

# 2016 La Leche League International Online Media Kit

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## About La Leche League International

### *Happy Mothers, Breastfed Babies*

For nearly 60 years, La Leche League International (LLLI) has been a global forum, marketplace, and education & training platform for mothers, health care professionals and the public to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother. La Leche League International (LLLI), a nonprofit, nonpolitical, and nonsectarian organization, now has a presence in 65 countries, materials in 23 languages, and an annual supporting membership of over 20,000 mothers led by nearly 7,000 accredited LLL Leaders.

### Brand Footprint

27K

Subscribers

88K

Facebook likes

18K

Monthly Online Store UVs

52K

Website Monthly UVs

75%

Mobile UVs

3.4K

Twitter followers

An international magazine full of inspiring stories, helpful information, news and reviews for expectant parents, breastfeeding mothers, their families and supporters, at all stages of the parenting journey. *Breastfeeding Today* publishes major new content every two months with periodic updates throughout the year.

## Brand Footprint

90K

Avg. Monthly Readership

5min

Avg. Time on Mag

17,981

Facebook likes

## Advertising Rates & Specs

Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate	
Homepage Headline Slider	1000px x 115px	40K	n/a	3	12 Months: \$4,500	6 Months: \$2500
Right Sidebar – Small	345px x 95px	40K	n/a	3	12 Months: \$ 850	6 Months: \$ 475
Right Sidebar – Medium	345px x 180px	40K	n/a	3	12 Months: \$1,125	6 Months: \$ 625
Right Sidebar – Large	345px x 280px	40K	n/a	3	12 Months: \$2,250	6 Months: \$1,250

## Calendar & Closing Dates

*Breastfeeding Today* publishes major new content every two months with periodic updates throughout the year.

	Editorial & Ad Booking	Materials Due
January/February	15 January 2016	1 February 2016
March/April	15 March 2016	1 April 2016
May/June	13 May 2016	1 June 2016
July/August	15 July 2016	1 August 2016
September/October	12 September 2016	3 October 2016
November/December	14 November 2016	1 December 2016

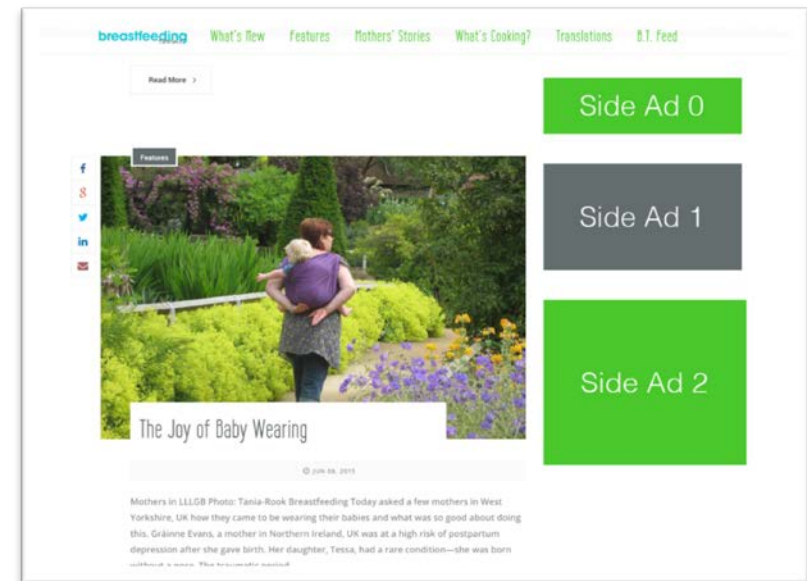
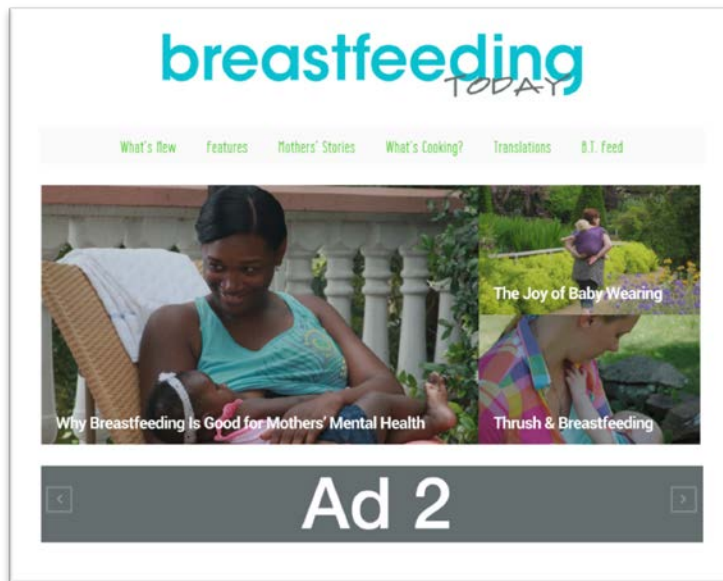
Send submissions to Josh Dobbs at [jdobbs@lilli.org](mailto:jdobbs@lilli.org).

# breastfeeding TODAY

Editor & Ad Sales Contact  
Barbara Higham email: editorbt@lilli.org

Below are examples showing the Slider ad and three sidebar size options.

## Ad Placement Examples



## La Leche League International Website



Banner advertising opportunities are available on the La Leche League International website specifically targeted to expecting families, mothers who need breastfeeding support, health care professionals, LLL Leaders and supporters worldwide. Gain exposure for your brand on the website that receives more than 52,000 unique visits per month and serves as a forum and information source where parents go to find mother-to-mother breastfeeding support.

### Home Page Banner Advertising Rates & Specs

Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate
Home Page Slider	443px x 321px		n/a	3	12 Months: \$8,000 6 Months: \$4,500
Right Sidebar Square	120px x 120px		15 sec	3	12 Months: \$6,000 6 Months: \$3,500
Right Sidebar Rectangle	120px x 60px		15 sec	3	12 Months: \$4,500 6 Months: \$2,500

### LLLI Store Banner Advertising Rates & Specs

Display Ads	Dimensions	Max. File Size	Animation Length	Max Loops	Rate
Main Page Slider	650px x 255px		n/a	3	12 Months: \$2,500 6 Months: \$1,500
Right Sidebar	120px x 150px		15 sec	3	12 Months: \$2,000 6 Months: \$1,275

## La Leche League International Advertising Standards

The La Leche League International Advertising Standards policy applies to all promotional activities, targeted to professionals and/or consumers, for commercial purposes by any person or entity. All advertising must be consistent with the [philosophy](#) and principles of La Leche League International, and cannot negatively impact the reputation of La Leche League International. Advertisements must support the World Health Organization International Code of Marketing of Breastmilk Substitutes. LLLI reserves the right to reject any advertisement that does not meet its standards or contextual arrangement.