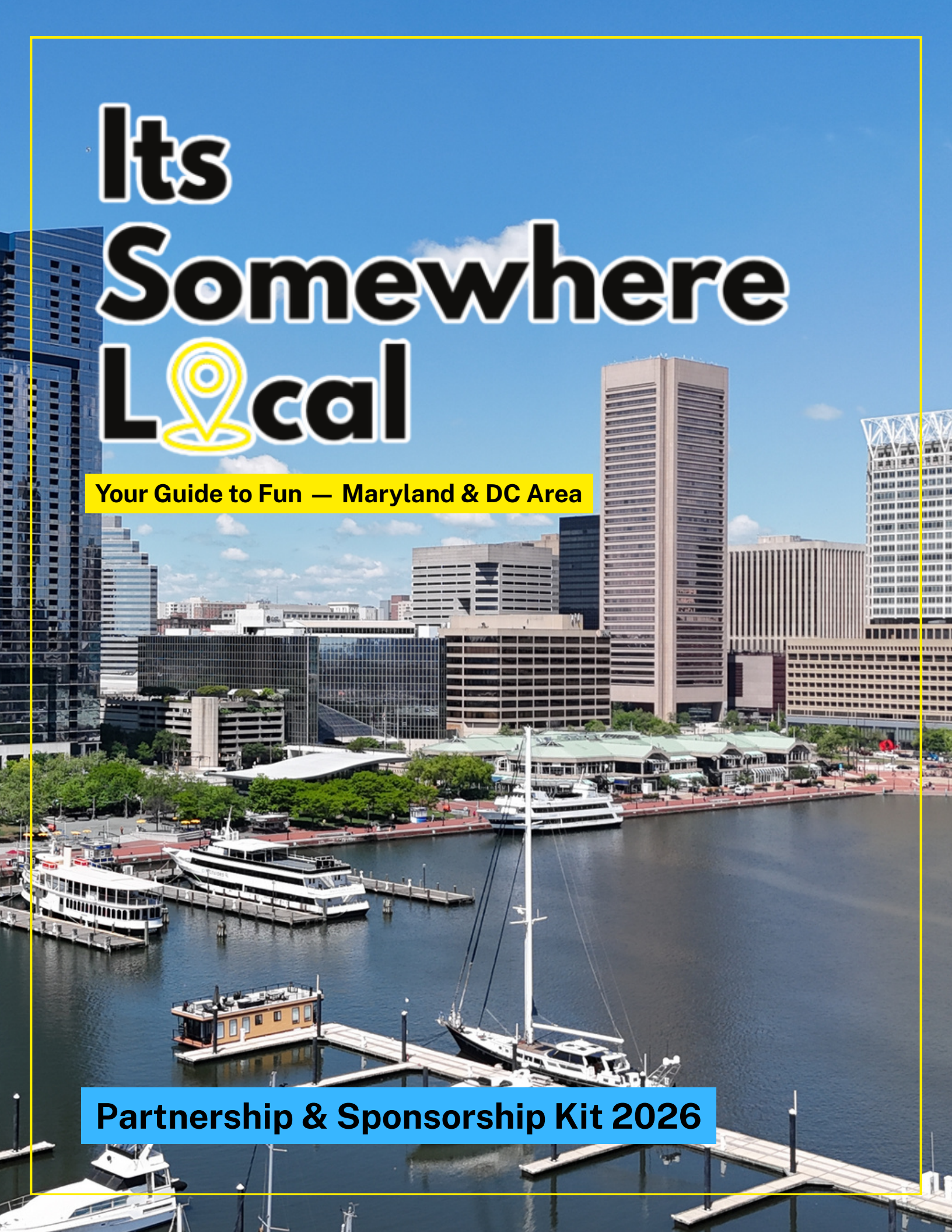


An aerial photograph of a city waterfront, likely Baltimore, Maryland. The foreground shows a marina with several boats, including a large white ferry, a smaller white ferry, and a sailboat. The middle ground features a row of modern buildings with green roofs. The background is dominated by a dense skyline of skyscrapers under a clear blue sky with a few clouds.

Its Somewhere Local

Your Guide to Fun — Maryland & DC Area

Partnership & Sponsorship Kit 2026



Hello, I'm **Lisa Summers**

I'm the creator behind @ItsSummersSomewhere, a vibrant community of **over 300K families** who follow to find their next one-of-a-kind experience and travel destination. Whether it's organizing special date nights with my husband, Tony, or creating fun playtime with my two children, Apollo (6) and Journey (8), I thrive on curating the most exceptional moments that leave lasting impressions.

Parents deserve fun too. Whether it's a solo escape, date night, or family day out — ***your next somewhere starts here.***

The Stats

11.2k

Active Subscribers

46.9%
Avg. Open Rate

5.2K
IG Followers

95%
Local MD/DC
Audience



Your Audience

Verified, engaged readers actively looking for things to do, eat, and experience locally.



93%
Female



62%
Ages 36-54

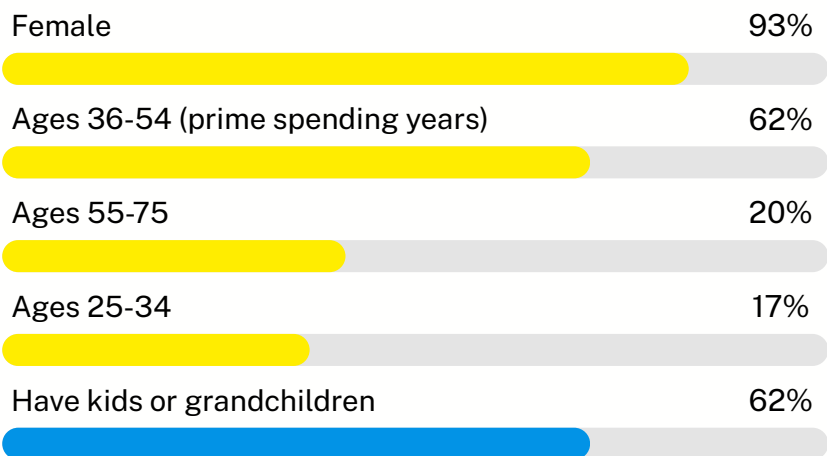


62%
Parents/
Grandparents



46.9%
Avg open Rate

Who They Are



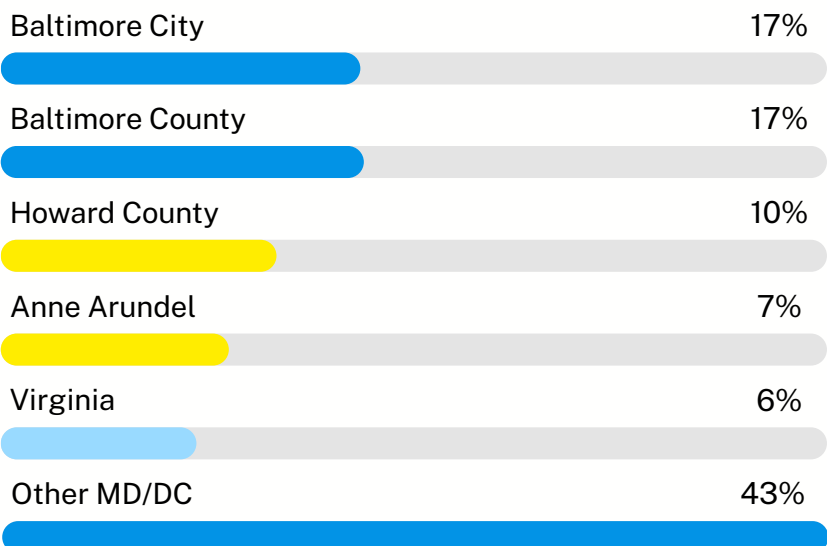
Working parents and active adults in their prime earning years — women 36-54 with disposable income, actively looking for things to experience, eat, and spend money on locally.



**Affluent,
decision-making
women**

Primarily women in their prime spending years, many balancing careers, families, and active lifestyles. They are the planners and decision-makers when it comes to dining, experiences, and local spending.

Where Readers Are Located



**Hyper-Local,
Ready to Spend**

100%

MARYLAND & DC METRO

Every subscriber is a local resident actively searching for places to go, eat, and spend within their community.



What They're Actively Looking For

Based on reader survey responses - the content our audience is most interested in receiving.



This audience is actively searching for where to spend their time and money.

What Drives Clicks

Aggregated click rate data from top-performing newsletters — where sponsor placement drives the most action.

Wine & Festival Events

Click rate - #1 content type

8.2% click rate

Music & Concerts

High urgency - time-sensitive events

5.5%+ click rate

Carnivals & Fairs

Evergreen - drives Google search traffic too

5.3% avg click rate

Food & Dining

84% of readers request this content

84% reader demand

Travel & Getaways

75% reader interest - high purchase intent

75% reader demand

Outdoor Movies (Seasonal Lists)

Ranks on Google - ongoing traffic after send

730+ web clicks



Events drive urgency and highest click rates.



Food content delivers consistent engagement and strong reader demand.



Travel content signals high purchase intent and long-term value.

Sponsorship Opportunities

May 14-20 2026



It's Somewhere Local
Your Guide to Fun

Together with [Sponsor]

FEATURED SPONSOR

Brand Image / Logo

Learn More / Get Tickets

Somewhere In Maryland

Somewhere In Maryland

City / Area Feature Photo

Date Spot Of the Week

DATE SPOT OF THE WEEK

A "date" on your calendar for fun with a mate, friend or solo

Venue / Experience Photo

Visit / Book Now

Weekend Weather

WEEKLY SECTION SPONSOR

Powered by [Your Brand]

T
H
U 81° / 64°

F
R
I 74° / 58°

S
A
T 89° / 68°

Cast Your Vote

Presented by [Your Brand]

Love it

It's Ok

Meh

Events

FAMILY FRIENDLY EVENTS

DROP-IN AD

Your Event Flyer (with or without link)

Supporting Local Business Community

SUPPORTING LOCAL BUSINESS COMMUNITY

Black & Minority-Owned Businesses Worth Knowing

Where Your Brand Lives

Every placement reaches 10,600+ active subscribers at a 46.9% open rate — nearly 2x the industry average. Here is exactly where your brand appears inside the newsletter.

Featured Sponsor

Image + logo + custom copy + CTA button. Premium placement inside editorial content. One per issue, high visibility.

Somewhere In Maryland

City or area spotlight — itinerary, photo, local picks. Perfect for tourism boards, chambers, realtors and local governments. Exclusive placement per issue.

Date Spot of the Week

"A date on your calendar for fun with a mate, friend or solo." One featured venue or experience per issue with image and write-up. Works for any business worth visiting.

Weekly Section Sponsor

Own a recurring section every week — Weekend Weather or Cast Your Vote poll. "Powered by [Brand]" or "Presented by [Brand]." Perfect for consistent local brand awareness week after week.

Drop-In Ad

Your flyer drops between sections — with a clickable link or image only. No write-up needed. Great for events, grand openings and seasonal promos.

Supporting Local Business Community

Weekly recurring feature spotlighting Black and minority-owned businesses. Minimum 12 consecutive editions — builds real recognition with an audience actively looking to support local.

Seasonal Guides Sponsorships

Feature your brand inside our high-traffic seasonal guides including Christmas lights, outdoor movies, fall festivals, wine trails, summer fun, and more.

Sponsorship Opportunities

SPONSORSHIP INVESTMENT OVERVIEW

SECTION	PRICE
Featured Sponsor	Contact for pricing
Somewhere In Maryland	Contact for pricing
Date Spot of the Week	Contact for pricing
Drop-In Ad with link	Contact for pricing
Flyer only	Contact for pricing
Supporting Local Business Community	Contact for pricing
Seasonal Guides Sponsorships	Contact for pricing

All-Access Brand Partnership

Partner with @ItsSummersSomewhere and connect with over 300K families looking for memorable experiences, trusted recommendations, and things to do year-round. Our all-inclusive sponsorship package offers recurring visibility across newsletters, guides, featured placements, and branded content opportunities.

Whether it's a family outing, date night, or weekend escape — we help audiences discover their next somewhere.

[Contact for pricing](#)



Brand Partnerships



“

Hey Lisa! just wanted to say thank you again for including Raise Nation in your newsletter! We got so many sales from it and truly appreciate it. It really made a difference and we're grateful you thought of us. Looking forward to working together more in the future



Want More Visibility?

Add Lisa's creator platform to your partnership and reach a combined audience of 350K+ across every major platform.

370k+

Combined Following Across All Platforms

Creator Performance

50K

Avg Reel Views

4%

Engagement Rate

1.5M

Monthly Impressions

3yrs

Years Creating Content

What a Creator Partnership Includes

- Sponsored reel or video on @ItsSummersSomewhere
- Story features with link across platforms
- Multi-platform cross posting available
- Newsletter + social bundle packages available
- Bundle with the newsletter and reach 10,600+ inboxes
- AND 350K+ social followers in one partnership



242K

@ItsSummersSomewhere



52K

@ItsSummersSomewhere



38K

@ItsSummersSomewhere



37.9K

@ItsSummersSomewhere



800

@ItsSummersSomewhere



Lisa Summers

Content Creator • Storyteller • Founder of It's Somewhere Local

I built a community of 370K+ across platforms in just 3 years by being real, relatable and genuinely helpful - showing families, couples and locals how to experience life to the fullest.

Brands trust me because my audience trusts me first.

[Your next somewhere starts here.](#)

[Click here to see recent videos metrics.](#)

Ready to Get Visible?

Reach out and let's build the right package for your brand and budget.

info@itssomewhere.local | [Media Kit](#)



Let's Work Together

Ready to get your brand in front of 11,200+ local Maryland and DC readers?
Reach out and we'll find the right fit for your budget and goals.

Email: info@itssomewherelocal.com

Instagram: [@itssomewherelocal](https://www.instagram.com/itssomewherelocal)

Website: www.ItsSomewhereLocal.com

Publisher: Lisa Summers, Founder & Publisher