



Motherhood Diaries Global Magazine for Parents

Real Stories. Real Issues. Real Solutions!

MEDIA KIT

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www.motherhooddiaries.com



[Email](#) |



[Website](#)



[Facebook Page](#) |



[Facebook Group](#) |



[Twitter](#) |



[LinkedIn](#)



[Google+](#) |



[Pinterest](#) |



[Yahoo! Group](#) |



[Subscribe](#)

Facebook Groups: [Motherhood Diaries Network](#) | [Caesarean Coffee Chat](#) | [Help Getting Pregnant](#) | [Motherhood Diaries Exercise/Diet Support Group](#)

Leyla Preston, CEO and Founder of
Motherhood Diaries Global Magazine for
Parents says,

*“The magazine is not just one person’s
very personal view of pregnancy, child-
birth and parenting, it is a whole bank of
people’s views. You see the raw deal
here, the stuff people don’t really talk
about openly or in public.”*

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1. OVERVIEW AND AUDIENCE

UK online based Motherhood Diaries launched in May 2013 and has plans to influence the world, with audiences already reaching the UK, USA, and some parts of Europe and Asia.

Motherhood Diaries seeks to offer the truth behind stories, issues and solutions related to pregnancy, labour & birth, and parenting.

You will find lots of information dedicated to parents on all aspects of parenting, from preconception to beyond birth, including real stories, personal blogs, questionnaires, quizzes, factual articles, product reviews, competitions/giveaways and a forum fit for a fast expanding community of parents and parents-to-be.



The Current Parenting Market

- ◇ There were 723,913 live births in England and Wales in 2011.
- ◇ This figure is likely to grow in the coming years.
- ◇ Our target audience predominantly consists of mums and mums-to-be, who are amongst the heaviest users of the internet.
- ◇ They are always looking for advice and information on the internet.

We currently have 135 email newsletter subscribers pre-launch. We expect this to grow massively once we have been launched for over a month.

2. SOCIAL MEDIA FOOTPRINT

facebook Search for people, places and things

You are posting, commenting and liking as Motherhood Diaries Global Magazine for Parents — Change to Leyla Preston

Motherhood Diaries Global ... Timeline Now Admin Panel

The Global Magazine for Parents. Real Stories. Real Issues. Real Solutions!

Our Facebook page is a very active platform for advertising all of our new content in the new magazine. Since our very recent launch, we have already gained 127 likes which is rapidly growing. We expect to see the number rise exponentially once the magazine has been live for over a month.

We go above and beyond the content of Motherhood Diaries and share links of related topics we found useful over the net.

Motherhood Diaries Global Magazine for Parents

Community Page about Parenting

Real Stories. Real Issues. Real Solutions! www.motherhooddiaries.com. Join the Motherhood Diaries Facebook Group to meet other parents - <https://www.facebook.com/groups/Motherhood.Diaries>

About Photos Likes 127 Subscribe Current News

Highlights

Status Photo / Video Event, Milestone +

What's up, Motherhood Diaries Global Magazine for Parents?

Motherhood Diaries Global Magazine for Parents shared mumsnet.com's photo. Sunday

First child eats dirt. Parent calls

37 Friends Like Motherhood Diaries Global Magazine for Parents

Recent Posts by Others

Tommy Preston @ Motherhood Diaries Global Magazine for Parents 11 · 27 March at 22:36

facebook Search for people, places and things

You are posting, commenting and liking as Motherhood Diaries Global Magazine for Parents — Change to Leyla Preston

Motherhood Diaries About Events Photos Files Notifications

Write Post Add Photo / Video Ask Question Add File

Write something...

330 members (1 new) · Invite by email

+ Add people to Group

PINNED POSTS

Leyla Preston <https://www.surveymonkey.com/s/thebigmumopinionmotherhood>

Fancy £1,000? Click here to enter the Mum Panel survey and be in with a chance to win!

Like · Comment · Unfollow Post · Share · 20 April at 22:45

RECENT POSTS

Leyla Preston

Hands Off Midirs

I have been a subscriber with Midirs for over 18 years and I have always been impressed by the passion and professionalism shown by the whole organisation, especially by the former board of trustees (who were sadly forced to resign). As a loyal member of Midirs I feel I should have been informed of this present situati...

See more

Like · Comment · Unfollow Post · Share · 12 hours ago

Sponsored

How Neil Patel Does it neilpatel.com

Most SEO agencies have it wrong! They focus on rankings, not revenue.

Ladies We Can Have it ALL impactposse.com

MORE family time. MORE profit, impact and fun in your business. MORE community. Click HERE

Competition at Geuther UK

Competition time. We are giving away a fabulous Geuther wooden playpen. Open to UK only.

Like · 99 people like Geuther UK.

Are you expecting?

Like our page if you're a new mum or mum to be.

Like · Clare Lines Dickens and Louisa Munro like Pampers UK & Ireland.

Our Facebook page is a very active platform for advertising all of our new content in the new magazine. Since our very recent launch, we have already gained 127 likes which is rapidly growing. We expect to see the number rise exponentially once the magazine has been live for over a month.

We go above and beyond the content of Motherhood Diaries and share links of related topics we find useful over the net.

We always publish reviews, posts, and competitions regularly on Facebook.

Our interactive Facebook Group is constantly growing and allows our audience to share their stories and views online. It serves as a fantastic platform for keeping users updated on everything related to the new Motherhood Diaries magazine.

We already boast 330 members, which we predict will grow rapidly once we have been live for over a month.

We always publish reviews, posts, and competitions regularly in this group.

Home @ Connect # Discover Me Search

Motherhood Diaries
View my profile page

1,149 TWEETS 1,776 FOLLOWING 643 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

DDR Corp. @DDR_Corp
Followed by Verified Accounts
Promoted · Follow

Little Fingers @LittleFingersUK
Followed by babyfrog.co.uk and ot...
Follow

fearne cotton @Fearnecotton
Followed by fathers reaching out ...
Follow

Browse categories · Find friends

Trends · Change

Saul Bass
#sfwag
Charles Ramsey
Karnataka
#theapprentice
#AmandaKnox
#BBCApprentice
BJP
Puma
Queen's Speech

© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

BBC News Magazine @BBCNewsMagazine 2m
Climbing Everest 60 years ago meant carrying this experimental oxygen tank
bbc.in/18WJ5Qq pic.twitter.com/PlsmrKC5b9
Retweeted by BBC News (UK)
View photo

John Cross @johncrossmirror 30s
Sir Alex Ferguson retires. Alan Curbishley installed as 14/1 shot to take charge at Manchester United. #standard
Expand

BBXtra @BigBrotherXtra 51s
Sir Alex Ferguson Retires, Man Utd Confirms WOW
Expand

Adrian Monti @AdrianMonti 55s
@Joggy_JoeHi Joe thanks for getting in touch. If you could email me and then i can explain a bit more. It is adrian@montimedia.co.uk
Expand

clara rose @claralouiseros 57s
Agricultural Conveyancing solicitor sought for a good quality firm based in Suffolk. Ideal if you have some agric experiance, want to spec...
Expand

VOGUE.CO.UK @BritishVogue 1m
Designer advice: @henryholland @MaryKatrantzou @PaulSmithDesign on making it in the fashion industry #MissVogue: bit.ly/16SJDKA
Expand

BBC Breaking News @BBCBreaking 1m
More details: Sir Alex Ferguson will retire at end of season, Manchester United say bbc.in/10oUuVd #ManUtd #MUFC #Fergie
Expand

TOTS 100 @tots100 1m
Do you have a little fan of Curious George? we have a great competition for you today ow.ly/kOE0s #Competition #Win
Expand

ITN @itn 1m
Manchester United confirm Sir Alex Ferguson will retire as manager at the end of the season.

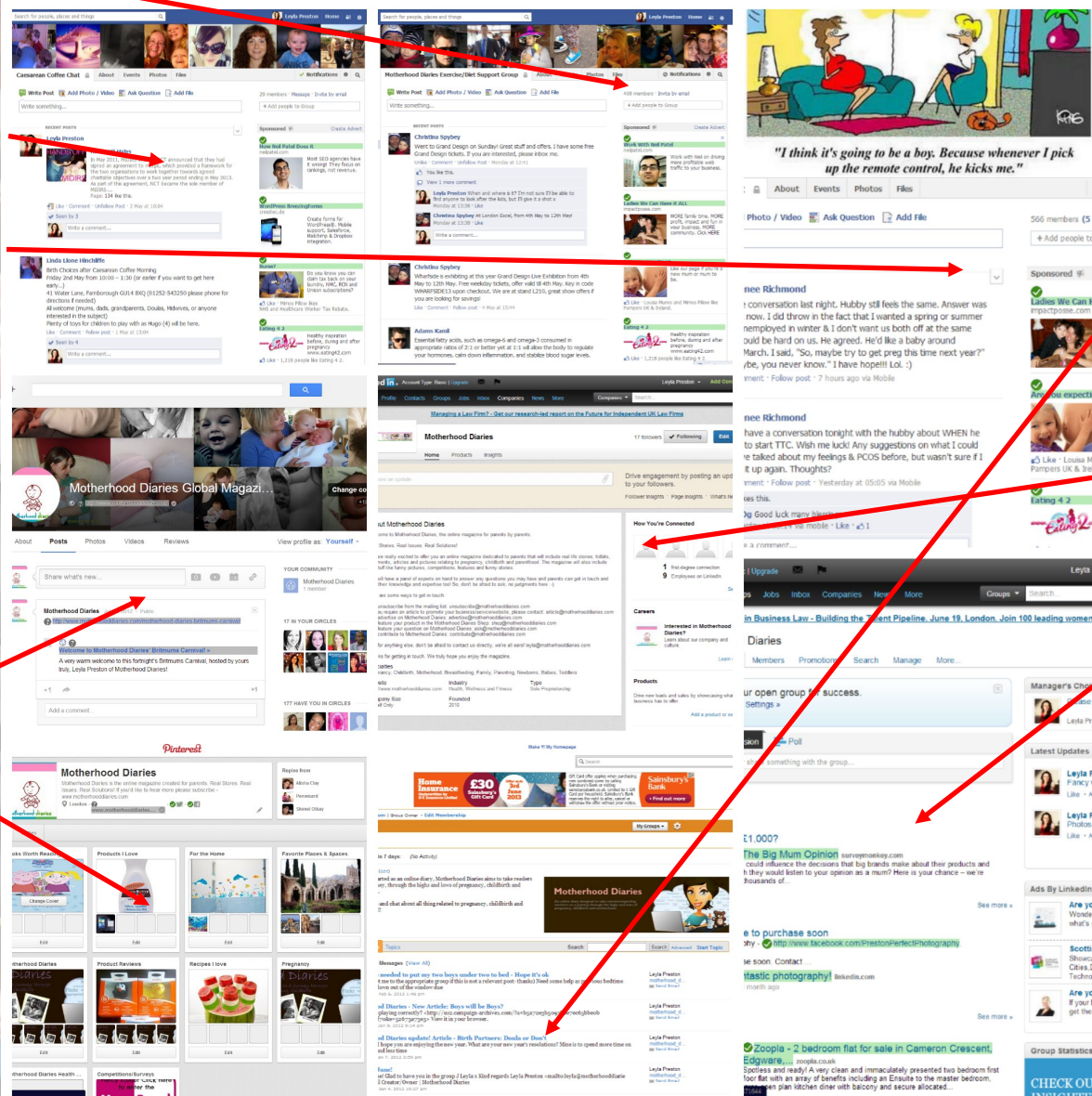
Our Twitter page already has 643 followers, which we believe will grow quickly once we have been live for over a month.

We regularly tweet updates on the online magazine, including all new content published to the site.

We run three further Facebook groups, a [Motherhood Diaries Exercise Group](#), a [Caesarean Coffee Chat Group](#), and a [Help Getting Pregnant Group](#). These groups help grow our audience and keep people indirectly updated with Motherhood Diaries' information.

We are also actively involved in other social networking sites and plan to work on building audiences and interlinking these social media sites more closely with the new online magazine.

Our [Google+](#) and [Pinterest](#) sites are new and numbers are rising fast. We currently have 183 Google+ followers and 66 Pinterest followers. We predict these numbers will double, if not triple, once we have been live and running for longer than a month.



We have brought out a dedicated [Yahoo! Group](#) for authors and contributors to collaborate and discuss new Motherhood Diaries features and topics. This will be fully established once the 'Ask the Expert' forum is completed and finalised.

We have a dedicated LinkedIn [Page](#) and [Group](#) to target the professionals related to our content and to show that we are a serious running business with the objective of raising awareness on topics related to preconception, pregnancy, labour & birth, and beyond birth.

We make full use of the ever growing LinkedIn network of experts and regularly interact with like-minded connections to constantly evolve the magazine.

3. ADVERTISING ON MOTHERHOOD DIARIES

At Motherhood Diaries we pride ourselves on our virtual open door policy and our 100% honesty in displaying products and services that we truly love. Once we create a close relationship with you, we intend to preserve that relationship and go above and beyond what is expected of us. We love what we do and we keep our reader's interests in mind.

If we love a product or service, we shout it from the rooftops, and we keep on shouting!

Here are some ways to advertise your product, service or brand.

3A. Banner/Email Newsletter Advertising

3B. Product Reviews and Competitions/Giveaways

3C. The Motherhood Diaries Shop

3D. Sponsored Posts/Advertorials/Image and Text Links

3E. Ask the Expert Section

3F. Other Ways to Contribute (including Guest Posting)

3A. Banner/Email Newsletter Advertising (coming soon!)

Ad A - Available as top header Size: 728 x 90
(See Rate Card for prices and policies)



Teaching Children: Criticism Or Praise?

It only takes a period drama on television to remind us of how far society has...



In a relatively short period of time, I watched the first episode...

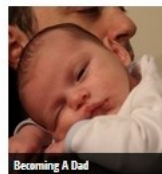
Posted 6 days ago



Summer Car Trips With The Kids

Just think of it. It's a scorching hot day. You're happily singing a holiday tune with your spouse and kids as you drive down a winding country road. The...

Posted 24 days ago



Becoming A Dad

Ad B - available in middle widget area of homepage

Size: 160 x 600(See Rate Card for prices and policies)

WELCOME LEYLA PRESTON



Profile Logout

THE BIG MUM OPINION!

Ad C - Available as Home page widget and/or permanent sidebar widget

Size: 300 x 250 (See Rate Card for prices and policies)

Ad D - Available as Home page widget and/or permanent sidebar widget

Size: 300 x 250 (See Rate Card for prices and policies)

Contact: advertise@motherhooddiaries.com

FASHION

Next Blue Dog Crop Dungarees With



Summer Car Trips With The Kids
Just think of it. It's a scorching hot day. You're happily singing a holiday tune with your spouse and kids as you drive down a winding country road. The...

Posted 24 days ago



Jack's Birth Story
If you're reading this and considering your birth options, do look into home birth as, if you are able to give it a go, you'll regard it as one...

Posted 24 days ago



Breastfeeding Basics: Advice For New Mums
Only 1 percent of mothers are still exclusively breastfeeding their infant by six months of age (NHS 2008).

Posted 45 days ago



Letting Baby Do The Work: Biological Nurturing
Biological nurturing is often described as a 'mum' approach to breastfeeding.

Posted 45 days ago



William's Birth Story
I honestly thought that baby number 2 would arrive early. Arent they supposed to be finished work & ready before my due date just in case I had to...

Posted 45 days ago



Women Have An Equal Role In Gender Determination Before Conception
Dr Kuldeep Verma, Chief Scientist of Urobiology, believes that women play an equal role in gender formation.

Posted 55 days ago



Breastfeeding
A page especially dedicated to breastfeeding and all the benefits that come with one of the natural instincts.

Posted 55 days ago



Rights And Benefits
When you're pregnant, you have rights related to your health and your job. And after your child is born, you can also claim certain benefits (i.e. Child Benefit) and...

Posted 55 days ago



Boy's Blues?
Postnatal depression (PND) in women remains an issue not discussed nearly widely enough. Even less discussed is PND in men. Many people don't even know or think that it...

Posted 55 days ago

NEXT PAGE

Contact: advertise@motherhooddiaries.com

FASHION

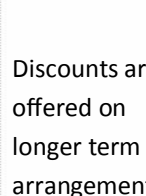
Next Blue Dog Crop Dungarees With Bodysuit Review

A very cute and cool dungarees set for the baby...

Posted 215 days ago

FUN STUFF

BIRTH STORIES



Jack's Birth Story

It's Story

Adam's Birth Story

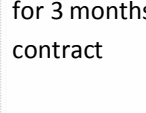
Adam's Story

Paul's Birth Story

Brown's Birth Story

Ad

PRODUCT REVIEWS



Next Blue Dog Crop Dungarees With Bodysuit Review

A very cute and cool dungarees set for the baby.

Posted 215 days ago

COMMUNITY

ASK THE EXPERT LATEST QUESTIONS

Re: feeding by: Quasi

Mon 17th Dec 2012 - 12:39 pm

Re: Appraisal questions by: silvabead

Mon 17th Dec 2012 - 10:43 am

Re: Looking good! by: silvabead

Mon 17th Dec 2012 - 10:35 am

Appraisal questions by: Layla Preston

Fri 14th Dec 2012 - 9:20 pm

Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

Re: Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

Re: Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

Re: Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

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Re: Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

Re: Looking good! by: Layla Preston

Fri 14th Dec 2012 - 9:15 pm

3B. Product Reviews and Competitions/ Giveaways



Product Reviews

◇ Motherhood Diaries is always keen to review any products related to pregnancy and parenting.

◇ Please note that it is against Motherhood Diaries' policy to pay for any review—this is to ensure that all reviews are kept fair and impartial.

- ◇ Please ensure there is an additional product to host a giveaway/competition on the site.
- ◇ Reviews will always be totally honest. We will always contact you first, if we feel that the review will be negative.
- ◇ We will automatically assume that we can keep the product reviewed.

Competitions/Giveaways

- ◇ If you are interested in running a competition/giveaway on Motherhood Diaries, do get in touch to discuss and agree the relevant terms and conditions.
- ◇ You can fill in the form provided at <http://www.motherhooddiaries.com/contact-us> or email review@motherhooddiaries.com for more information.
- ◇ Please also note that Motherhood Diaries is based in the UK.

3C. MD Shop (Coming soon!)



3D. Sponsored Posts/Advertorials/Image and Text Links

What can Motherhood Diaries do for sponsors?

- ◇ Motherhood Diaries can write sponsored posts, articles and advertorials to promote/advertise your business, service organisation.
- ◇ The topic needs to be relevant to the content of Motherhood Diaries, i.e. Preconception, Pregnancy, Labour & Birth, and Parenting.
- ◇ Each post will be marked with either a 'Sponsored Post', or 'Advertorial' badge, as appropriate.
- ◇ You are welcome to provide your own content, provided it meets the guidelines listed out below.
- ◇ Your post will be advertised in our bi-weekly email newsletter and all the affiliate social media networking sites, i.e. Facebook, Twitter, Google+, Pinterest, and LinkedIn. We will sing your praises!
- ◇ Posts will also be shared in blogging communities such as Britmums and Tots100
- ◇ Motherhood Diaries can also offer to write for your business' website
- ◇ If you require more than one article/post/advertorial, or are looking to create a long term working relationship, please email advertise@motherhooddiaries.com with your requirements and to discuss discounts.

Guidelines

- ◇ Anchor links to your website are allowed, but Motherhood Diaries will not sell links that manipulate search engine rankings.
- ◇ All links will be rendered as "no-follow" links as per [Google's policies](#). This is to preserve the integrity of the internet.
- ◇ Your post will remain on the website indefinitely, allowing substantial returns over the life of the post as Motherhood Diaries' page rank and authority increase.
- ◇ You are welcome to contact Motherhood Diaries to update the content of your post, but Motherhood Diaries retains the right to make changes to your post to better suit the tone of the site. If significant changes are required, you will be contacted directly.
- ◇ All posts must be paid upfront, either via PayPal or by BACS. Contact advertise@motherhooddiaries.com for more information on how to pay.

For more information on pricing and payment, contact Leyla Preston, advertise@motherhooddiaries.com / 07557 918 568.

3E. Ask the Expert Section

3F. Other Ways to Contribute (including Guest



- ◇ Motherhood Diaries is bringing out an all new forum for readers to freely ask and answer questions to all things related to pregnancy and parenting.
- ◇ The community built within this forum will aim to support other parents on lesser known topical issues, as well as the well-known problems faced during pregnancy,

childbirth and parenthood.

- ◇ A panel of experts will be on hand to answer any factual/medical based questions.
- ◇ All experts will have their own profile page where they are freely able to advertise their own services in return for their contribution to the 'Ask the Expert' section.
- ◇ Each expert will need to register on Motherhood Diaries, in order to access the forum. Please visit Motherhood Diaries' registration page to register your interest or email ask@motherhooddiaries.com for more information on registering.
- ◇ Subscribe to Motherhood Diaries to receive updates on when the new 'Ask the Expert' section will be implemented. Visit <http://preview.tinyurl.com/bquqyk> for more information.
- ◇ If you'd like to apply to become an expert, please visit <http://www.motherhooddiaries.com/contact-us> and fill out the form provided or email ask@motherhooddiaries.com to discuss your application and role as an expert.

- ◇ There are many other ways to contribute to Motherhood Diaries and we welcome your contribution, and thank you in advance!

- ◇ Motherhood Diaries will not be what it is without your invaluable personal accounts, so send away anything you feel would be relevant and worth sharing with the parenting world.

- ◇ All contributors will be automatically registered to Motherhood Diaries and will have their own personal profile page.

- ◇ Motherhood Diaries welcomes:

Birth Stories / Articles that are not advertorials/sponsored posts, i.e. no text links / Questions and answers for the 'Ask the Expert' Section / Guest posts

- ◇ Please visit <http://www.motherhooddiaries.com/contact-us> or email contribute@motherhooddiaries.com for more information on how to contribute.
- ◇ N.B—When submitting your piece, please do not forget to provide the following to us for your profile page:
 - ◇ A website you'd like to include in your profile, i.e. a personal website
 - ◇ Any social networking sites that you are affiliated to, i.e. your AIM, Yahoo IM, Jabber/Google Talk, Google+, Twitter handle
 - ◇ A little bio about you
 - ◇ An image for your profile picture



4. Policies

Ad Policy

Motherhood Diaries strives to provide its community of readers with information we believe to be relevant and important to their needs. The purpose of this policy is to explain the types of advertising we feature on our site and the rules we follow with respect to advertising. This policy will help you recognise the difference between advertising and independent, editorial content on our site.

Motherhood Diaries makes a concerted effort to distinguish sponsored offers and advertisements from editorial content where applicable. Motherhood Diaries will label this material with a “Sponsored post” or “Advertorial” badge where appropriate.

While Motherhood Diaries is financed by advertising and sponsorships, it has established the following guidelines for the acceptance and placement of advertisements on its website.

1. The placement of an advertisement on the Motherhood Diaries website will, under no circumstances, be considered an endorsement for the product being advertised or of the sponsor of the advertisement. The sponsor is defined as the company that manufactures.
2. Motherhood Diaries reserves the right to determine the placement of advertisements on its website.
3. Motherhood Diaries maintains a clear separation between advertisements and editorial content. In order to maintain this separations, all advertisements will be clearly marked as such.
4. The sponsor of the advertisements has ultimate authority, control, review and approval of the advertisement. The sponsor of the advertisements is responsible for compliance with all applicable laws and regulations. Motherhood Diaries will not necessarily monitor compliance with such laws and regulations, however, Motherhood Diaries reserves the right to review any advertisement for compliance. Motherhood Diaries may remove any advertisements that it considers to be out of compliance with applicable laws and regulations.
5. Motherhood Diaries will not permit advertising for illegal products. Advertising must not contain fraudulent, deceptive or offensive material that misrepresents or ridicules people on the basis of age, race, colour, religion, sex or physical handicap.
6. Motherhood Diaries must approve all advertisements before they can go live.
7. Motherhood Diaries reserves the right to reject any advertisement that it considers to be inappropriate or out of compliance with applicable laws and regulations.
8. Motherhood Diaries has the sole authority to interpret and enforce these guidelines any may change them at any time by issuing a revised set of guidelines.
9. There is currently no refund or returns policy in place for advertisements. Once you enter into a contract for the specified time, you are bound by that term
10. Advertising space can be bought in 1 month, 3 months, 6 months and 1 year slots.
11. You will be provided with a monthly report on impressions
12. Accepted files—300—350dpi required setting
13. Hi-res PDF, EPS, INDD, TIFF, JPEG (100%)
14. Email advertise@motherhooddiaries.com for any queries on this policy and buying advertising space with Motherhood Diaries.

Review/Giveaway Policy

1. Product reviews will only be done when a sample is provided.
2. Product reviews will only be done when a second product is available to giveaway to Motherhood Diaries’ readers.
3. Samples will not be returned.
4. Negative reviews will not be posted.
5. All products will be reviewed.
6. All opinions will be Motherhood Diaries’ own honest appraisal of a product or service.
7. Should you wish to provide specific links in the review or giveaway to be held at a certain time, or if you would like to sponsor an entire post, Motherhood Diaries will consider this for a fee (please see page 10 for more information on prices for sponsored posts and advertorials).
8. All product reviews will be labelled with a ‘Product Review’ badge.

Thank you—get in touch!

www.motherhooddiaries.com

To contact the Editor, Leyla Preston—Leyla@motherhooddiaries.com

For general enquiries—info@motherhooddiaries.com

To subscribe to Motherhood Diaries’ updates—

subscribe@motherhooddiaries.com

For advertising enquiries—advertise@motherhooddiaries.com

To apply to become an expert for the Ask the Expert section—
ask@motherhooddiaries.com

To contribute your post—contribute@motherhooddiaries.com

To submit a product for review or submit your review—

review@motherhooddiaries.com