

A Lifestyle Magazine for Mompreneurs

# CEOMOM



10 *Years*  
ANNIVERSARY

2026 MAGAZINE MEDIA KIT

As a new mother, Vonna Matthews initially started Bottles, Bibs & Pumps to address the unique needs of new and expecting moms. It became apparent that a greater need existed among women who were juggling family responsibilities with managing their own small businesses. A small business owner herself, Vonna knows that a typical day for a mompreneur may involve running from an executive meeting to her oldest child's soccer game. For the Work-at-Home Mother (WAHM), a bottle can be in one hand while an important document is in another.

Bottles, Bibs & Pumps is a lifestyle brand that targets women who are mothers first and entrepreneurs second. It evolved into CEOMOM Magazine, a For Her Media publication that celebrates women who strive to balance ambitions and professional endeavors with being moms. The business world knows us as mompreneurs. Call us what you may, we desire to leave an imprint wherever we step.

Who are we? We are entrepreneurs, executives, non-profit founders and directors, aspiring business owners, mommy bloggers, direct marketers and mothers looking to elevate our careers. We are CEO moms.

**Join us in celebrating 10 years of putting super-moming into perspective.**



## OUR STORY

CEOMOM Magazine is one of the only magazines (digital or print) in the United States that caters exclusively to the unique needs of mompreneurs. Mompreneurs wear several hats which require them to be pulled in different directions. CEOMOM aims to inspire, inform and ignite moms to take their businesses and lives to the next level. We celebrate mompreneurs who are making moves in business and the community. We will provide up to date information on business trends, break exclusive news related to moms and provide beauty and health tips.

Over the years, CEOMOM Magazine has featured prominent moms such as Dr. Gina Charles and Dr. Jennifer Haythe and influencers and content creators Codie Elaine Oliver and Dayna Bolden.

“

I beam with bliss whenever I am stopped by women on the street, or at the airport, or at the local grocery store, and on Martha's Vineyard, who tell me that they love my beautiful caftans.

**Amy Hampton,  
Holiday 2020**

## AUDIENCE PROFILE

Our readers are moms seeking opportunities for business growth and streamlining everyday activities. They are a part of a community that understands the challenges of work/life balance.

### IMPRESSIONS

115,034

### AGE

25-34  
35-45  
45+

100%

6  
56  
38

### HOUSEHOLD INCOME

\$50,000+  
\$75,000+  
\$100,000+

10  
25  
65

### EDUCATION

College Degree

90

Print and Digital Distribution: 3,312

### PODCAST DOWNLOADS

3,016

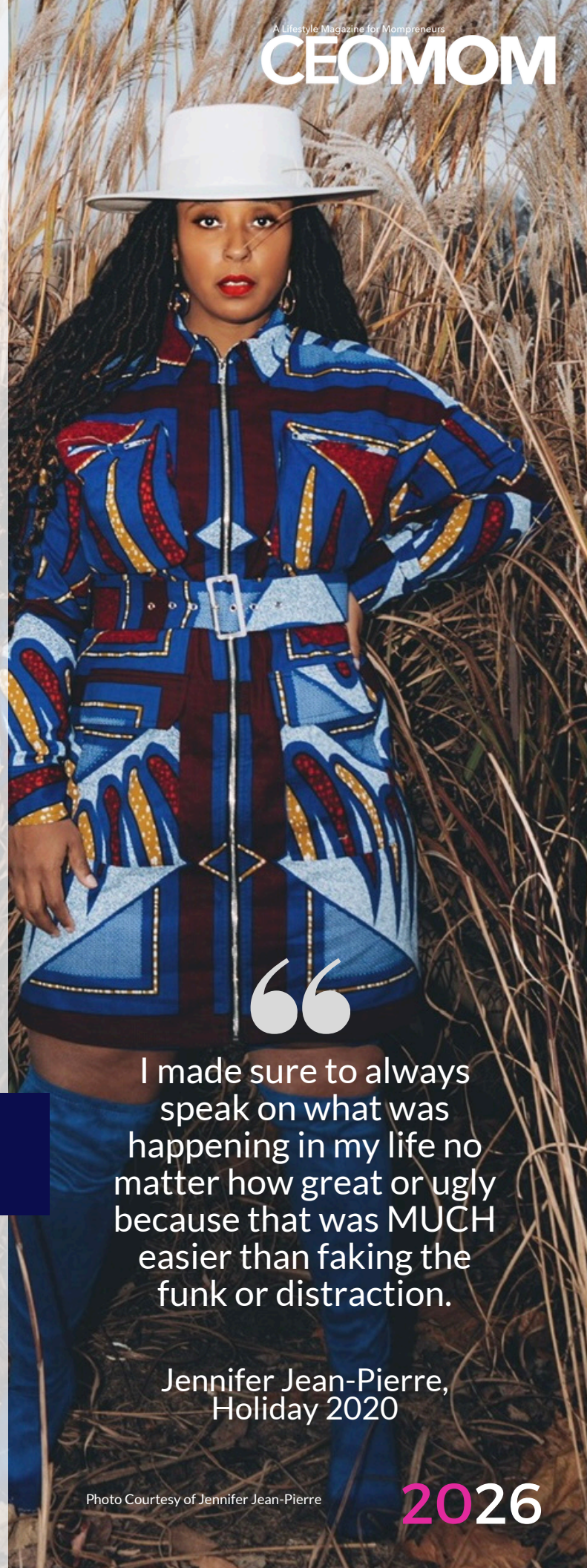
### INSTAGRAM

5,020

### WEBSITE IMPRESSIONS

233K/An.

\*Results from independent survey of CEOMOM subscribers conducted 12/2024



“

I made sure to always speak on what was happening in my life no matter how great or ugly because that was MUCH easier than faking the funk or distraction.

Jennifer Jean-Pierre,  
Holiday 2020

Photo Courtesy of Jennifer Jean-Pierre

2026



I've learned that our journeys are unique, and life happens and unfolds as God directs it. I've slowly emerged to become the woman that I am now.

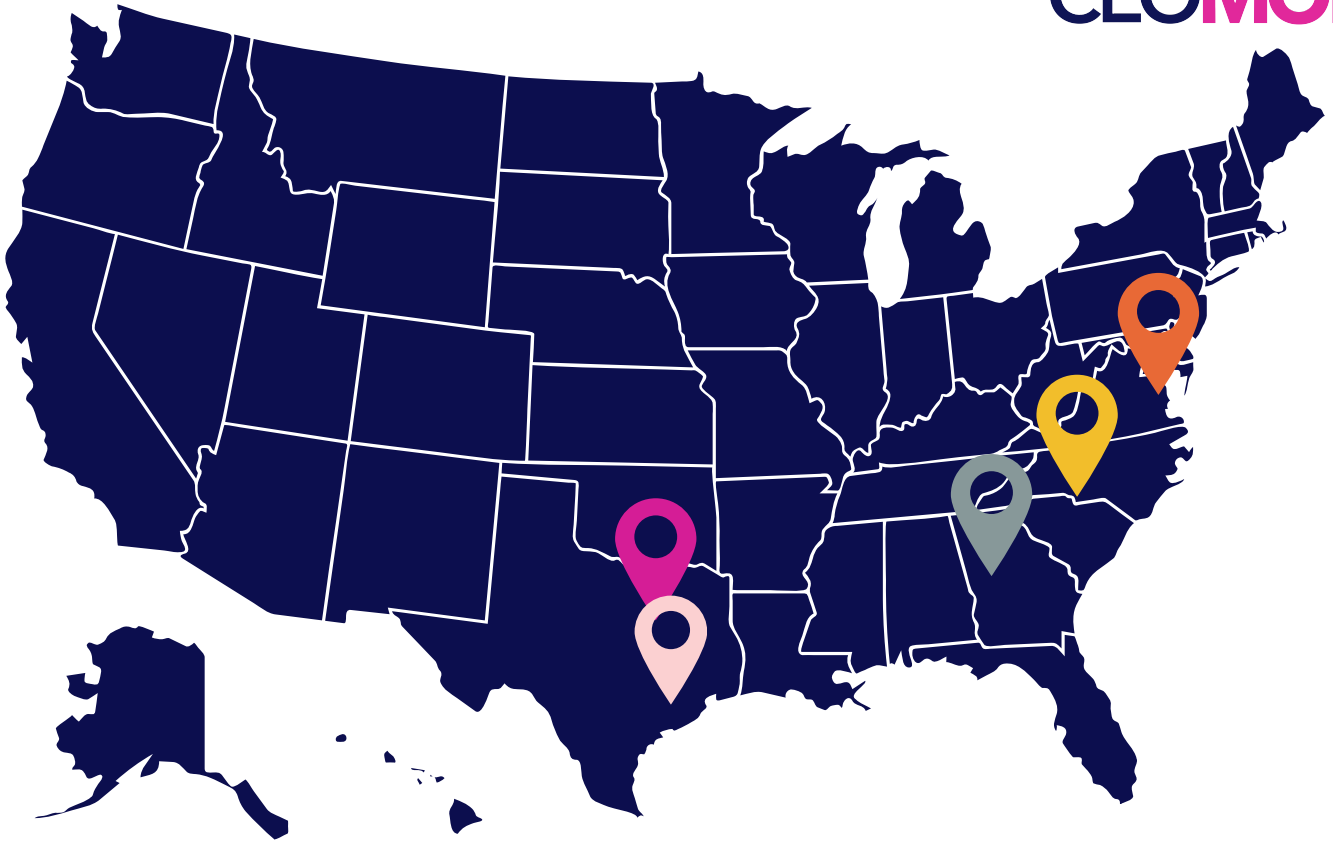
**Dr. Yetunde A. Omede,**  
Holiday 2020

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**CEOMOM**

## WOMEN ENTREPRENEURS

- Women-owned firms account for over 40% of all businesses. *Source: Forbes*
- Women generate \$2.8 trillion in annual revenue and employ about 12.6 million people. *Source: Forbes, Census.gov*
- The number of women-owned businesses continues to grow faster than men-owned businesses, with ~12% growth from 2022-2025. *Source: Forbes*



**PRINT CIRCULATION: 2,500 IN DALLAS METRO - 2026**



**Dallas Metro - 2026**

Plano / Legacy West  
Frisco  
Lakewood/East Dallas



**Charlotte Metro - 2029**

SouthPark  
Ballantyne  
Huntersville  
Matthews



**Houston Metro - 2028**

River Oaks/Upper Kirby  
Missouri City / Sugar Land  
Midtown / Downtown



**Washington D.C. Metro - 2030**

Prince George's County  
Upper Marlboro  
Bowie  
Fort Washington



**Atlanta Metro - 2028**

South Fulton / Cascade  
Buckhead  
Alpharetta / North Fulton  
Sandy Springs

## EDITORIAL PROFILE

**Health & Fitness: Fit Mom** includes fitness and health tips and news.

**Community & Non-profit: Mom with Impact** spotlights moms' philanthropic and ministry efforts.

**Beauty & Fashion: Haute Momma** gives you the latest fashion and beauty trends for busy moms.

**Events & News: Moms on the Move** is the *CEOMOM* national events resource and relevant news that impacts working mothers.

**A Mom's Perspective: Let's Get Real** provides advice and tips that impact moms.

**Celebrity Mom Features: Career & Family Life:** Celebrity moms discuss maintaining a career and family in the spotlight



2026

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# CEOMOM

2026 EDITORIAL CALENDAR

## **JULY 2026: Relaunch Issue: Health & High Performance**

A strategic look at mental load, burnout, and sustainable leadership for ambitious moms. We explore energy, resilience, hormones, sleep, and building executive capacity without sacrificing wellness. This issue sets the foundation for a stronger, more sustainable way to lead.

## **SEPTEMBER 2026: Wealth & Ownership**

From scaling businesses to corporate advancement and asset building, this issue focuses on ownership, financial strategy, and generational impact. We position mothers as powerful wealth creators, investors, and decision-makers shaping both home and enterprise.

## **DECEMBER 2026: Dallas Power 15 Commemorative Edition**

Our flagship recognition issue honoring visionary mothers redefining leadership across North Texas. Featuring honoree profiles, summit highlights, and sponsor partners, this edition celebrates influence, legacy, and the future of executive motherhood.



## 2026 RATES: PRINT & DIGITAL EDITION

### Full Color

Page	1x	3x
Double Truck	\$2,900	\$2,610
Full Page	\$1,500	\$1,350
1/2 Page	\$850	\$765
1/4 Page	\$475	\$430
<b>Cover</b>		
Cover 2	\$1,650	\$1,485
Cover 3	\$1,650	\$1,485
Cover 4	\$1,650	\$1,485
Cover 5	\$1,650	\$1,485

\*Ad design services are available for an additional fee of \$110 per design setup.



## 2026 RATES: WEB & NEWSLETTER

<b>Website Ads</b>	<b>1x</b>	<b>12x</b>
Side Banner	\$150	\$115

### **Newsletter**

Top Banner	\$225/month
Mid Banner	\$175/month
CEOMOM Spotlight	\$200 per feature
Top Banner + Spotlight	\$400/month

\*Ad design services are available for an additional fee of \$110 per design setup.



## 2026 RATES: STORYTELLING

### Half-Page Story

Magazine \$950

### Web Story

\$575

### Full-Page Story

Magazine \$1,650

### Full-Page Story

Web & Magazine \$2,050

\*Ad design services are available for an additional fee of \$110 per design setup.



# 2026 RATES: FOUNDING PARTNERS

## FOUNDING GROWTH PARTNER \$8,000/monthly

*Limited to one partner per sub-category within the CEOMOM Founding Partner circle.*

### Print + Editorial Visibility

- 3x Full Page Placements (Includes Dallas Power 15 Commemorative Issue)
- Priority Positioning within 2026 issues

### Website Visibility

- Rotational Website Banner Placement, 6x

### Newsletter Audience Reach

- 2 Premium Feature Placements + Integrated Retargeting Campaigns
- Issue Launch Newsletter Feature
- Power 15 Campaign Integration

### Video Storytelling Platform

- 4 Short-Form Social Video Features (30–60 seconds) Monthly
- 2 CEOMOM Social Platform Features Monthly
- Paid Amplification of Select Video Content
- Cross-Platform Distribution
- Strategic Content Development + Repurposing

### Editorial Storytelling

- Magazine Feature Placements (Digital Issue + Dallas Power 15 Commemorative Issue)
- Branded Editorial Landing Page (searchable, permanent)

### CEOMOM Trusted Brand Directory

- Featured profile on the CEOMOM website directory
- Permanent listing with direct link to your website

### Event & Leadership Access

- Activation table at CEOMOM Power Lunch or Brunch
- Leadership spotlight during Dallas Power 15 Awards + VIP Table
- Power Lunch Leadership Spotlight Opportunity + Reserved Executive Seating for 4

## MARKETING STRATEGY + PERFORMANCE MANAGEMENT

*We develop and guide your marketing strategy to ensure alignment across content, media, and performance goals.*

- Campaign Strategy Planning + Execution Oversight
- Ongoing Project Management Across All Marketing Initiatives
- Strategic Alignment of Content, Media, and Campaign Performance
- Quarterly Strategic Planning Sessions

### Data and Marketing Insights

- Partner Performance Dashboard
- Campaign Reporting Across All Digital Placements
- Audience Reach, Engagement, and Content Performance Insights

**Everything works together within the CEOMOM Collective, so your visibility compounds over time instead of starting over each time.**

**\*Additional paid media spend may apply based on campaign scope and strategy.**

# 2026 RATES: FOUNDING PARTNERS

## FOUNDING POWER PARTNER \$10,500/monthly

*Exclusive category leadership within the CEOMOM Founding Partner circle.*

### Print + Editorial Visibility

- 3x Full Page Placements (Includes Dallas Power 15 Commemorative Issue)
- First Selection of Priority Positioning within 2026 issues

### Website Visibility

- Priority Homepage Leaderboard Placement, 6x

### Newsletter Audience Reach

- 4 Premium Feature Placements + Integrated Retargeting Campaigns
- Issue Launch Newsletter Feature
- Power 15 Campaign Integration

### Video Storytelling Platform

- 6 Short-Form Social Video Features (30–60 seconds) Monthly
- 2 CEOMOM Social Platform Features Monthly
- Paid Amplification of Select Video Content
- Cross-Platform Distribution
- Strategic Content Development + Repurposing

### Editorial Storytelling

- Magazine Feature Placements (2 Digital Issues + Dallas Power 15 Commemorative Issue)
- Branded Editorial Landing Page (searchable, permanent)

### CEOMOM Trusted Brand Directory

- Top placement within the CEOMOM website directory
- Permanent listing with direct link to your website

### Event & Leadership Access

- Premium stage recognition during Dallas Power 15 Awards
- VIP table + hosted guest table at Dallas Power 15
- Premium Activation Area at Dallas Power 15
- Premium activation area at CEOMOM Power Lunch
- Moderated Leadership Interview + Hosted Power Lunch table

## MARKETING STRATEGY + PERFORMANCE MANAGEMENT

*We develop and guide your marketing strategy to ensure alignment across content, media, and performance goals.*

- Campaign Strategy Planning + Execution Oversight
- Ongoing Project Management Across All Marketing Initiatives
- Strategic Alignment of Content, Media, and Campaign Performance
- Quarterly Strategic Planning Sessions
- Priority Strategy Support + Ongoing Consultation

### Data and Marketing Insights

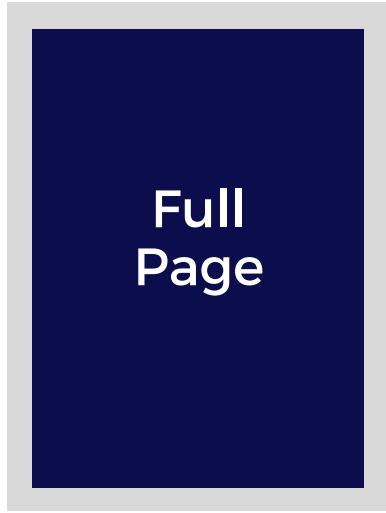
- Partner Performance Dashboard
- Campaign Reporting Across All Digital Placements
- Audience Reach, Engagement, and Content Performance Insights
- Performance-Based Strategy Recommendations
- Campaign Optimization Insights + Next-Step Planning

**Additional paid media spend may apply based on campaign scope and strategy.**

# MECHANICAL REQUIREMENTS



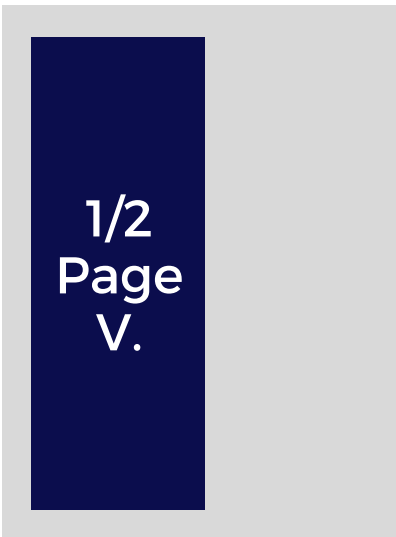
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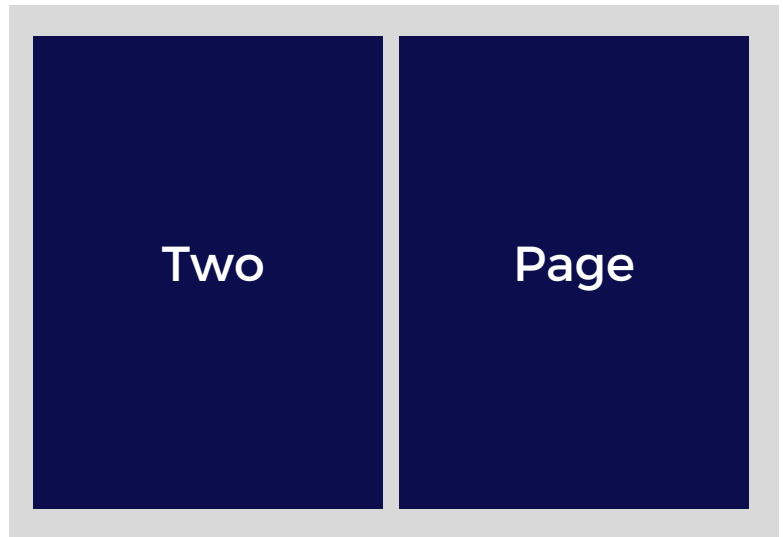
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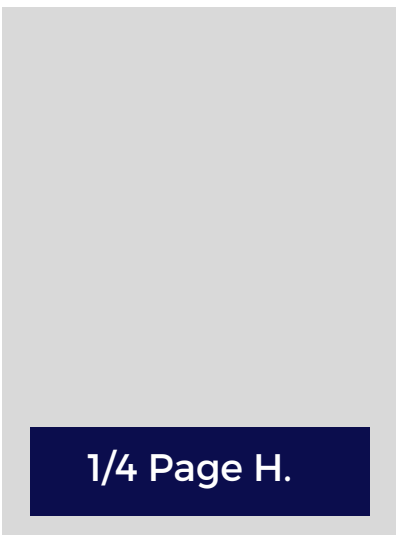


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# MECHANICAL REQUIREMENTS: DIGITAL



2160 x 1080 px

Newsletter Banner



728 x 90 px

Website Leaderboard



300 x 250 px

Website Side Banner

# CLOSING & ON-SALE DATES



**Issue Date**

**Ad Close**

**Material Due Date**

**On Sale**

July

06/02/26

06/16/26

07/21/26

September

08/04/26

08/18/26

09/22/26

December

10/20/26

11/03/26

12/08/26

## MECHANICAL SPECIFICATIONS

Initial distribution is digital with the print option.

Promotional copies will be distributed at mom owned businesses, day cares, libraries, pediatric offices, schools, and children's re-sale shops.

### File Formats Accepted

We accept the following formats (300 dpi resolution)

- EPS, JPEG, PNG, print ready PDF

For Her Media can design an ad for you at \$110 per hour.

Please provide high res logos, photos, and related art by the ad close date.

Contracts and full payments are due by ad close date.

Email artwork to [ads@ceomommagazine.com](mailto:ads@ceomommagazine.com).

# MECHANICAL SPECIFICATIONS CONT.



Page Size	Bleed	Live Area	Trim Size
Full Page	8.75 x 11.25	8 x 10.5	8.5 x 11
Full Page	NA	7.5 x 10	NA
Two Page	17.5 x 11.25	15 x 10	17 x 11
1/2 Vertical	NA	3.5 x 10	NA
1/2 Horizontal	NA	7.5 x 4.75	NA
1/4 Vertical	NA	3.75 x 5	NA
1/4 Horizontal	NA	7.5 x 2.5	NA

## CONTACT US

Contact us to create an advertising package that fits your company or brand.

**Email:**

[info@forhermedia.co](mailto:info@forhermedia.co)

**Website:**

[ceomommagazine.com](http://ceomommagazine.com)