



DAILYMOM

a healthy obsession



MEDIA KIT

Elena Ollick, Managing Editor
contact@dailymom.com
904-238-0668

WWW.DAILYMOM.COM

What is Daily Mom?

Daily Mom is the perfect balance of favorite mommy blogs, Pinterest boards, parenting websites, how-to posts, product features and the best fashion magazines, packaged neatly into short, readable posts with crisp, gorgeous photographs.

In the age of social media, there is an infinite wealth of information available to moms on how to best conceive a child, raise a child, educate a child - to the point where it is overwhelming. Daily Mom does the research for its readers and provides them with the critical information they want to know, NOW.



Read, Learn, Share

At Daily Mom, we focus on creating educational, easy to read and sharable content. We focus on topics such as healthy living, parenting, beauty, fashion, green living, frugal living, fitness and pregnancy. Our focus is to keep our readers informed on great products, give them lifestyle tips, and have them eager to share what they've learned with their friends.

PREGNANCY
FITNESS
FRUGAL LIVING
FASHION
HEALTHY LIVING
BEAUTY
GREEN LIVING
RECIPES
PARENTING
TRAVEL



Readership

Daily Mom's reader base consists mainly of females at the stage of their life where children become the main focus. A large portion of readers are pregnant or looking to conceive which helps capture audience before they have set ideas and concepts about motherhood. Most readers with kids are at the beginning of their journey, or starting it again with a second, third or fourth child.

Readers are already proclaiming that this is the website that moms (and dads!) have been waiting for, and they get lost in the content for hours.

1,318,000 monthly page views

7 page views per visit

198,000 monthly visits

136,000 unique monthly

Daily Mom has doubled its traffic every month since it's launch in March 2013.

Social Media Stats

4,000 Facebook Fans
1,250 Twitter Followers
33,500 Flipboard Readers
2,500 Pinterest Followers
3,700 Newsletter Subscribers

Reader Demographics

75% NEW VISITS
60% AGE 18-49
55% 60K+ INCOME
55% COLLEGE DEGREES

Top Countries

UNITED STATES | CANADA | GREAT BRITAIN | AUSTRALIA | INDIA

Reader Feedback

“That is one beautiful website...I’ll share the link on my business Facebook page later today...it has already so much good information on it!! I told my husband about your site (which he looked up the same moment) and I could not get him

“So I’m totally addicted. Every time I go on Pinterest I see more [Daily Mom] articles I want to read. I am seriously amazed.”

“I’m FREAKING OUT over your new website!!! It’s amazing!!! WOW...so funny...I was just wanting to do some research on probiotics (and here is the info!)...Also, the thing about house plants and toxins - YES! Those types of things are so interesting to me...and I just don’t have time right now to sit down and research it all. Your website has it all right here in front of me!!! WONDERFUL JOB!!!”

“If you’re an old mom, a new mom, or are thinking about becoming a mom in the greatly distant future like myself, check it out for some beautifully written and designed tips for a healthier and more conscious existence!”

“Oh wow, it looks great and you have something for everyone!! I started looking around the site and realized it’s been almost an hour!”

Brands

Daily Mom partners with cool, innovative brands that we believe in. Become a part of a great group of brands that our readers come to know, trust and love!

2 Red Hens	Livie and Luca
7am Enfant	MAM
Artifact Uprising	Joovy
Baby DeeDee	Boob Design
Babyhome	Mamas & Papas
Baukjen	Garnet Hill
Bitty Birdie Boutique	Halo
Boba	Boon
Erin Condren	B Toys
Fairhaven Health	Lamaze
Inglesina	Tiny Love
JJ Cole	Oilo
Kate Quinn Organics	Pletuko
Lassig	Wean Green
Lavanila	One Step Ahead
MPIX	Kushies
Plan Toys	See Kai Run
Polarn O. Pyret	Stonz
Printstagram	Hasbro
Recaro	Wheat
Ruum	Mama Mio
Shupeas	Evenflo

Our Editors

Daily Mom was founded by Elena Ollick, a popular blogger experienced in brand relations and content management. She saw a need for an online magazine that would leave all the fluff of consumer web out and present only the most useful, visually attractive content to moms who have little time to do their own research and need a little bit of inspiration. She assembled a team of editors and contributors, multi-talented women whose goal it is to bring the best content to Daily Mom readers while providing brands with an opportunity to advertise via banner ads, product features, gift guides and sponsored posts. Our cumulative talents include marketing, design, content management, public relations, brand relations, video editing, photography, and many more.



We are on

FACEBOOK
dailymompage

TWITTER
dailymomtweets

PINTEREST
dailymompins

INSTAGRAM
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If you have any other questions, please contact Elena at advertising@dailymom.com