

London Mums

WORKING WITH
MAYOR OF LONDON

MEDIA KIT 2025



WHAT IS 'LONDON MUMS'

'London Mums' is THE FREE and INDEPENDENT peer support group for mums and mumpreneurs based in London. London Mums support each other through the joys and challenges women face with raising their children in a metropole. In addition to sharing views, chats and tips online, London Mums strongly believe in face-to-face interaction and organise ongoing activities for mums (and dads) and children – parties, multilingual playgroups, seminars and workshops, trips to exhibitions at the National Gallery, movies at the local cinema, nature walks, etc. The service is run by mums and mumpreneurs for other mums and children and is FREE for everyone to join.

URL: www.londonmums.org.uk (since 2007) and <http://londonmumsmagazine.com> **THE WEBSITE IS FULLY INTERACTIVE & AUTOMATICALLY LINKED TO TWITTER @londonmums & FACEBOOK!**

Full active members/opt-in subscribers (January 2025): 41,000+

Unique visitors per month (January 2025): 145,000+

Email-Newsletter frequency: monthly

Print Magazine: published three times per year, 30,000 copies distributed FREE across London via supermarkets (Sainsbury's, Tesco, Asda) and selected family friendly venues.

CONTACT US Email: info@londonmumsmagazine.com

MEDIA CREDENTIALS

London Mums regularly appear on prime TV and radio programmes. Check our coverage online <http://londonmumsmagazine.com/about/in-the-media>



Former Prime Minister and Mayor of London, Boris Johnson
"Forums such as London Mums are invaluable for forging new relationships, sparking ideas and providing advice in an easy, accessible way."

London Mums Limited
HQ: 74 Dowdeswell Close
London SW15 5RL

London Mums

WHO IS THE TYPICAL LONDON MUM

98% are female

40% are under 35

82% are married

92% hold graduate degree

Median household income 60,000 pounds sterling

Two children (on average) in the age group 0-10 years old

London areas: 65% based in SW (Chelsea, Fulham, Putney, Richmond), 20% North London (West Hampstead, Islington), 15% in South or SE London (Greenwich, Dulwich, Blackheath and Streatham)



LONDON MUMS MAGAZINE

London Mums magazine is the official publication of London Mums, the only free and independent peer support group for mums based in London. The first issue was launched in October 2009 with great success of public. Since then it's been published twice per year but from 2013 it increased frequency to three times per year.





Frequency: Three times per year.

Design: The content is produced by London Mums Limited and its editorial team and focuses on topics and issues of interest to mums and mumpreneurs based in London. It features real mums' testimonials, high profile family experts and celebrity mums.

Format: A5

Number of pages: 32

Style: An offline version of the website www.londonmums.org.uk and <http://londonmumsmagazine.com> but richer in visuals, comics and original illustrations by in-house artist and external contributors. Each issue is like a keepsake with key information, which mums and mumpreneurs want to keep for future reference.

Circulation: 30,000 - Free to selected audiences.

Frequency: Three times per year.

DISTRIBUTION

30,000 copies to be delivered to selected Sainsbury's, Tesco and Asda superstores in West London via an independent distributor as well as antenatal / postnatal clinics and hospitals, local libraries, edutainment and leisure centres, nurseries and schools, family friendly shops and businesses across London.

ADVERTISING RATE CARD 2025

Advert size	Dimensions	Price	Two issues	Online Bonus coverage (3mths)
Full A5 page	3mm Bleed: H 216mm x W154mm Page Trim: H 210mm x W148mm Type Area: H 200mm x W138mm	£357	10% discount	Only £40 extra
Half A5 page	Type Area: H 94.5mm x W 132mm	£199	10% discount	Only £30 extra
Inside front and back cover	3mm Bleed: H 216mm x W154mm Page Trim: H 210mm x W148mm Type Area: H 200mm x W138mm	+20%	+15%	Only £45 extra
Back cover	210x150mm portrait (+5mm bleed)	+25%	+20%	Only £45 extra
Product placements	Image of the product, name, URL, RRP in relevant sections (if available at the time)	£59-£139	N/A	N/A
Advertorial	Full A5 page	+15%	+10%	Only £45 extra
	Half A5 page	+15%	+10%	Only £35 extra
	Quarter A5 page	+15%	+10%	Only £25 extra

Accepted file formats:

Colour Format CMYK; Resolution 300dpi (Dots per inch); PDF - print ready CMYK 300dpi with embedded fonts; JPG - CMYK 300dpi; EPS - print ready CMYK 300dpi with embedded fonts.

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Deadlines to receive advertising material:

- 1) For the Winter issue: early September
- 2) For the Spring issue: mid-January
- 3) For Summer/Autumn issue: mid-May

LONDON MUMS WEBSITE

<http://londonmumsmagazine.com>

ONLINE ADVERTISING RATE CARD 2025

Advert type	Banner Size / space	Cost
Message included in the monthly newsletter sent by email	50 words of copy plus image max file 40k	£75
Dedicated email including dedicated page online plus links on Twitter and Facebook	300 words plus image max file 40k	£198
Banners (monthly contracts)	Image max file 40k linked to chosen URL in preferred section of the website	£75
Sponsored link	100 words of text & image plus redirect URL	£68
Dedicated page / Advertorial (promoted via Twitter and Facebook)	500 words article written by advertiser but edited by LM editors with promotional links to Twitter and Facebook for 3 consecutive months	£159
Listings	Simple listing in the activities' pages	£55



Advertisers' Testimonials

Victoria Hatch Founder and creator of Look Bunny Find:
"Look Bunny Find have been thoroughly impressed with our experience of working with London Mums. London Mums offer an interesting and informative website, a beautifully designed magazine and well managed Twitter account, all with the admirable aim of bringing Mothers and communities together and offering support to those who need it. Their no-nonsense advertising structure offers value for money and great results. Look Bunny Find have enjoyed a notable increase in app downloads and website traffic since beginning to advertise both in print and on the London Mums website. London Mums have proved to be a friendly yet professional organisation who are capable to deliver great results to advertisers. A pleasure to work with."

Adele Greaves, director, Mill Hill Enterprises: *"I've loved working with Monica Costa and London Mums. You do such a brilliant job. Keep being fabulous, you are a great role model for women".*

PR AND MARKETING OPPORTUNITIES

Calling all PR representatives and Marketeers! London Mums is at the top of Google searches and all our growth is completely organic. Our site has a reputation gained through press coverage over the past 17 years. Our social media platforms and website get **a weekly outreach of 119,000+ impressions**.

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