



Media Kit

ABOUT THE MAMA KNOWS

The Mama Knows is a natural mommy blog offering its readers Reviews and How-To articles about Cloth Diapers, Baby Carriers and Wraps, Breastfeeding and more. It is the creative outlet of writer and blogger Candace Ortiz, a plus-sized mother of 3 from Calgary, Alberta, Canada. Her children range in ages from 1 to 13. Candace uses a wheelchair due to paralysis and is an avid babywearer to aid her mobility. She is a former Web and Graphic Designer and loves bringing a visual element to her writing.

The Mama Knows began as a hobby in early 2015, but since moving to its own domain and self-hosting in 2017, this little blog has begun to grow and flourish as a professional endeavour.

ABOUT OUR READERS

Our demographics are mainly women age 20-40 who have at least one child. They are visiting us primarily from Canada and the USA, and are typically eco-conscious and interested in attachment parenting. They are actively communicating and shopping online with a focus on Cloth Diapers, Baby Carriers and eco-friendly home products.

WORK WITH THE MAMA KNOWS

As a new blog with a modest (but growing) following, The Mama Knows can offer you an affordable way to get your product and service online exposure. We often work with other industry bloggers, as well, to maximize your exposure. We are currently available to hire for the following:

- Sponsored posts
- Facebook Event Hosting
- Product Giveaways
- Paid and Sponsored Reviews
- Brand ambassadorship
- Monthly banner ads

In keeping with our deep desire for integrity, this blog will only accept sponsors and products in line with our current reader base. The Mama Knows is a great place to promote your Cloth Diapers, Baby Carriers, Breastpump and Feeding accessories, teething accessories and Infant/Toddler clothes, toys and gear for ages birth through teen.

Please consider themamaknows.com for your next online promotion! We are eager to grow your brand with you!



Candace Ortiz

Writer / Blogger

Our Social Reach

 1,723  300

 494  697

Blog Stats

Monthly Visitors 1100+
 Monthly Page Views 2,100+
 Total Comments: 338
 Mailchimp Subscribers: 306

Our numbers are small for now, but our readers are engaged! People like what they see, and comment across multiple posts and social platforms.