

# NEW MOMMY MEDIA

PODCASTS \* VIDEOS \* BLOG



New Mommy Media is a vibrant online community for new and expecting parents. We create podcasts, videos and blog posts that continually educate and entertain moms and dads as they transition into parenthood. We are your online, on-the-go support group, that's always available anytime, anywhere to meet the demands of a parent's busy schedule.

## OUR AUDIENCE

Through our podcasts, videos and blog, we reach an audience of more than 50,000 moms and dads every month. Families count on us as a trusted resource and they consistently make decisions and purchases based on the information and recommendations we provide.

## MOMS AND DADS

**Age:** 26-40

**Status:** Engaged/Married

**Family:** Pregnant/ Kids Ages 0-3

**Income:** \$120,000 (Combined)

**Education:** College/Graduate Work

**Location:** 80% USA, 8% Canada, 12% Other

**Devices:** 89% iOS, 11% Android



\*\*\*Stats based on voluntary audience surveys

# PODCASTS



We educate and entertain expectant mothers and those hoping to become pregnant. Each episode features a panel of pregnant women, at various stages and trimesters, as well as experienced moms and experts. Together they explore topics aimed to embrace pregnancy and encourage women to pursue their individual childbirth choices. Released on Mondays.

**Monthly Downloads: 20,000**



We encourage parents who are expecting twins as well as experienced moms and dads of multiples. Together, we explore the unique challenges new parents face when raising two or more children of the same age. Join us as we embrace the joys of parenting when you've got double the duty. Released on Tuesdays.

**Monthly Downloads: 11,000**



We provide new parents with practical information to help preserve their sanity. Both moms and dads discuss common parenting concerns for their toddlers. With the help of our experts, parents get the superhero strength they need to tackle the world, and the next dirty diaper. Released on Wednesdays.

**Monthly Downloads: 11,000**



Join us as we guide new mothers through their baby's first year of life. Newly postpartum moms celebrate the excitement of becoming new parents, as well as the emotional and physical struggles of recovering from childbirth and caring for a newborn baby. Released on Thursdays.

**Monthly Downloads: 22,000**



We educate and entertain expectant mothers and those hoping to become pregnant. Each episode features a panel of pregnant women, at various stages and trimesters, as well as experienced moms and experts. Together they explore topics aimed to embrace pregnancy and encourage women to pursue their individual childbirth choices. Released on Fridays.

**Monthly Downloads: 17,000**

# VIDEOS AND BLOG



## VIDEOS

We produce both live, streaming videos as well as shorter pre-produced ones. Our live videos allow us to interview experts and give our community a chance to interact as well. Shorter videos are great for reviews. All our videos are SEO optimized on YouTube and our website,

## BLOG

Our blog posts are a great opportunity to answer common questions parents want to know. Each article is between 500-600 words, and cover all sorts of pregnancy and parenting topics. These posts typically link to additional resources such as our podcast episodes or videos.



# ADVERTISE

- All advertising packages last for three consecutive months.



## EXPECTING

- One :60 dynamic mid-roll podcast ad - 20,000 impressions minimum
- One podcast episode on a parenting topic related to your product/service.
- One blog post on a parenting topic related to your product/service includes links.
- One product giveaway to our audience (optional).



## NEWBORN

- One :60 dynamic mid-roll podcast ad - 70,000 impressions minimum
- One podcast episode on a parenting topic related to your product/service.
- One blog post on a parenting topic related to your product/service includes links.
- One product giveaway to our audience (optional).
- One video on a parenting topic related to your product/service includes links.



## TODDLER

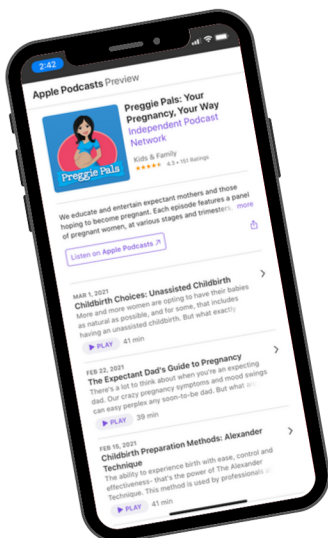
- One :60 dynamic mid-roll podcast ad - 120,000 impressions minimum
- One podcast episode on a parenting topic related to your product/service.
- One blog post on a parenting topic related to your product/service, includes links.
- One product giveaway to our audience (optional).
- One video on a parenting topic related to your product/service includes links.
- One :10 dynamic teaser pre-roll ad on all episodes - 120,000 impressions minimum

## PODCAST ADS ONLY

### 30 SECONDS / 60 SECONDS SPOTS AVAILABLE

You can purchase podcasts ads only, or you can combine an advertising package with podcasts ads if you want to extend the length of your campaign.

- Write and record the ad spot for you.
- Send the completed ads to you in advance for approval.
- Can be flexible on when your ad starts and stops running.
- Record new ads spots every two weeks.
- Include soundbite testimonials from your clients/customers.
- Can run different ads based on the listener's location.
- Ensure you pay only when someone hears your ad.



# SHOW US SOME



Love these moms! It's helpful to hear their experiences to remind me that I'm not alone (or crazy)! I gotta get my weekly fix, and I'm getting all my mommy friends hooked too!



My pregnancy fears are now at ease. After listening to this show, I feel empowered that I can really do this! I'm not sure what I would do without the amazing resource!



This is such a great way to gain insight on raising twins. FINALLY! I feel more normal again. Thank you!



This is the most well-rounded, informative show for new moms and dads. My wife and I learn so many great tips that I can come only from a new parent who has experienced it firsthand.



I no longer feel like I'm alone! These moms are so open and honest . They ask the same questions I would ask.



## SUNNY GAULT

Sunny is the Owner of New Mommy Media, she also produces the audio and video content. Sunny started her career in radio and television, but has been creating content online for more than 15 years. Her goal with New Mommy Media is to provide resources where new and expecting parents can embrace their new roles in life, without feeling like they have all the answers. Sunny and her husband live in San Diego, California with their four children and the family dog.



## CHANTAL CAMPBELL

Chantal is the main writer for New Mommy Media and she also manages the online community. Chantal is the Founder and Owner of the Momplete blog. She's an aspiring actuary by profession and a passionate writer at heart. She was born in Nigeria, but lives in the beautiful island of Jamaica with her family, where they have built their lives on faith, farming and fun! Her hobbies include content writing, graphic designing, photography and swimming in the ocean.

## CONTACT US

For additional information about our podcasts, videos, blog posts and any advertising opportunities. please contact...

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