

 *Life with a Baby*
REAL PARENTS • REAL CHALLENGES • REAL HELP

**MEDIA & SPONSORSHIP
KIT**



WHO WE ARE

The saying 'it takes a village' came from the wisdom of our ancestors about what it took to raise great kids. Help from your village makes raising a child better, and for those facing Perinatal Mood and Anxiety Disorders (PMADs), it's vital. Life With A Baby (LWAB) is the result of one new mom's wish to create that essential support system for others she'd struggled to discover for herself.

From prenatal to pre-teen stage, we offer parents a diverse mix of judgment-free, fun, and informal in-person and online events, programs, forums, groups, education, and resources. Each is designed to help manage the expectations and challenges that come with adjusting to life with kids.

THE MOM BEHIND THE NETWORK



Claire Kerr-Zlobin

**Founder and Executive Director
Healthy Start, Healthy Future &
Life With A Baby**

Twelve years ago, Claire Kerr-Zlobin was a new mom facing social isolation, loneliness, and other symptoms that what would later be identified as Postpartum Mood Disorder (PPMD). A search for community support uncovered a lack of options, compelling her to build her own network. She soon recognized she was not alone, and a desire to expand her new village to help other families of young children dealing with the same issues grew. The solution would mean a career change and a leap of faith, and with the support of her family and network, she jumped in with both feet.

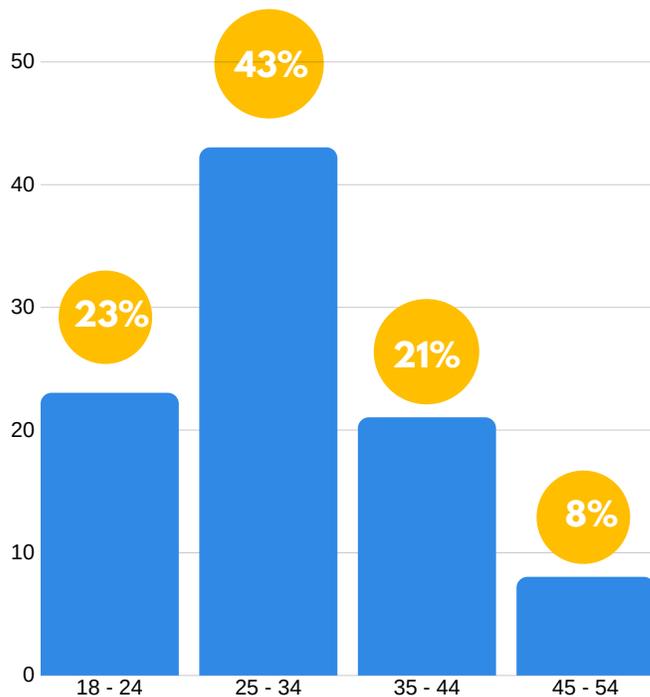
In 2008, Claire founded the Life With A Baby (LWAB), and in 2009 she founded Healthy Start, Healthy Future, a charitable organization with a mission to strengthen families and communities by providing ongoing support for new and expectant parents and enhancing Maternal Wellness.

Claire has emerged as a critical voice to broker change in the recognition, treatment, and stigma of maternal mental health, including taking part in efforts to establish universal perinatal mood and anxiety pre-screening for expectant mothers.

OUR NETWORK ROCKS

Within a year of its start in 2008, Life With A Baby had 175 members. The following year that number more than doubled to 368. By year three, membership had more than tripled to 1100 and hasn't slowed since.

Today, Life With A Baby is North America's largest parenting peer-support network with over 55,000 highly-engaged members, 365,000 unique web visitors, and an active database of over 45,000 across Canada.



AUDIENCE OVERVIEW

Members of Life with a Baby are university-educated expectant and current moms, 81% have 1 to 2 children, with more than half under 7. 64% are between the ages of 25-44 and live in Canada.

Though 98% of our members are women, a significant number of dads, both those seeking support for themselves, or for their partners, are also a vital part of our community and often the first ones to reach out.

Life with a Baby members are the primary deciders regarding every aspect of their families lives from education, to nutrition, to finances, to leisure.

50%

**HAVE COMPLETED
POST-SECONDARY
EDUCATION OR
HIGHER**

24%

**HAVE A
HOUSEHOLD
INCOME OF 100K -
149K**

STATISTICS & REACH

- **55K Members**
- **365K average monthly page views**
- **180K+ unique web visitors**
- **45K active member database**



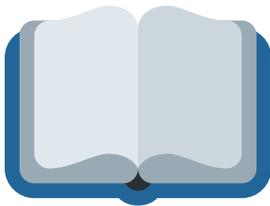
20K

*Existing combined
Facebook followers*



2.5K

Existing Twitter followers



72

*LWAB Community
Chapters*



6K

*Existing Instagram
followers*

MARKETING SOLUTIONS

Our outreach is targeted and driven by feedback and research, enabling a dedicated member community with high return, referral, and retention rates.

Our audience knows we hold them in high regard and the reward is their dedication and trust. We'll work with you to design customized solutions with integrity to support your business objectives.

Onsite Event Activation

In 2018, over 30,000 people attended Life With A Baby in-person events. We use online registration for each one, and our sign-up versus turnout percentage is consistently high. Attendees are a captive and engaged audience, with formats ranging from intimate to large settings and from active 'baby-and-me' activities to conferences. Whether a demo, booth, as a speaker or host, giveaways, presentation or interactive display, our events are ideal environments to showcase your brand with potential customers.

Sponsored Blog Posts, Webinars/ Video Content, & Live Chats

Our members and followers trust us to provide sound advice and recommendations. We create custom content and integration to weave your brand into the fabric of what we offer to our audience. From brand or product features, how-to or review videos, expert chats, to subject-matter sponsored posts, we'll help you meet your goals with unique content that resonates. Sponsored content will be amplified through our newsletter and social media platforms to encourage sharing among our circles and beyond.

MARKETING SOLUTIONS

Newsletter and Email

Life with a Baby has an active database of over 45, 000 newsletter, with a high open and conversion rate for content. Both direct email and our newsletter are a great way to speak directly to your target audience with custom messaging, giveaways, or cause awareness.

Giveaways

Everyone loves a giveaway, and our network is no different! Giveaways are a great way to raise brand awareness and give folks a fun try-before-you-buy opportunity. Our members share what they know, so a great product review can have an impactful ripple effect. We run no more than two giveaways per month giving your product space to shine. A minimum \$100 value is required. Contact us today to hear our solutions and requirements.

Sponsorship Packages

Life With A Baby sponsorship packages are highly customized, multi-platform solutions built to meet your business objectives with a niche audience. We have the ability to integrate all of the above options in a fresh and genuine way that truly resonates with our audience - putting you in the centre of our circle of trust.

If community investment, corporate responsibility, or philanthropy is your focus, we have a number of innovative programs that rely on the support of our partners to be initiated, expanded, and duplicated. Reach out to us today to discuss how we can work together.

AS AN LWAB PARTNER, YOU'LL BENEFIT FROM:

Q Positive Brand Alignment. Chances are, maternal mental health has touched your life. Helping to end stigma, provide much-needed support, and education, aligns your brand with a cause important to both your internal and external stakeholders. Our members know we only recommend and work with partners we trust. The result is they share brand and partner recommendations amongst their circles and beyond. Plus, it just feels darn good.

Q Targeted, Integrated Content Marketing Opportunities. Our vast database, content subscribers, web visitors, event attendees, and online communities and forums provide a unique opportunity to reach a network of thousands of engaged target audiences daily with customized, creative, and useful content.

Q Alignment with Trusted Networks and Brands. There's strength in numbers. We're proud to work with trusted national brands and industry experts including Bell Canada, Indigo Books, Ontario Trillium Foundation, Sunnybrook Health Sciences Centre, and Mount Sinai Hospital. Each brings increased authenticity, reach, and confidence in the services we offer to our members, further increasing your overall impact.

IT TAKES A VILLAGE

Protecting maternal mental health leads to stronger families and unstoppable communities. We work with an amazing network of Canada's leading hospital systems, corporate entities, and sister organizations to deliver real fun, real support, and real help to parents every day. Join our village, we'd love to have you.

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Contact Claire at
claire.zlobin@lifewithababy.com to talk about
how we can work together.

