Cool Mom *Picks*

MEDIA KIT · 2026

Reach parents who are *ready to buy*

Trusted by parents since 2006.

1M+
readers

43K+
newsletter subscribers

725K+
social followers

CAMPAIGNS · 4 WEEKS

Standard

from $5,000

Get in front of parents while they shop.

- A featured list slot or gift guide spot
- A sponsored article by our editors
- A newsletter sponsor slot
- The homepage partner module
- Results report: views and clicks

Premium + Parent insights

from $10,000

Own the moment, and hear straight from parents.

- Everything in Standard
- The #1 spot in a gift guide or list
- A "presented by" reader poll
- A dedicated newsletter send
- A custom survey of our readers
- Insights report by kids' ages and region

ADD-ONS

Brand or sale page	**$1,000**	Site search spot	**$500 / mo**
Extra newsletter send	**$1,500**	Paid amplification	**Media + 15%**

Just need one placement? Single placements are available too. **From $750**

Let's plan your campaign

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