Maria and Bonnie Ulman.
Chicago: Dearborn Trade Publishing, 2005.

Mom 3.0. - Baily, Maria.
Deadwood: Wyatt-Mackenzie Publishing, 2008.

The Mom Factor: What really Drives Where We Shop, Eat and Play. - Lee, Nora.
Washington DC: Urban Land Institute, 2007.

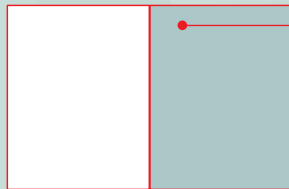
Moms make buying decisions through word of mouth from trusted resources. We all know you can't buy word of mouth advertising, but you can place yourself in the conversation.

We strive to find the common experiences by emphasizing stories ABOUT being a mom, rather than HOW-to lessons. Mothers have a lot on their plates and it often feels as though there is not enough room for family and personal pursuits. **mamalode** provides a bigger plate. At **mamalode** there is room for all of the pieces that make someone whole. At **mamalode** there is space enough for a variety of different mothering styles to find common ground. At **mamalode** we help mothers connect with themselves, their community and their local resources.



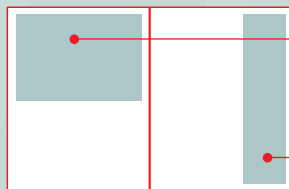
DOUBLE TRUCK

Two page spread



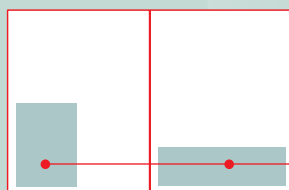
FULL PAGE

full page, back cover, inside back cover, inside front cover



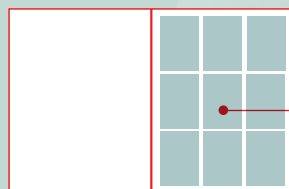
HALF PAGE

horizontal



THIRD PAGE

vertical



QUARTER PAGE

1/4 vertical or horizontal

NINTH PAGE

in editorial or marketplace

PRINT=ONLINE

All print publications will be published in-full on the web site with digital interaction and links to advertisers. Your ads can be both tactile AND measurable.

mamalodeTM



info@mamalode.com
www.mamalode.com
406 531 0535
888 692 1167
po box 7642
missoula mt 59807

FOR THE MAMALODE

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WHAT TO EXPECT ON THE WEBSITE:

The website will be an interactive resource for all things Mom in Missoula. There will be:

- calendar** Post events for families, women, dates, etc. Reminder!
- resource directory** Listing of local resources, services and businesses
- social networking** Moms can share ideas, form groups, connect
- classifieds** Clearinghouse of stuff, services, work, trades, sitters
- online addition** The current issue online, with optional live links for ads
- shopping** Store w/ancillary products and reviewed items.
- content** Posts, blogs, news, ideas

E-NEWSLETTER:

Monthly newsletter about **mamalode** missoula. Keeping the **mamalode** community informed, connected and encouraged.

*“moms read,
moms connect,
moms talk,
moms buy”*



DEAL OF THE DAY

mamalode will use Google Analytics to track your page views and impressions. Measure the difference a targeted market makes.

LARGE SQUARE

300 x 250 pixels

SKYSCRAPER

160 x 600 pixels

VERTICAL BANNER

160 x 300 pixels

BUTTON

160 x 60 pixels

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