



# Bharatmoms.com

(Website for the Mothers in India)

## Media Kit 2012



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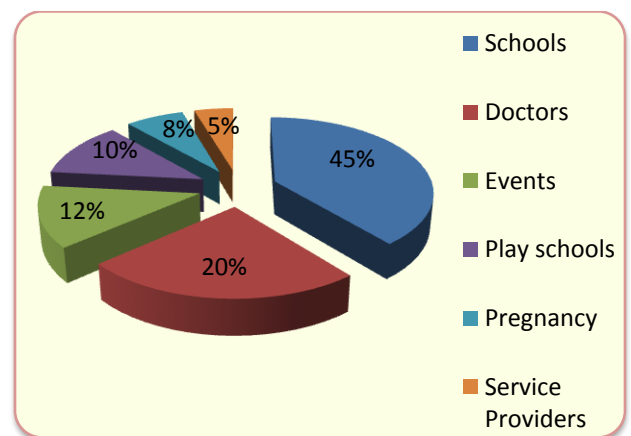
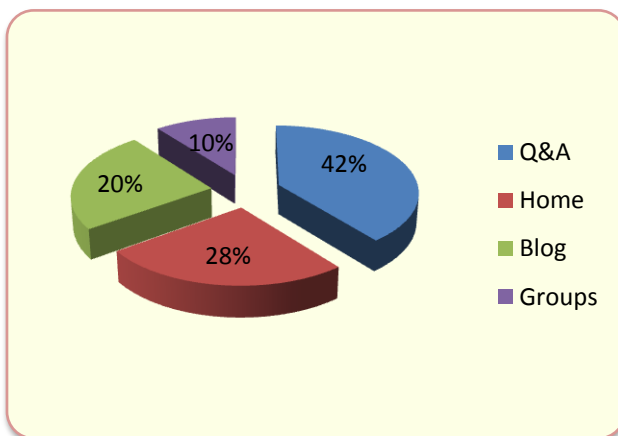
## About Bharatmoms.com

Bharatmoms.com is a niche social network for moms with emphasis on physical location of the members (city and neighborhoods).

## Site Status/Demographics

- 85000+ Unique Visitors/Month
- 5,00,00,0+ Page views/Month
- Visitors background –
  - 100% women, over 95% mothers
  - 85% within age group of 25 to 45 with at least a Bachelors degree
- Visitor Location – 140 countries with 85% from India
- Visitors Type
  - 55% Working Women
  - 40% House Wife
  - 5% Home based Business Women

## Top Contents





### Advertising Options- Home –Top

### Home -Middle

### Advertising Options- Q&A-Top

### Q&A - Middle

### Advertising Options-Blogs-Top

### Blogs – Middle



## Rate Card for Banner Ads

Banner Size: Medium Rectangle (300 x 250) pixels

File size: 15K

File Format: JPEG, GIF or FLA

		Amount (INR)			
Web Page	Location	1 month	3 months	6 months	12 months
Home	Top Right	5,000	13500	24000	42000
Home	Middle Right	4,500	12150	21600	37800
Q&A	Top Right	6,000	16200	28800	50400
Q&A	Middle Right	5,500	14850	26400	46200
Blogs	Top Right	3,000	8100	14400	25200
Blogs	Middle Right	2,500	6750	12000	21000



## Banner Ads Special Packages

Banner Size: Medium Rectangle (300 x 250)

File size: 15K

File Format: JPEG, GIF or FLA

Web Page	Location	Amount (INR)		
		3 months	6 months	12 months
Home+ Q&A	Top Right	26730	42240	64680
Home+ Q&A	Middle Right	24300	38400	58800
Home+Blogs	Top Right	19440	30720	47040
Home+Blogs	Middle Right	18225	26880	41160
Home+Profile	Top Right	13050	20000	30100
Home+Profile	Middle Right	11835	18080	27160
Home+Groups	Top Right	13950	20800	30800
Home+Groups	Middle Right	12735	18880	27860
Q&A+Blogs	Top Right	21870	34560	52920
Q&A+Blogs	Middle Right	19440	30720	47040



## Other Ad Unit Rates

Banner Size: Leader board (728 x 90) pixels

Small Square (200 x 200) pixels

Medium Rectangle (300 x 250) pixels

File size: 15K

File Format: JPEG, GIF or FLA

Place	Amount (INR)			
	1 month	3 months	6 months	12 months
School	2000	5400	8400	14400
Play School	1500	4050	6300	10800
Doctors	1500	4050	6300	10800
Pregnancy+Kids Brain Development	1500	4050	6300	10800



## Newsletter Ad Rates

### ➤ **Banner Ads in Monthly & Weekly Email Newsletter**

- Monthly Email Newsletter Subscribers: 62,000
- Rate : 0.50 INR / Email
- Banner Size: 468x120 GIF or JPEG banner

### ➤ **Exclusive Email Newsletter**

Send your custom html email to the subscribers of bharatmoms.com email list.

Rate : 1.00 INR / Email

Specifications:

- 75-word text description
- 468x120 pixel web banner (.gif or .jpg format)
- Linking URL

## **Terms & Conditions:**

*All banners must confirm to the following specifications:*

- Banner designs to be provided by the Customer
- Banners should be of JPEG, GIF or FLA formats and limit size to 15K.
- 100% Payment along with the Purchase Order
- Cheque / DD should be in favor of "**CHENNAI MOMS COM PRIVATE LIMITED**", Payable at Chennai. Please note, that there is a space between Chennai and moms, moms and com.