

MYBABA

MEDIA DECK

www.mybaba.com

MYBABA

PACKED WITH EXPERT ADVICE AND INFORMATION ON ALL ASPECTS OF FERTILITY, PREGNANCY, MOTHERHOOD AND PARENTING.

WE'RE CONSTANTLY RESEARCHING AND REVIEWING THE LATEST EDUCATIONAL TOYS, GADGETS AND GIZMOS, AND BLOGGING ABOUT THE LATEST CRAFTS, ACTIVITIES, FASHIONS AND MOUTH-WATERING FAMILY RECIPES.

My Baba is a lifestyle website that covers pre-pregnancy, pregnancy and parenting. We're constantly reviewing the latest products, and have strong relationship with the top industry brands. You'll find everything from gift guides and recipes to holidays, events, and nutrition. We have celebrity fitness instructors bringing us the latest tips on how to keep in shape, a resident Norland Nanny who keeps us up to date with weekly arts and crafts, and have a body of famous experts and guest bloggers along with weekly celebrity interviews.

The My Baba events diary keeps new parents on the pulse as to what's going on. We also have a regular My Baba Trail for all ages to explore the hidden depths of London.

READERS COME TO US AS A ONE-STOP-SHOP FOR ALL ASPECTS OF PREGNANCY AND PARENTING.



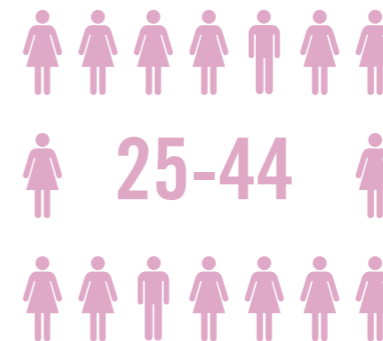
MY BABA IS A POWERFUL ONLINE MEDIA PLATFORM THAT CAN DIRECT MILLIONS OF CONSUMERS TO YOUR SITE



GROWING AUDIENCE MILLIONS



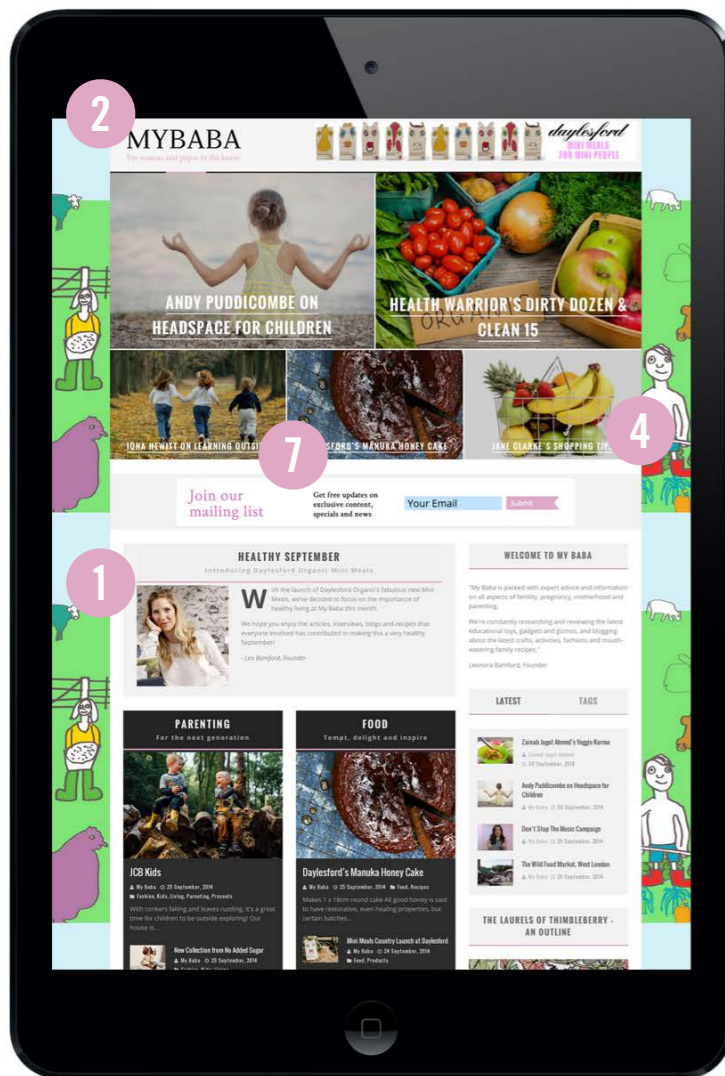
TARGETED REACH 200 COUNTRIES



KEY DEMOGRAPHIC



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DAYLESFORD ORGANIC

We came up with the idea of 'Healthy September' to launch their children's Mini Meals. This included an editorial introduction and we created a range of original sponsored content with various experts and bloggers to compliment the launch.

1. EDITORIAL INTRODUCTION
2. SPECIALLY DESIGNED GUTTER AND BANNER
3. INTERVIEW WITH SARAH CADJI FROM ROOTS & BULBS
4. NEWS ARTICLE WRITTEN BY CELEBRITY NUTRITIONIST
5. EVENTS
6. SOCIAL MEDIA
7. DAYLESFORD ORGANIC RECIPE

EDITORIAL INTRODUCTION

GUTTER

BANNER

ORIGINAL SPONSORED CONTENT

INTERVIEW

NEWS ARTICLE

VIDEO ARTICLE

PRODUCT REVIEW

EVENTS

LIST ARTICLES – MY BABA’S TOP 10

**SOCIAL MEDIA AND NEWSLETTER
– FREE WITH HOMEPAGE TAKEOVER**

**FULL HOMEPAGE TAKEOVER
– ALL OF THE ABOVE**

THANK YOU



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