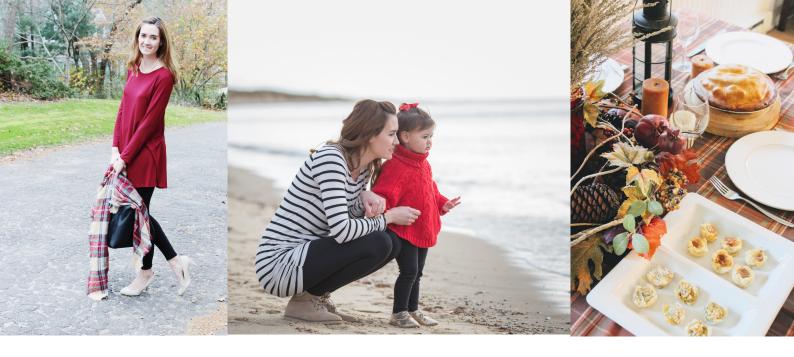
THE MOM FRIEND





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

23K

750+

monthly unique visitors

monthly page views

email subscribers



READER DEMOGRAPHICS

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

SOCIAL MEDIA







3.5K+

3.3K+

1.6K+



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