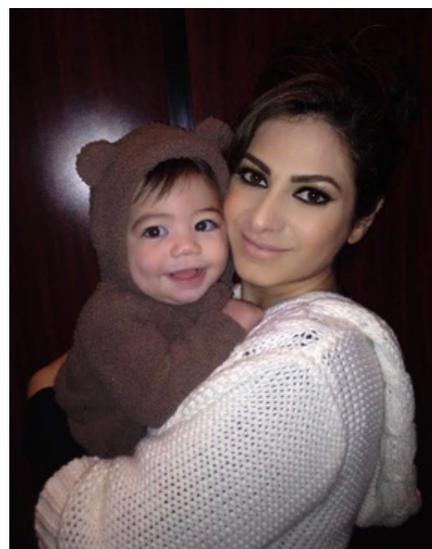


# FUN WITH KIDS IN LA

## MEDIA KIT 2026



## 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



89.3 KPCC

REDFIN



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

LOS ANGELES



yohana

Wallis Annenberg  
Center for the  
Performing Arts

Skirball  
Cultural Center

big city  
moms



kidspace  
children's museum



San Diego

LEGOLAND



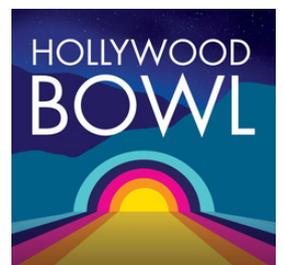
Hilton



BCmouse.org



PatPat



# 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

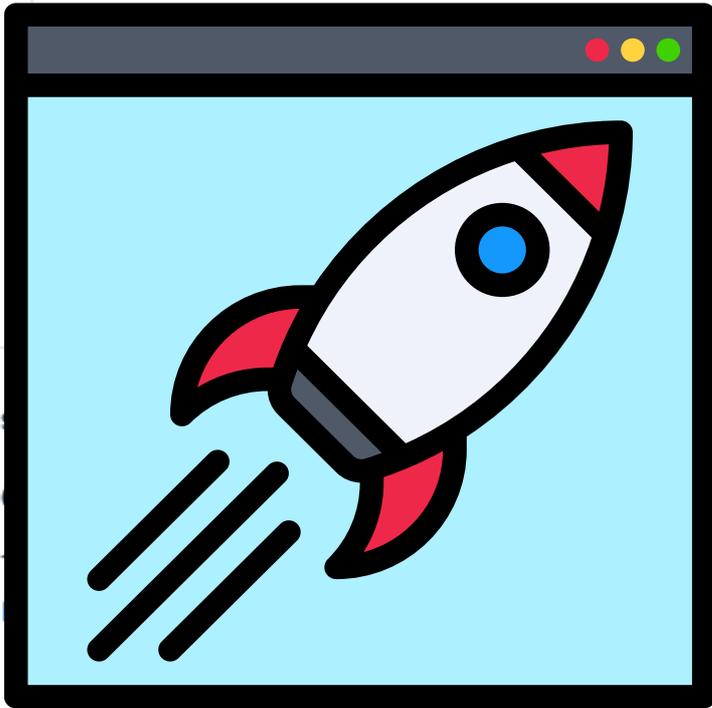
**20,000+** SUBSCRIBERS

**33** MEDIAN AGE



# ANALYTICS

## Traffic Overview: funwithkidsinla.com



ORGANIC MONTHLY TRAFFIC

160,847

GREAT

AVG. SESSION DURATION

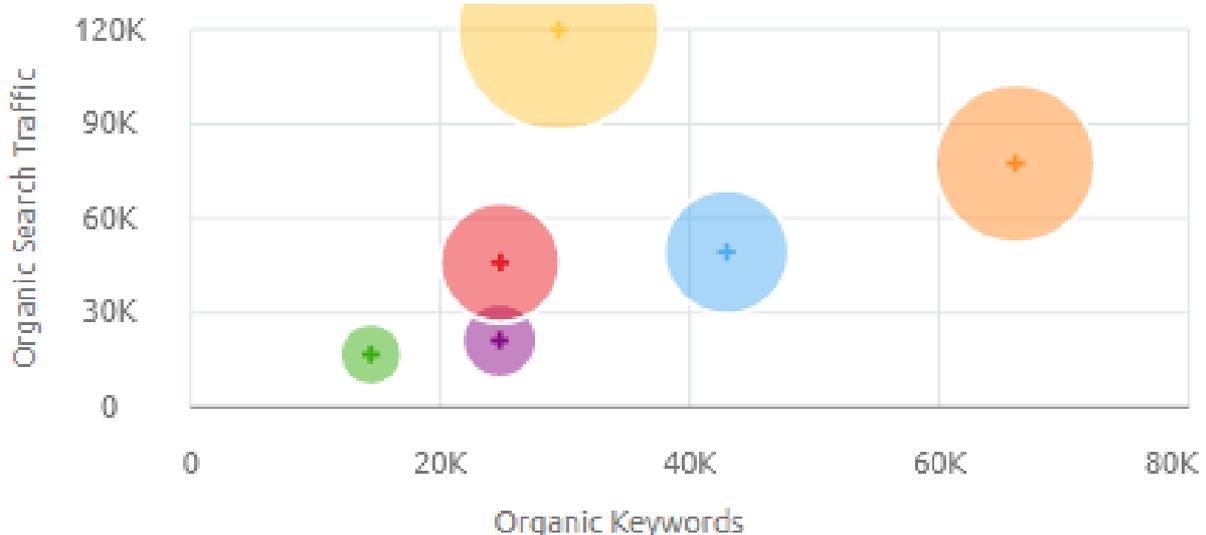
10m 17s ↑ 4%

Today 6m 54s • Yesterday 5m 33s

Keep Visitors on Your Site

### Competitive Positioning Map

- momsla.com
- socalfieldtrips.com
- welikela.com
- laparent.com
- secretlosangeles.c...
- funwithkidsinla.com



# FUN WITH KIDS IN LA

## RATE SHEET 2026



### BANNER ADS

Banner ads are digital billboards that use imagery to attract attention with the goal of driving traffic to your site. Banner ads are placed in high-traffic locations on web pages, creating brand awareness and generating click-throughs, purchases, and leads.

**Banner Ad (970x250)**

**\$255/Week or \$955/Month**

The banner will be placed on the following pages:

Home Page ([Click here for a sample](#))

Events Pages ([Click here for a sample](#))

This banner will appear on top of every single event

Places To Go Pages ([Click here for a sample](#))

This banner will appear on top of every single place

**Mini-Spotlight Ad in our weekly newsletter**

**Banner Ad (250x300)**

**\$155/Week or \$485/Month**

Click [here](#) for a sample

**Large Banner Ad in our weekly newsletter**

**Banner Ad (970x250)**

**\$245/week or \$845/Month**

Click [here](#) for a sample



300x250

**QUESTIONS? [CLICK HERE FOR LIVE ANSWERS](#)**

# FUN WITH KIDS IN LA

## DEDICATED EDITORIAL

Dedicated posts are ideal for amplifying your message to local parents about your business, event, or brand, as well as creating buzz and influencing buyers' behaviors.

**Dedicated Blog: \$765/Post.**

A post dedicated to your business or event. We optimize the dedicated blog for SEO and share it on social media with our 100k+ social media followers.

Your post will be live on our website for a period of 1 year and can be renewed for \$275 for each additional year. Click [here](#) for a sample

## EMAIL CAMPAIGNS

Spread the word about your business, event, or brand right into the boxes of 16,000+ highly targeted opt-in subscribers.

<b>Dedicated Email Blast</b>	<b>\$855/Newsletter</b>
<b>Shout out (2nd article)</b>	<b>\$375/Newsletter</b>
<b>Banner Ad (970x250)</b>	<b>\$275/Newsletter</b>
<b>Mini-Spotlight Ad</b>	<b>\$175/Newsletter</b>

## SUBSCRIPTION

Be a part of our weekly newsletters and drive traffic to your website every week!

**\$475/month (Mini-Spotlight Ads)**  
4 mini-spotlight ads per month  
Click [here](#) for a sample

**QUESTIONS? [CLICK HERE FOR LIVE ANSWERS](#)**



# FUN WITH KIDS IN LA

## GUIDES: DIRECTORY LISTING

Become part of our preferred business community and connect with local parents looking for your services or brand. When you list your business on one of our guides/directories, families can easily find you for free using our easy-to-use filters. (This excludes summer camps. For camp listings, click [here](#).)

Basic	\$355/year
Awesome	\$425/year
Ultimate	\$525/year

Click [here](#) to see a guide as a sample.

## LIGHTBOX CAMPAIGN (POP-UP)

Reach 100% of our site visitors for your giveaway or offer. Our lightbox pops up to all site visitors and all our pages. They must engage with the lightbox to proceed to our website. Readers can click through from the lightbox to a dedicated landing page. Lightboxes can include a photo or a video of your brand/event.

We can also collect email subscribers, which will be shared with you.

Lightbox \$375/week without emails  
Lightbox \$475/week with emails

**QUESTIONS? [CLICK HERE](#) FOR LIVE ANSWERS**



# INFLUENCER MARKETING

## SOCIAL MEDIA FOLLOWERS

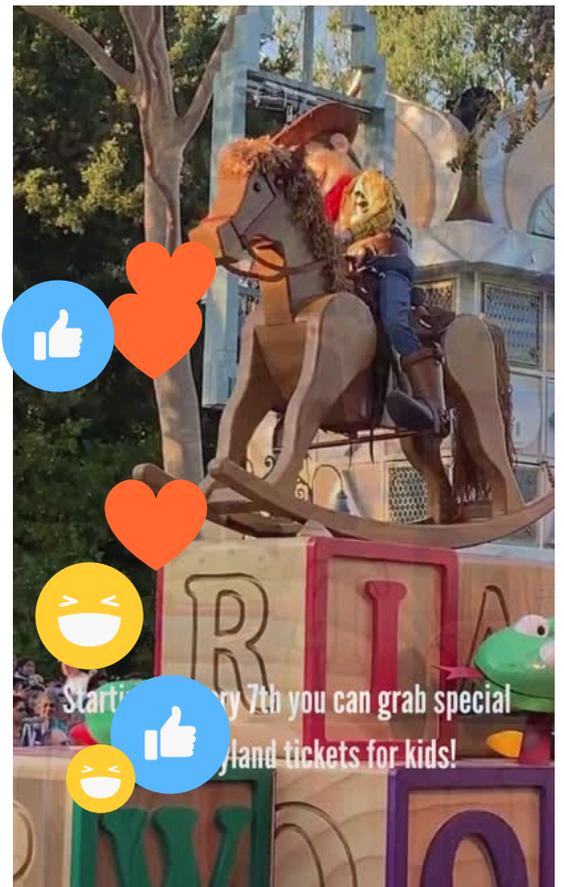
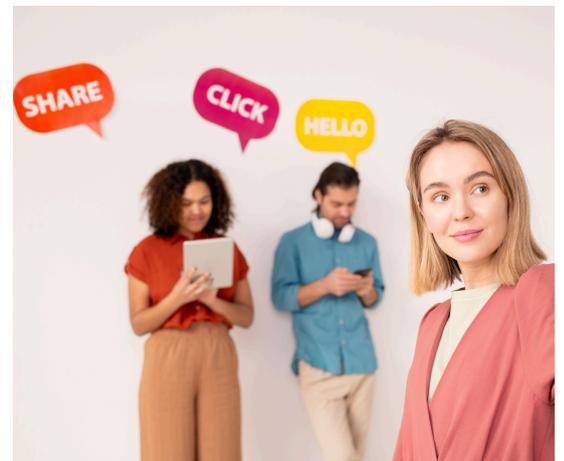
### Our Multi-Platform Community

- **Instagram: 67.6K followers**
- **Facebook Page: 5.4K followers**
- **Facebook Group: 29K active members**
- **Combined Social Reach: 102K+ followers**



## WHY PARTNER WITH US

- **Authentic voice in the LA family community**
- **Multi-platform presence for maximum exposure**
- **Active, engaged community of LA parents**
- **Professional content creation and management**
- **Flexible packages to suit various budgets**
- **Direct access to decision-making parents**
- **Strategic posting times based on audience analytics**
- **Immediate access to 102K+ combined followers**
- **Interactive elements to boost engagement**
- **Proven track record with family-focused brands**



**QUESTIONS? [CLICK HERE](#) FOR LIVE ANSWERS**

# INFLUENCER MARKETING

## Instagram Feed Post

- **Single Post: \$250**
- **Professional photo/carousel, engaging caption, Optimized hashtags, strategic posting time**
- **Saved to relevant Highlight**



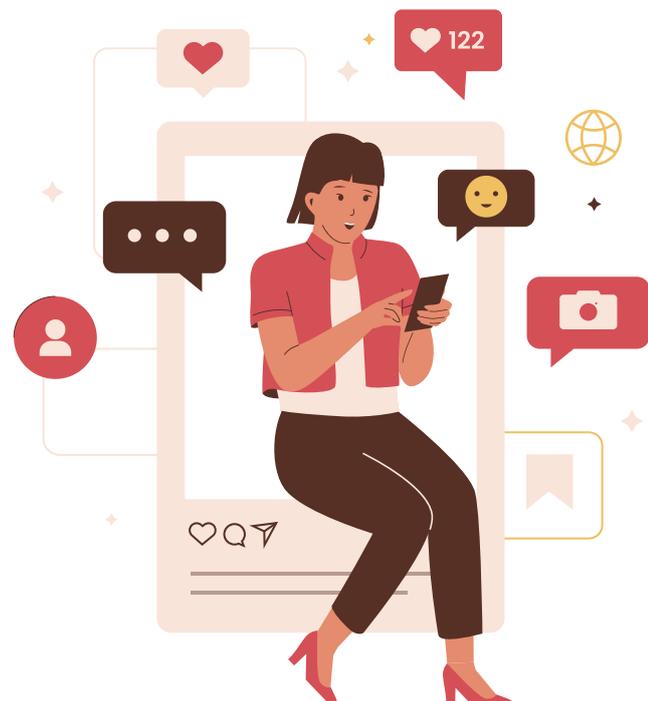
## Facebook Page & Group Post

- **Single Post: \$120**
- **Professional photo/carousel, engaging copy, or linked post**
- **Strategic posting time**
- **Group share**
- **Pinned post option available for \$40**



## Instagram Story

- **Single Story (multiple frames): \$350**
- **Creative design (up to 3 frames or 1 video), interactive elements**
- **24-hour visibility**
- **Highlight saving option**
- **Location tag**
- **Brand tag**



**QUESTIONS? [CLICK HERE](#) FOR LIVE ANSWERS**

# INFLUENCER MARKETING

## Facebook Story

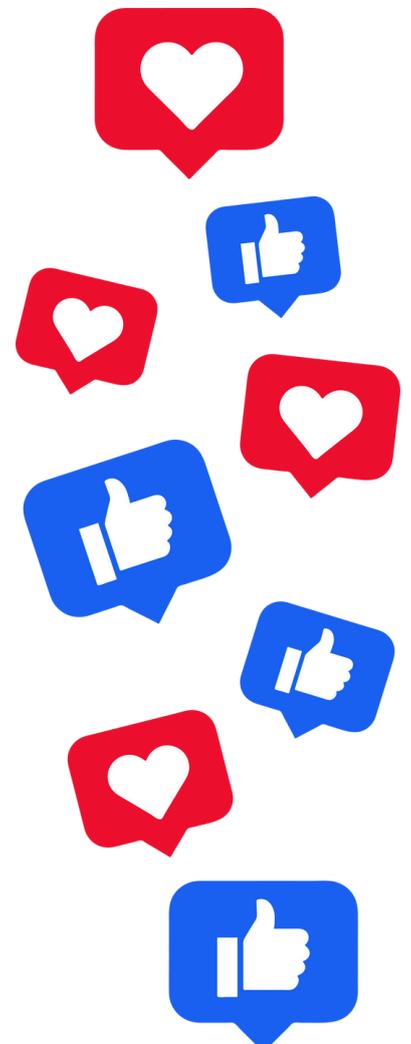
- **Single Story: \$150**
- **Creative design (up to 3 frames or 1 video), interactive elements**
- **24-hour visibility**
- **Link/swipe-up feature**
- **Location tag**
- **Brand tag**

## Package Deal: Instagram and Facebook Stories

- **Premium Story Package: \$450**
- **Up to 4 story frames or 1 video**
- **Posted simultaneously on Instagram and Facebook Stories**
- **Premium design**
- **Interactive elements**
- **Location tag**
- **Brand tag**
- **24-hour visibility**
- **Link/swipe-up feature**
- **Story highlight saving**

## Reels Packages

- **Instagram Only: \$300**
- **Facebook Page & Group: \$150**
- **Cross-Platform (Both): \$400**
- **Includes: Custom content creation, strategic posting time, hashtag optimization, enhanced storytelling**



**QUESTIONS? [CLICK HERE FOR LIVE ANSWERS](#)**