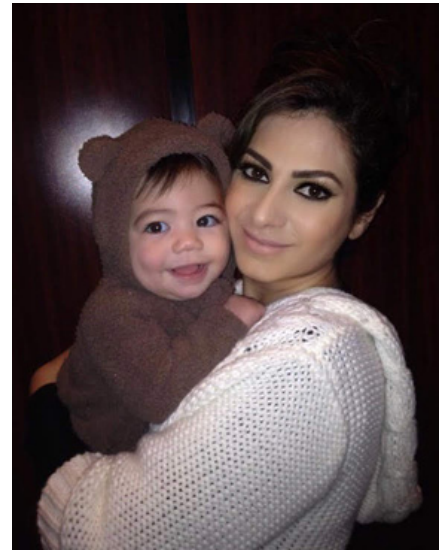


# FUN WITH KIDS IN LA

## MEDIA KIT 2024



## 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



LEGOLAND



BCmouse.org



# 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

**15,000+** SUBSCRIBERS

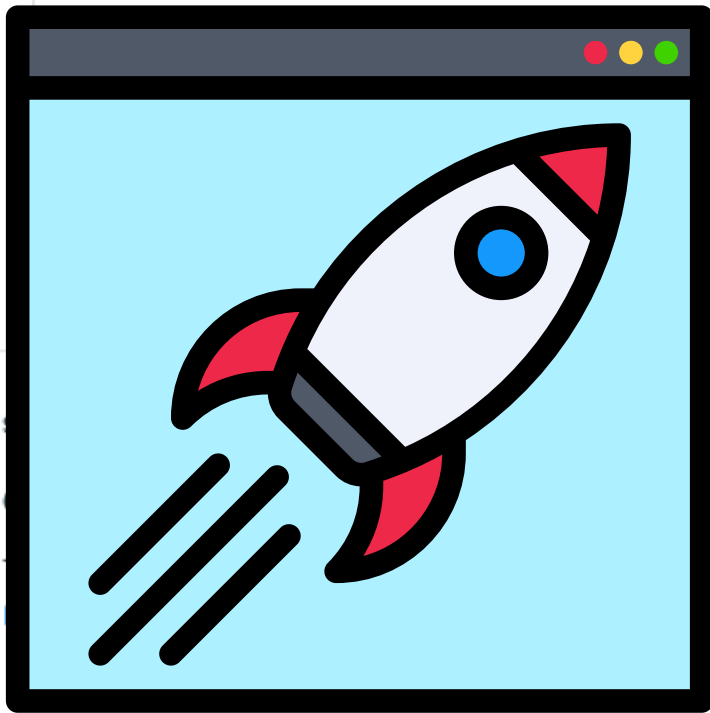
**33** MEDIAN AGE





# 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

