Media kit · Fall 2026

Reach Philly parents of little ones the week they're making plans



TinyJawns is the guide Philadelphia families use to find classes, events and things to do with kids. The Weekly lands in inboxes every Thursday, and most of the list opens it.

THE NUMBERS · OCTOBER 2026

850+ Philly parents, and two in three open every issue

850+
parents get The Weekly, up from 650 in July

66%+
average open rate across the last six sends

~11%
click-to-open over the last four sends, up from 5–8% in summer

~100
new subscribers in the last 30 days, with 4 unsubscribes

4,800+
followers on Instagram (@tiny.jawn)

300K+
Instagram views in a typical month

Typical newsletters open around 38–43% with click-to-open near 7%. Open rates everywhere are lifted by Apple Mail privacy, so we treat clicks as the number that matters. Over 20,000 emails sent, about two in three readers have opened The Weekly.

SEND	RECIPIENTS	OPEN RATE	CLICK-TO-OPEN
Oct 15	784	69.1%	11.6%
Oct 8	771	59.0%	12.5%
Sep 30	737	68.9%	8.3%
Sep 24	733	70.5%	10.1%
Sep 17	728	63.9%	9.5%
Sep 10	725	67.9%	5.5%

WHO'S READING

Parents choosing where their kids spend the week

Readers are Philadelphia-area parents who open The Weekly to decide what to do with their kids. They include parents of toddlers and preschoolers, the same parents comparing classes, storytimes and programs on the site. 109 parents have also downloaded our kindergarten-readiness guide.

- More than 9,000 listings on the site, including 2,100+ kids' classes and 1,000+ family venues
- Listings are re-checked daily so families trust what they find
- Our Easter Egg Hunt guide reached 1,200+ parents in its first month
- Sign-ups keep compounding, so a quarter-long run ends in front of a bigger list than it started with

PROOF

Readers click the sponsor

In our June 10 issue, a Local Spotlight for Simeti Gymnastics Academy was the most-clicked link in the email. It beat every free festival listing that week, including Odunde and Juneteenth.

LINK · JUNE 10 ISSUE	PLACEMENT	UNIQUE CLICKS	TOTAL CLICKS
Simeti Gymnastics Academy	SPONSORED	9	12
Juneteenth Jubilee	EDITORIAL	9	10
Odunde Festival	EDITORIAL	8	9
BeeFest	EDITORIAL	8	9

IN THE WEEKLY · BOOKABLE NOW

Newsletter placements and rates

Every placement is labeled Sponsored, written by us in the TinyJawns voice from your facts, and stays on the issue's public page on tinyjawns.com after the send. Book single issues at tinyjawns.com/sponsor, or email us for a package.

SINGLE ISSUE

Local Spotlight

$50 per issue

- One per issue, so you have the slot to yourself
- Your photo, logo and a short write-up
- Stays on the issue's page on the website
- Tracked link with a click report

SINGLE ISSUE

Community Board line

$15 per issue

- One sentence and a link below the week's picks
- Up to three per issue
- Good for an open-house date or an enrollment deadline

PACKAGE · MOST POPULAR

Monthly Spotlight

$180 4 issues · $45 each

- Four Local Spotlights in a row
- Repetition that parents remember
- Your reach grows with the list at the same price

PACKAGE · BEST VALUE

Season Partner

$480 12 issues · $40 each

- Twelve Local Spotlights across a quarter
- A sponsored link in a relevant TinyJawns blog post
- Category exclusivity for your run
- First right to renew your slots

The Weekly sends on Thursdays. Bookings open from 5 days to 8 weeks ahead. Cancel 24 hours or more before a send for a full refund.

ON THE WEBSITE · FOUNDING PARTNERS

New places to show up on TinyJawns

We're opening a few placements on the site itself, next to the listings parents are already browsing. They're in pilot, so we're setting rates with a small group of founding partners. Each one targets by category, distance and age, carries a Sponsored label, and has to meet the same accuracy bar as every other listing.

PILOT · QUOTE ON REQUEST

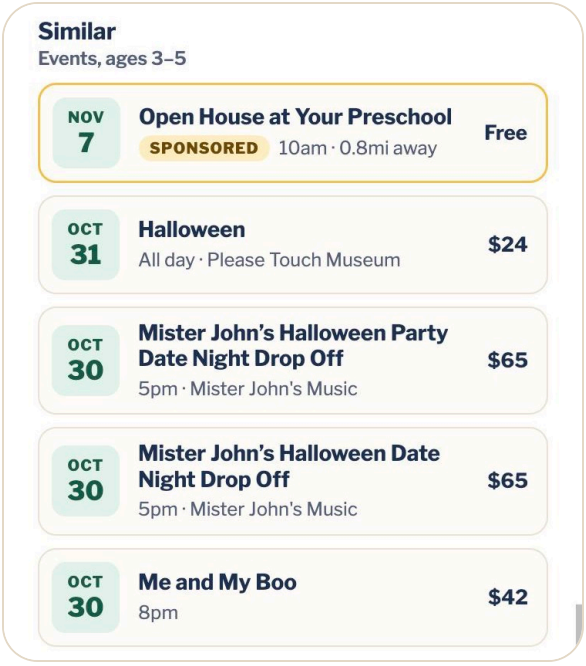
A card in "Similar" on event pages

Every event on TinyJawns opens with a list of similar things for the same ages that week. Your open house or class shows as one of those cards, marked Sponsored, when a parent is looking at something close to what you offer.

SHOWS ON Storytimes, toddler classes and early-learning events near your school

TARGETING Category, distance and ages 2–5

See the live page: a preschool storytime and its Similar list



Preschool Storytime at a Free Library branch. The sponsored card is an example; the other cards are live listings.

PILOT · QUOTE ON REQUEST

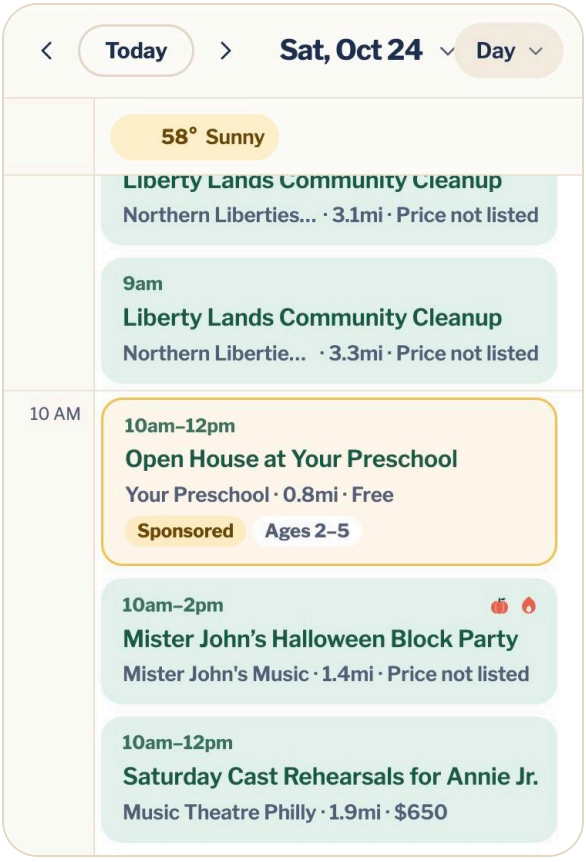
A featured spot on the family calendar

Parents plan their week on the TinyJawns calendar. A featured spot puts your open house or tour on the day it happens, in the same format as every other event, with a soft highlight and a Sponsored label.

SHOWS ON The calendar's day and week views for the dates you choose

TARGETING Dates, distance and ages

See the live calendar for ages 3–5



Saturday on the calendar. The sponsored event is an example; the rest are real listings.

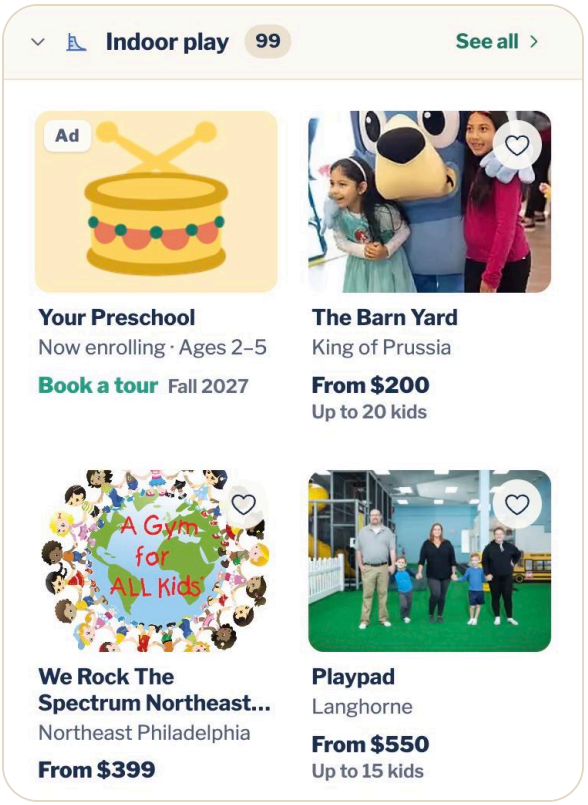
PILOT · QUOTE ON REQUEST

An ad card in the party finder

Parents of young kids use the party finder to compare more than 750 Philly party spots. An ad card sits among the venues in the same format, with your photo, a short line and a link to book a tour. In the table view it shows as a single ad line.

REACHES	Parents planning parties for 2 to 5 year olds, in the areas you choose
TARGETING	Kid ages, party type and area

See the live party finder



The Indoor play section. The ad card is an example; the other venues are live listings.

HOW WE KEEP IT TRUSTWORTHY

Ground rules

Every paid placement is labeled Sponsored, in the email and on the site.

We write the copy in our voice from the facts you send, so it reads like the rest of TinyJawns.

We report the clicks your placement got. We don't guarantee a number of opens or clicks.

Our editorial picks are never for sale. Sponsors appear beside them.

Childcare and preschool sponsors must be licensed. We don't run alcohol, gambling, vaping or political ads.

If a booked placement doesn't run, you're refunded automatically.

BOOK A SLOT OR ASK ABOUT THE PILOTS

hello@tinyjawns.com

tinyjawns.com/sponsor · Newsletter figures from our email platform, October 2026. Instagram figures from Instagram Insights, October 27, 2026.