

THE MOM FRIEND



MEDIA KIT





The Mom Friend

The Mom Friend is a helpful and inspiring site for new & first-time moms and moms-to-be, and was founded by Editor & Creator Mary Ware. Upon entering motherhood, Mary realized a need for a genuine and encouraging space where all moms could find support and ideas, making the journey a little easier!

The Mom Friend provides everything new moms need to conquer those early years, from pregnancy and newborn/toddler product must-haves and topics, to life/style and travel with kids.



About Mary

Mary lives on Cape Cod, MA with her husband, their 2-year-old daughter Charlie and two dogs. She is a teacher and avid traveler, and is excited to be expecting baby #2.



BLOG STATS

16K

monthly unique
visitors

23K

monthly
page views

750+

email
subscribers



READER DEMOGRAPHICS

96% female, majority aged 25-35,
whom are actively shopping for top
rated baby and lifestyle products.

SOCIAL MEDIA



3.5 K+



3.3 K+



1.6 K+



**430K MONTHLY
VIEWERS
2.5K+ FOLLOWERS**

Pampers
HALO Sleep
Austlen Baby Co.
LILLEbaby
Carter's
Johnson & Johnson

Recent Partnerships

Gerber
Target
BJ's Wholesale
MetLife
Purina
Crest