

ASSET GUIDE

DIGITAL NEWSLETTER MESSAGES

DullesMoms.com's digital newsletter ([archive](#)) is sent weekly to a community of active, engaged readers ([demographics](#)).

Our digital newsletter is purposefully coded to ensure it's mobile-enabled, making your messaging (copy and images) readable and clickable, no matter where it's opened, from a traditional desktop computer to a tablet or phone.

EXTRA! EXTRA! MESSAGES

An Extra! Extra! Message is a custom-written promotion in our digital newsletter's "Extra! Extra!" section ([view placement](#)) and includes:

- Headline
- Custom-written messaging
- Call-to-action

FEATURED MESSAGES

A Featured Message is a custom-written promotion in the top half of our digital newsletter ([view placement](#)) and includes:

- Premium positioning
- Custom-written headline and messaging
- Curated, rights-free images and/or graphics
- Call-to-action

BENEFITS

- Reinforces your promotions on other DullesMoms.com platforms, as well as your outside (non-DullesMoms.com) marketing efforts.
- Always viewable on the web — making it easily shareable among a highly-targeted, defined audience ([demographics](#)).
- Increases your name and brand awareness.
- Increases awareness of your targeted messaging and promotions.

BY THE NUMBERS...

Metrics, based on Feb 2023 data:



AUDIENCE:

8,100
opt-in readers



OPEN RATE:

45%