

# *Adore Them*

Expert advice & resources to help you find the joy in parenting

# WHAT WE DO

Adore Them is bringing together  
parents & experts in a community  
setting across several platforms.

Our mission is to provide  
positive inspirations & support  
to parents on their journey.

A  
NEGATIVE  
MIND  
WILL  
NEVER  
GIVE  
YOU A  
POSITIVE  
LIFE

## Recent Studies Reveal...

- the **majority** of parents admit that their biggest challenges are remaining calm while parenting, financial stress, work-life balance, & childcare
- a depressed parent has trouble bonding with their children, & **millions** of children are living with parental depression
- **62%** of parents report wanting more community
- **1 in 3** parents strongly agree that they turn to social media for information
- **all** parents reported wanting to spend more quality time with their children
- **76%** of parents said they are likely to join a parent group for mutual support, sharing, & learning



Our SOLUTION is to  
share positive &  
encouraging EXPERTISE,  
but in an emotional way  
that grabs our reader's  
attention.

Each week we share a new collection of content that focuses on a specific topic.

## 40+ TOPICS INCLUDING:

- Work-Life Balance
- Childcare Options
- Saving Money
- Celebrating the Holidays
- Friendships
- Organizing
- Simplifying
- Early Intervention
- Travel Tips
- Educational Options
- Staying Healthy
- Setting Goals

These collections include articles, videos, shareable quotes, featured products, printables, sponsor opportunities, & more!

# 50+

*companies & contributors have helped us  
make our first year such a success*

# COMBINED ORGANIC MONTHLY REACH OF **130K**



# COMPETITION

## Baby Center

Mix of clinical content  
& unmoderated  
forums

## Mommy Blogs

Singular perspective &  
can be inconsistent

## Adore Them

Positive, insightful  
content from  
knowledgeable sources  
presented in focused,  
curated collections

## HuffPost

Huge amount of  
varying content that is  
difficult to digest

## Scary Mommy

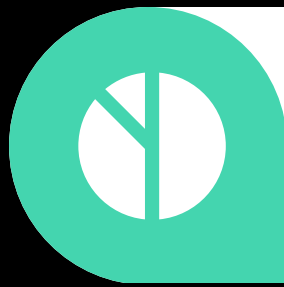
Confusing array of  
content & often has  
a negative slant



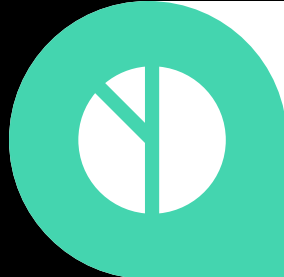
# HOW WE ARE DIFFERENT

- Publishing **professional content** shared with a personal twist
- Presenting **curated collections** created with purpose & expertise
- Offering **unique sponsorship** opportunities
- Thinking creatively about **monetization options**
- Using **tech in user friendly ways**, across many different platforms
- Partnering with **in-person events** allowing us to connect further
- Sharing our content with regional & national **parenting magazines** & outlets
- **Staying positive** while not shying away from the difficult parts of parenting

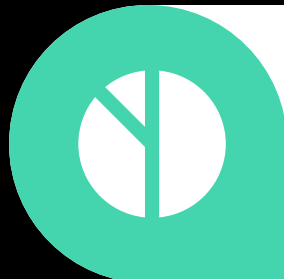
# OUR FIRST YEAR



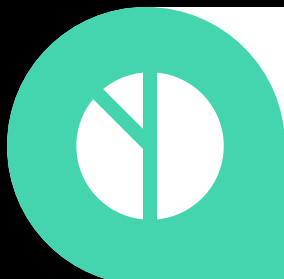
Launched in mid Jan. 2017



Profits exceeded expenses



40+ published collections  
filled with quality content  
around popular topics



Partnerships with 50+  
expert contributors &  
sponsors



Over 1 million total reach  
across all platforms

# CORE FOCUS FOR 2018

**Expand our  
community &  
reader base**

**Grow our  
sponsorships &  
revenue**

**Increase  
contributors &  
content**

**THANK YOU  
FOR YOUR TIME &  
CONSIDERATION!**

Sincerely,

Karissa Tunis & Shari Medini

Co-Founders

