



San Diego Moms Camp Guide

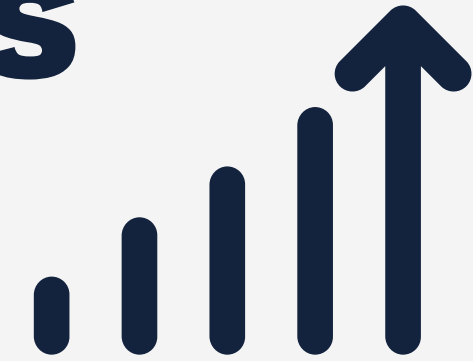
Spring, Summer & Holiday Break Camps

Stay in the Spotlight, 365 Days a Year, not just Summer!

2024 Camp Guide Stats



40,728 Combined Page-views



Summer Camp Guide
32,513 Total Page-views

Spring / Holiday Break Camp Guide
8,215 Page-views

Year - Over - Year Growth



GUIDE LAUNCH DATES

Holiday Break Guide:
Early October
2025

Summer Camp Guide:
Early January
2025


Spring Break Camp Guide:
Early January
2025

SAN DIEGO MOMS REACH

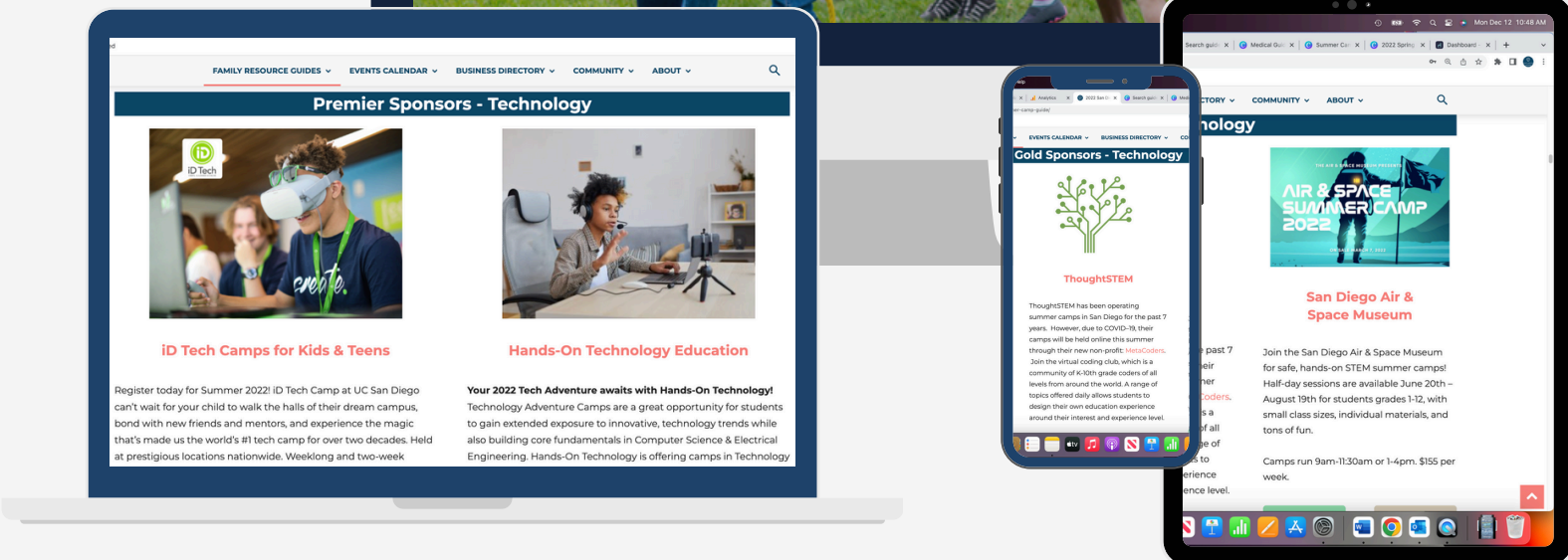
By the Numbers

 **2.2K**
FOLLOWERS **1.2K**
AVG MONTHLY REACH

 **21.6K**
FOLLOWERS **35K**
AVG MONTHLY REACH

 **11K**
FOLLOWERS **25K**
AVG MONTHLY REACH

 **750**
FOLLOWERS **280K**
MONTHLY VIEWS



65%
of our readers have inquired or shopped businesses, services or products recommended on our site.

Demographics



San Diego County
41% Central
16% North
19% South
24% East



40% have One Child
60% have Two+ Children

All guide listings are valid for one full calendar year. Prorated rates are available for listings added three months after the launch date, and we offer discounts for bundled listings. Don't forget to check out our Party & Event Planning and Indoor Play Guide as well!

Summer Camp Guide sponsorship also includes listings in our Spring and Holiday Break Camp guides.

SUMMER CAMP MEDIA KIT

PRESENTING SPONSOR

\$2,500 (\$3,500+ Total Value)

- Logo/Naming rights + Featured at the top of the Summer Camp Guide (\$500 Value)
- (1) Sponsored Post (\$400 Value, \$5 Ad)
- (1) Month Homepage Banner Ad (\$500 Value)
- Everything in Base Advertising Package
- (1) Instagram Post (\$200 Value, \$10 Ad)
- (2) Facebook Shares (\$400 Value, \$10 Ad)
- (2) Dedicated Email Campaigns (\$300 Value)
- (1) Gold Sponsorship at Event (\$300 Value)



Presenting, Category Title & Premier Sponsor Base Advertising Package

\$1,500 Value

- Listing includes up to 10 images + logo, write-up, contact info, and links. (\$1K Value)
- Inclusion in Round Up Reel on IG (\$200 Value)
- Inclusion in (2) email newsletters (\$200 Value)
- Featured Business Directory listing (\$125 Value)
- 10% OFF additional advertising

CATEGORY TITLE SPONSOR

\$850 (\$1,000+ Value)

Only 1 Available per Category

- Your business featured in the top position of your chosen category (\$750 Value)
- Category Title Sponsor Banner on Summer Camp Guide (\$200 Value)

Includes everything In Premier too!

Dance + Traditional + Educational Sold

PREMIER SPONSOR

\$650 (\$1,300+ Value)

- Your business featured In the top 10 listings of your camp category
- Includes up to 10 images, business write-up, contact information, and links. (\$1000 Value)
- One Facebook Share promoting your camp (\$200 Value + \$10 ad)
- Two Instagram Stories Shares per Month (\$100 Value)
- Everything in Base Advertising Package

GOLD SPONSOR

\$250 (\$600 Value)

- Includes: Up to 5 Images, short business write-up, website link, and phone listing. (\$500 Value)
- Standard Business Directory Listing (\$75 Value)
- Summer Camp will be listed below Category Title & Premier Sponsors within chosen category.

ABOUT SAN DIEGO MOMS

CONNECTING LOCAL FAMILIES AND BUSINESSES THROUGH SOCIAL, DIGITAL AND EVENT MARKETING.



Founded in June 2016, San Diego Moms has become the county's leading online resource and lifestyle blog for families. We're passionate about connecting San Diego moms with local businesses, products, and essential information, all while delivering quality content that truly resonates with our community.

By offering both online and in-person opportunities, we create impactful marketing avenues for local businesses to reach our engaged audience.



SAN DIEGO MOMS™



WHY MOMS?

Approximately **86% of moms** schedule the majority of all extracurricular arrangements for their family and **72% arrange for the payment.**

“

"Our camp and swim lesson programs have seen some impactful results since working with San Diego Moms for 1.5 years. Through the use of a promotional code, their marketing efforts have brought in over 100 campers & students between the two programs, but their reach and efforts extend beyond that, and we couldn't be happier."

Arthur, Camp Director

”

EXAMPLE SPONSORED CONTENT

Instagram Story Highlight

SUMMER CAMP SPOTLIGHT

AMPLIFY SLEEP AWAY CAMP

Experience the best in sleep away and day camps with Amplify—an award-winning and American Camp Association Accredited music and arts program for girls! Nestled in the breathtaking Topa Topa Mountains of Ojai, CA, just 1.5 hours from the vibrant city of Los Angeles, Amplify beckons campers from across the U.S. and around the world.

OJAI, CA

www.summercampsd.com



Instagram Post

Spring Break Camps

Camp Resource Guides

www.holidaybreakcamps.com www.summercampsd.com

sandiegomomsco
San Diego, California

sandiegomomsco 🌞 Spring Break's here, and so are the camps! 📱 Swipe left to peek at our highlighted Spring Break Camps from the Spring Break Camp Guide - available now at www.holidaybreakcamps.com.

Whether your kiddo loves science, nature, sports, or just having a blast, there's a camp waiting to ignite their curiosity and keep them smiling all break long!

Plus, don't forget about summer – our 2024 Summer Camp Guide is live too! Head to www.summercampsd.com or click the link in our bio. 🌟🌟

Got a camp to showcase? Drop us a message!

Mamas, let us know your camp planning style in the comments using emojis only: Last-minute planner = 🤔🤔 & Planned for months = 📅📅 ... 📅

View insights Boost again

Liked by nikijonesdiaries and 46 others
March 13

Add a comment...

Facebook Ad

San Diego Moms Sponsored

Your Child's Best Summer Yet Awaits! Find the perfect summer camp tailored to your schedule & child's interests. From ... See more

Summer Camp Guide

Experience the best in sleep away and day camps with Amplify—an award-winning and American Camp Association Accredited music and arts program for girls! Nestled in the breathtaking Topa Topa Mountains of Ojai, CA, just 1.5 hours from the vibrant city of Los Angeles, Amplify beckons campers from across the U.S. and around the world.

www.summercampsd.com
Find the Best Summer Camp Here 🌟 Learn more

Ritika Sehgal and 16 others 4 shares

Like Comment Share

Instagram Ad

Explore

sandiegomomsco Sponsored

Amplify Sleep Away Camp
JUNE 16TH - AUGUST 11TH

Experience the best in sleep away and day camps with Amplify—an award-winning and American Camp Association Accredited music and arts program for girls! Nestled in the breathtaking Topa Topa Mountains of Ojai, CA, just 1.5 hours from the vibrant city of Los Angeles, Amplify beckons campers from across the U.S. and around the world.

Learn more

sandiegomomsco 🌟 Looking for the perfect summer camp for your kids? Our Summer Camp Guide ... more

Email Newsletter

Website Events Calendar Resource Guides Summer Camp

Featured Summer Camps

Category: Arts, Theater & Music

Whether you are raising an artist, a mathematician, or an athlete, an arts-based camp may be just what your child needs to balance out or further enrich his or her developing brain.

Included in our Arts / Theater / Music category are all camps focused around (but not limited to) art-focused projects, theater, drama, and music. Give your child the opportunity to take the stage and wow the crowd. Arts-based camps foster public speaking skills, inner confidence, a sense of self-worth, mastery of the written language, science, math, and more.

Seaside Art Center
JUNE 3RD - AUGUST 9TH
@seaside_arts_center

If your kiddo loves dance, theater, AND art, why should they have to choose? Join your friends at Seaside for a summer camp where you can act, sing, dance, and create an all-in-one camp experience!

Each week will culminate in a final show emphasizing each student's individual creativity & ingenuity.

MENTION SAN DIEGO MOMS & GET \$25 OFF YOUR FIRST WEEK OF CAMP!

Summer Art Camp
JUNE 17TH - AUGUST 16TH
@arworkshopcoronado

Join AR Workshop Coronado for 5 days on hands-on DIY crafting! Each week campers will complete a variety of projects based on the session they sign up for.

Check out their website for more information on which projects are offered each week!

Amplify Sleep Away Camp
JUNE 16TH - AUGUST 11TH

Experience the best in sleep away and day camps with Amplify—an award-winning and American Camp Association Accredited music and arts program for girls! Nestled in the breathtaking Topa Topa Mountains of Ojai, CA, just 1.5 hours from the vibrant city of Los Angeles, Amplify beckons campers from across the U.S. and around the world.

Check out new listings like Steve & Kate's Camp

STEVE & KATE'S CAMP

SUMMER SOLVED

Sliding into San Diego for Summer '24 | Ages: 4-12

"There should be a Summer Camp where Moms can just go away and sleep for 3 weeks."

—Anonymous

Want to join our team?

We are looking for mamas who want to join our events team, become a contributor, or are looking for a side hustle! Email Niki@sandiegomoms.com for more info.

FOLLOW US



Sponsored Blog Post

SAN DIEGO MOMS

RESOURCE GUIDES EVENTS CALENDAR BUSINESS DIRECTORY COMMUNITY STRONG MOTHER ABOUT

Nature is Calling 🌿 KidWings Summer Camp Now Open for Registration {SPONSORED}

By [Vivian](#) - June 9, 2022

Are you sick of telling your kids, "when I was growing up all we did is play outside" when they tell you how bored they are? Yeah, me too. But the reality is, they don't really have that option anymore. Until Now!

Introducing KidWings Nature School Summer Camp, a play-based nature camp that is 100% outdoors!

KidWings Summer Camp kicks off on July 5th and is offered Monday - Thursday from 9:30am-1:30pm, through August 30th. (\$280 per week) Campers will enjoy everything nature has to offer including fun beach days, practicing yoga and mindfulness, experiential learning, chess sessions and summer games, daily nature walks and so much more! Remember, Nature is the best teacher, so the opportunities are endless.

Register Now

Kids FREE October: Your Ultimate Guide!
October 1, 2023

Kids FREE October Starts Today! This month, kids 12 and under can enjoy FREE admission with a paid adult or over 60 of San Diego.

THANK YOU!

CONTACT:

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I'd love to chat!
Marissa



BOOK A CALL TODAY

CONTACT:

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I'd love to chat!
Niki



BOOK A CALL TODAY