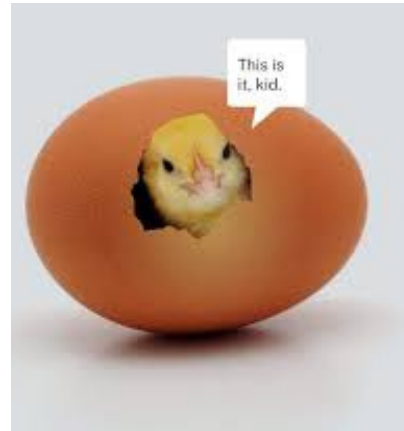


PREGNANT  CHICKEN

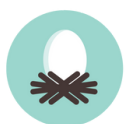




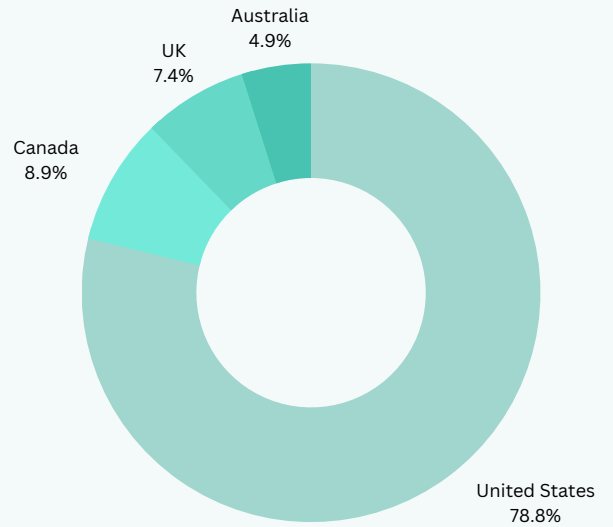
ABOUT PREGNANT CHICKEN

We help millions of parents navigate the world of pregnancy and new parenthood with humor and honesty.

Written in a realistic, friendly tone, the site features advice, information and tips from medical professionals, therapists, experts, and real parents in the trenches. Our goal is to help people feel empowered and excited about becoming a parent while educating them on the whirlwind of parenthood.



STATS



500,000

AVERAGE MONTHLY VIEWS

13,000,000

AVERAGE MONTHLY SOCIAL IMPRESSIONS



63%



37%

AGE

18 - 24



25 - 34



35 - 44



45 - 54



55 - 64



65+



@PREGNANTCHICKEN

386,000

INSTAGRAM

295,000

FACEBOOK

108,000

PINTEREST

5.5M

AV. MONTHLY REACH

2.8M

AV. MONTHLY REACH

5.2M

AV. MONTHLY REACH

CHANNELS



50,000

NEWSLETTER

53.8%

OPEN RATE

TESTIMONIALS

Julie



"I just found your site and couldn't be happier. You have made me pee my pants and taught me a bunch of stuff in the process. Thank you and please keep it comin'!"

Chelsey



"I wanted to take a minute to tell you how killer your site is. It's refreshing to see someone actually speak truth in a language I can understand and in a manor I honestly appreciate.

Michelle



"Your blog has enlightened me, inspired me, empowered me, and entertained me. Most of all, it has brought a sense of relief and normalcy to my first pregnancy."

Maggie



It's so refreshing to get information with a humorous twist to it – something I greatly appreciate being a borderline neurotic first time mom.

**Natalie Gordon,
Babylist**

We've advertised with a lot of blogs, but Pregnant Chicken has been one of the best for driving real traffic that converts.

**Kristine Ford,
Green Kid Crafts**

Even now, 7 months after my feature, I am still seeing daily traffic! Amy writes in a way that is not sales-pitchy, but she genuinely describes your product and her readers really respond to that.

**Nita Nehru,
Kinsa**

Our brilliant decision to work with Pregnant Chicken has led to the single best ROI from any campaign we've pursued!

**Allyson Downey,
weeSpring**

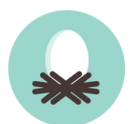
When weeSpring was featured on Pregnant Chicken, we saw a bigger traffic bump than we did from any of our more traditional coverage in the press.

WHO WE WORK WITH

We love working with brands that are valuable to our readers by creating effective and unique content. With over 20 years of experience in advertising and graphic design, I understand the value of a well-targeted campaign and set out to create something that is fresh and authentic and tailored to each client.

We don't work with brands that don't adhere to safety guidelines, fall into categories that we don't feel qualified to weigh in on or prey upon the fears of new parents.

Here are just a few of the great brands and media we've worked with in the past to create great content, promotions and giveaways:





MARKETING SOLUTIONS

Here are some examples of the types of custom content we offer.

CUSTOM POSTS

Whether it's a straight product feature or a unique post that you sponsor, we can create original content to solve your business objectives. Any sponsorships also include a newsletter feature and social media amplification.

NEWSLETTER

Our dedicated emails and newsletter features are a great way to speak directly to our readers.

SEO CLUSTER

Feature your relevant brand in evergreen content with targeted, highly searched content.

SOCIAL MEDIA

Pregnant Chicken can create content to showcase your brand with an authentic voice including videos, reels, and stories.

GIVEAWAY

Grow your social media channels or email list with a custom giveaway.

For more information about our sponsorship packages, feel free to contact our media director, Kelly Edmonds at kelly@pregnantchicken.com to see how we can work together. Please include your budget and timing.

