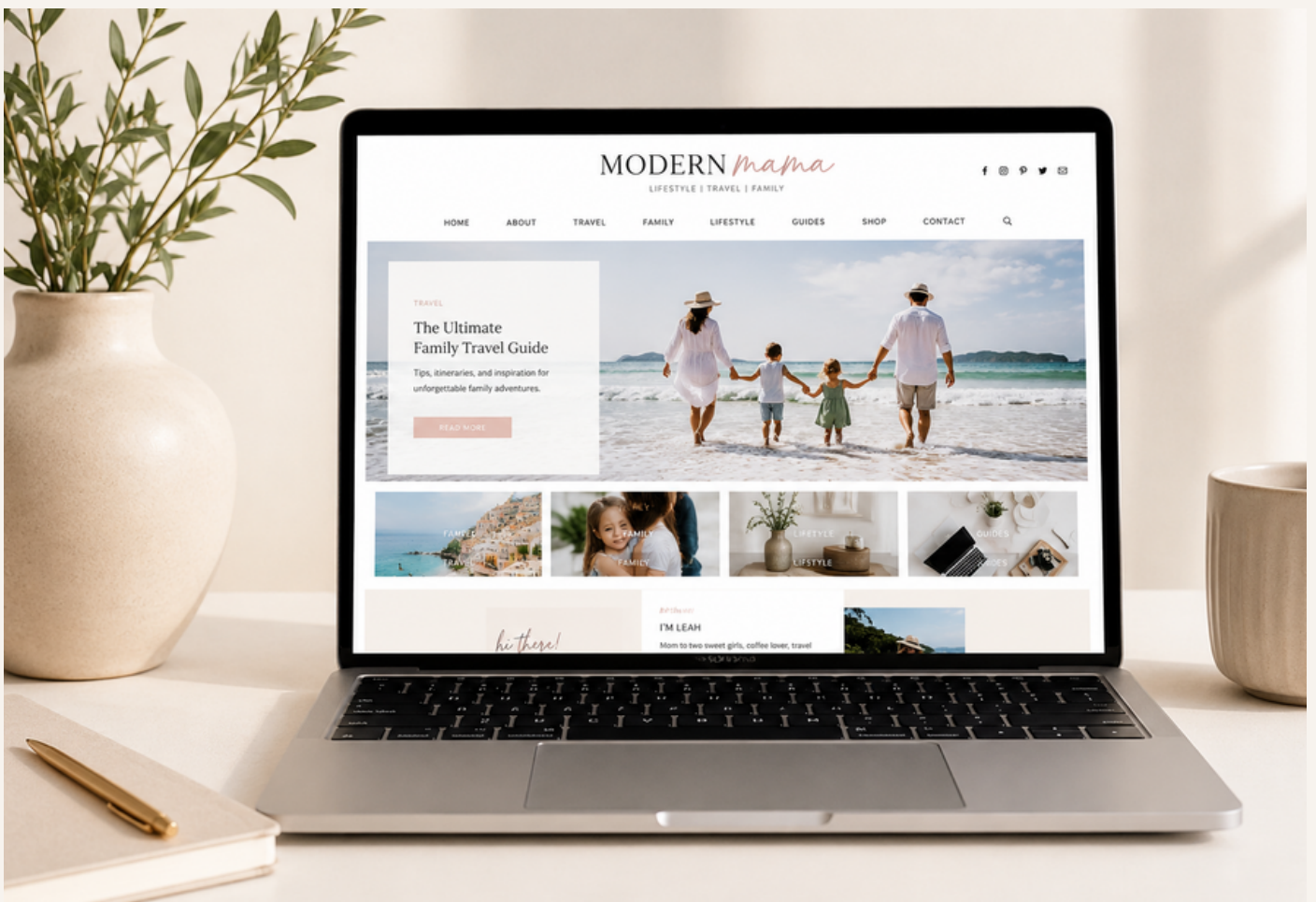


Modern Mama

Family Lifestyle Publisher



Media Kit 2026

Connecting brands with families through trusted
editorial content

35,000+ Monthly Readers • 1.1M Pinterest Impressions • 400+ First-Page Google Rankings

About Modern Mama



Hi, I'm Leah

Owner & Publisher

Modern Mama is a family lifestyle publication helping parents discover trusted products, inspiring destinations, and memorable experiences. With a strong presence across Google, Pinterest, and social media, Modern Mama connects brands with families through evergreen editorial content that continues delivering value long after publication.

As Owner and Publisher, I work closely with brands to create campaigns that feel informative rather than promotional. My goal is to produce evergreen content that continues to drive discovery long after a campaign has ended.

35,000+

Monthly Page Views

400+

Top Google Rankings

80%

US Audience

Content Categories

Family Travel ▪ Parenting ▪ Home ▪ Products & Reviews

Family Activities ▪ Kids ▪ Gift Guides ▪ Lifestyle



AUDIENCE & REACH

By the Numbers

1.1M+

Pinterest Monthly Impressions

35K

Monthly Website Visitors

400+

First-Page Google Rankings

80%

US Audience

25K

Facebook Followers

8,000+

Email Subscribers

PINTEREST DEMOGRAPHICS

Audience Profile

84.3% Female

70% Ages 25-45

Reader Interests

Home Decor 93.9%

Food & Drink 93.3%

Health 93.3%

Travel 78.8%

Parenting 77.5%

Modern Mama readers are parents actively searching for trusted recommendations, family travel inspiration, products, and activities. Through Google, Pinterest, and social media, Modern Mama reaches families throughout the buying journey—from inspiration and research to confident purchasing decisions.



CONTENT STYLE

How We Tell Stories

Every partnership combines SEO, compelling storytelling, beautiful visuals, and strategic distribution across Google, Pinterest, and social media.



What Every Partnership Includes

SEO-Optimized Editorial

In-depth articles written and designed to rank on Google and continue driving traffic long after publication.

Pinterest Strategy

Content designed to perform on Pinterest, driving ongoing traffic and long-term discovery.

Brand Storytelling

Authentic sponsored content that builds trust while naturally showcasing your brand.

Multi-Platform Promotion

Every partnership is promoted across Modern Mama's website, Pinterest, Facebook, newsletter, and social channels.

Our Brand Values

•Trust • Authenticity • Family • Discovery • Quality • Longevity

Why Brands Choose Modern Mama

Unlike traditional social campaigns, Modern Mama creates search-optimized, evergreen content that continues reaching families through Google and Pinterest long after a campaign goes live.

GET IN TOUCH

Let's Work Together

Whether you're launching a new product, building brand awareness, or looking to connect with families through trusted editorial content, I'd love to explore how Modern Mama can help bring your story to life.

Trusted by brands. Loved by families. Built for long-term results.

EMAIL

leah@modernmama.com

INSTAGRAM

[@modernmama](https://www.instagram.com/modernmama)

WEBSITE

www.modernmama.com

Thank you for taking the time to learn about Modern Mama.
I'd love to discuss how we can create meaningful content
that inspires families and delivers lasting results for your
brand.



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