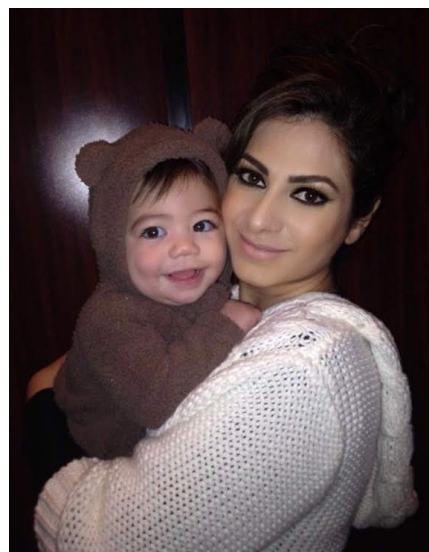


FUN WITH KIDS IN LA

MEDIA KIT 2023



MAKING FAMILY LIFE EASIER!

We started FUN WITH KIDS IN LA® to inspire parents every day with fun ideas and new experiences to make parenting more enjoyable.

FUN WITH KIDS IN LA® is the best place to reach local parents who are actively looking for services, activities, classes, camps, and products for their families on our website every day - all year long. Now you can easily reach them when it matters the most.

We help businesses and brands connect with our highly engaged community of Moms, who are social, savvy, and make all the buying decisions.

2.9M+

MONTHLY REACH

160,000+

UNIQUE MONTHLY
VISITORS

290,000+

MONTHLY PAGE VIEWS

AS SEEN IN & ON

Los Angeles Times

CAYTON
CHILDREN'S
MUSEUM

FOX
NEWS

REDFIN

FOX 11
LOS ANGELES

NBC NEWS

WE HELP BRANDS AND BUSINESSES CONNECT WITH OUR
ENGAGED COMMUNITY OF LOS ANGELES MOMS

LOS ANGELES



Wallis Annenberg
Center for the
Performing Arts

Skirball
Cultural Center

big city
moms



kidspace
children's museum



San Diego

LEGOLAND

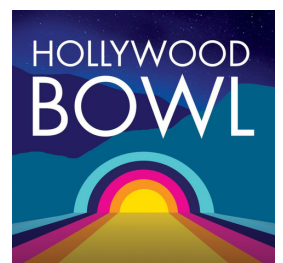


Hilton

SAN DIEGO ZOO
SAFARI
PARK



BCmouse.com



FUN WITH KIDS IN LA



WHAT DO PARENTS SAY ABOUT US?

"I home-school my child and this site is probably one of the best places to find things to do. Love it!"

■ Christina H.

"I love your website! I love finding new places and new ideas to try. The Directory listings are so helpful and I am looking forward to see more of them!"

■ Janet K.

"You are the best! We went to so many new places based on the articles that you share!"

■ Negah Z

"I just want to say thank you thank you thank you for all the wonderful ideas..."

■ Ida L.

I read all your blog posts. They are very informative, and I love that you have included the weekly events on your site."

■ Sandhia S.

"I Love your blog! Super useful and informative."

■ Maria N.



FUN WITH KIDS IN LA



WHY US?

FUN WITH KIDS IN LA® is the best place to reach local parents who are looking for services, activities, classes, camps, products, and more for their families on our website on a daily basis.

We help businesses and brands connect with our highly engaged community of Moms. We Target a Coveted audience of Moms, who are social, savvy, and make all the buying decisions.

Our audience is actively seeking services for their families while they are using our website.

They are looking to find details about great things for their families to do near where they live.

They are looking for local businesses just like yours on our site every day. All-year-round. Now you can easily reach them when it matters the most!



FUN WITH KIDS IN LA



TESTIMONIALS

"Advertising with FUN WITH KIDS IN LA has been a great experience for us. They are easy to work with, professional, and knowledgeable. We also enjoy visiting the site ourselves for fun activities to do around town."

■ MISA MARSHALL, LOVE BUG & ME MUSIC



"Advertising with FUN WITH KIDS IN LA has been a great way for our children's theatre organization to connect with the LA families we need to reach. The FWKLA team was extremely helpful in creating events, blog posts, videos, and ticket giveaways on our behalf, and consistently went the extra mile to ensure we got the exposure we were looking for. Our current season broke all box office records, and we are looking forward to working with them again on our next production."

■ JENNY BRANDT, NINE O'CLOCK PLAYERS



"Our programming at The Wallis features numerous performances and artists that are family-friendly and we enjoy collaborating with FUN WITH KIDS IN LA to spread the word to families across all of our local communities. FWKLA has been a great partner and collaborator as well as an on-going part of our marketing campaigns."

■ JOEL HILE, DIRECTOR OF MARKETING & COMMUNICATIONS,
WALLIS ANNENBERG CENTER OF ART & PERFORMANCE

DEMOGRAPHIC

OUR AUDIENCE

20% have 1 child
50% have 2 children
30% have 3 children or more

20% with children ages 0-4
30% with children ages 5-10
31% with children ages 11-14
18% with children ages 15 & up

OUR VISITORS

90% FEMALE

10% MALE

2.9M+ MONTHLY REACH

85% ACTIVE ON SOCIAL MEDIA

160,000+ UNIQUE VISITORS

69% WORKING PARENT

100,000+ SOCIAL MEDIA FOLLOWERS

65% MAKE OVER \$100K

22,000+ SUBSCRIBERS

33 MEDIAN AGE

