

gillie's *first time*
parent

MAGAZINE
EST. 2013



MEDIA KIT

our mission

We provide you with relevant information about your new baby in an easily accessible format. We want to help make the journey of these early days of parenting easier for you and to help you be a confident new parent; equipped with the latest tools and techniques alongside proven parenting strategies to maximize your child's potential.

We are a small, private company. Our goal is to provide you with actionable content and an enjoyable reader experience. Every day new research comes to light in infant development. We distill the information that is out there into a convenient, usable, and fun package that you and your supportive caregivers can access right at your fingertips.



Jill Kelsey

Publisher, Editor in Chief

editor@firsttimeparentmagazine.com

what our readers are saying...

Incredibly useful resource!

I received a subscription as a shower gift when pregnant with my little guy (who is now one!) and I am so thrilled I did. This magazine was so much more helpful than many of the books I diligently studied during my pregnancy and a much easier read! I consulted the issues many times throughout my first year as a mom and don't know what I would have done without it! This magazine helps to subside those first time parent worries, and offers a friendly, helpful voice when in need.

— camfrush008

Dad of 5

What a fantastic magazine! I can hardly wait for the next issue! The first issue saved me literally hours of searching the web for information I needed to find and find fast! The article on how to Soothe a Baby was a Godsend! That one bit of knowledge was worth the price of a year subscription!

— SleepDeprivedDada

Great information

As a parent of many children I can honestly say that even if you aren't a first time parent this magazine is an excellent resource. Because let's be honest, we do forget things between children. I really enjoy the content.

— Brook Phillips

From a grandmother

As a grandmother it's been many years since I have had interactions with newborns. This magazine is truly valuable, I recommend it highly. A good present.

— Marnie

Great!

I loved the material and found it really insightful!

— Chris n b

I have a question

I have a daycare that services new parents from 6 weeks to 5 years old. Is there any way to receive magazines for my parents to take home? These magazines are so insightful!

— Tiffany

topics we cover

MOM

- Mother-Specific Considerations
- Psychological Factors
- Role Changes + Relationships
- Health + Fitness

DAD

- Partner-Specific Themes
- Psychological Factors
- Role Changes + Relationships
- Bonding + Family Considerations
- Supporting Mom + Baby

GRANDPARENTS

- Bonding With Your Grandchild
- How Parenting Has Changed
- How Best to Support Baby and Family
- Role Changes

PREGNANCY + POSTPARTUM

- Pregnancy/PP Considerations
- Nutrition + Exercise
- Preparing Family + Home for Baby
- Postpartum Recovery
- Planning Tools + Journals

NEWBORN + INFANT

- Care + Feeding + Bonding
- Developmental Milestones
- Maximizing Potential

TODDLER + PRESCHOOLER

- Enrichment
- Neurodevelopment
- Emotional Intelligence
- Developmental Milestones

OTHER TOPICS

- Fashion + Home Decor
- Clean Beauty + Home
- Celebrity + Expert Interviews
- Gear + Book Reviews
- Course Offerings + Partnerships
- Safety + Best Practices
- Podcasts
- Coaching
- +++

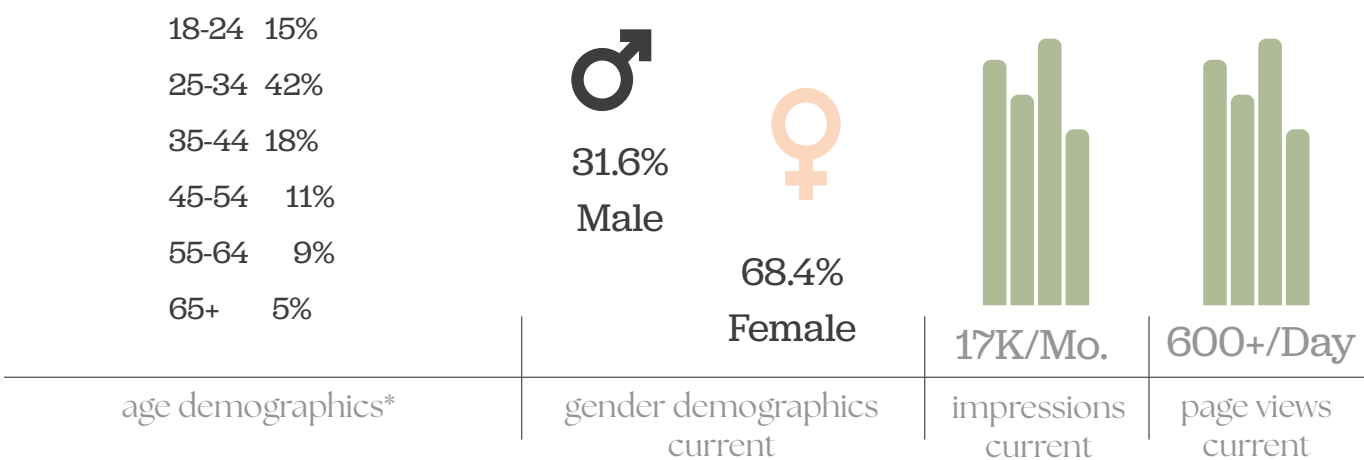


our readers

A rapidly growing community of readers look to *First Time Parent Magazine* for what they need to know in raising their first child. Our readers are most interested in infant and toddler development and activities, emotional intelligence, parenting tactics, nutrition, baby and child products, parenting courses, family lifestyle and activities. Our audience is also very attuned to clean living, fashion, fitness, child enrichment activities, and lifestyle adjustments associated with the arrival of their new baby.

The magazine platform migrated from app-based to web-based in August 2023. Data does not yet reflect new website beginning in August 2024. All traffic is organic.

** Historical (Google Analytics), Impressions for website Excluding Social Media*

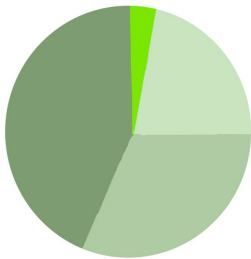


VIEWS BY LOCATION

** Represents views for the last calendar year. (Updated July-2024) View historical app demographics up to August 2020 on the following page.*

ORGANIC WEBSITE TRAFFIC BY REGION

- | | | |
|-------------------|------------------|-----------------|
| 1. United States | 7. Australia | 13. Israel |
| 2. United Kingdom | 8. Germany | 14. Netherlands |
| 3. Canada | 9. Russia | 15. Malaysia |
| 4. India | 10. Singapore | 16. Pakistan |
| 5. Philippines | 11. France | 17. Bangladesh |
| 6. Mexico | 12. South Africa | 18. Ireland |



ORGANIC FACEBOOK TRAFFIC

- | | |
|-------------------|-------------------------|
| 1. India | 6. Côte d'Ivoire |
| 2. Philippines | 7. United Arab Emirates |
| 3. United States | 8. Australia |
| 4. Canada | 9. South Africa |
| 5. United Kingdom | 10. Saudi Arabia |

Organic Search 36.9%
Organic Social 24.9%
Direct 34.2%
Web Referrer 1%

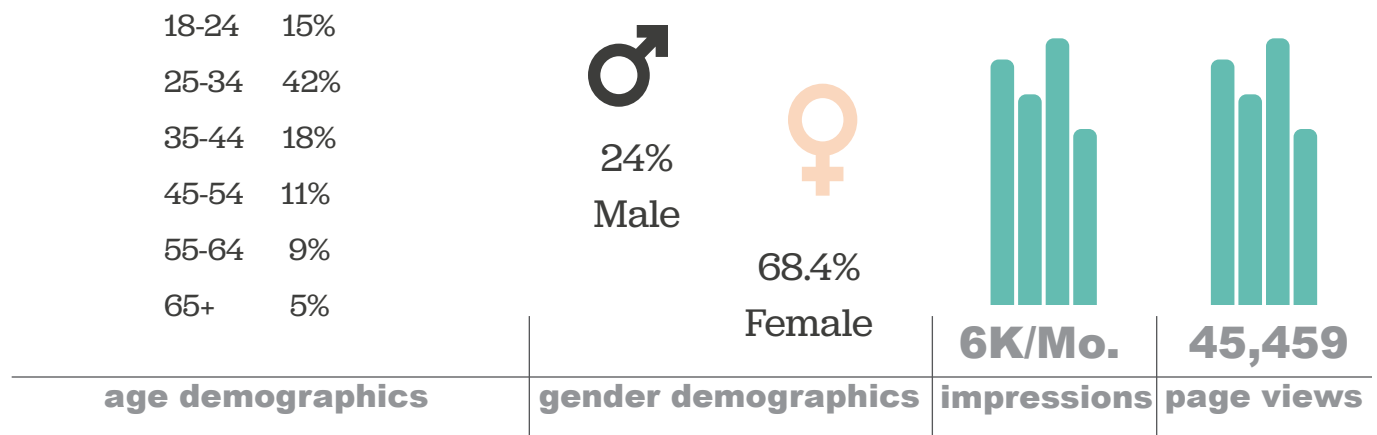
SOCIAL FOLLOWING (organic traffic only)

FB: 7,899, Avg. 400 Impressions/Mo. * Instagram: 1,050 * X: 122

our readers (historical app data)

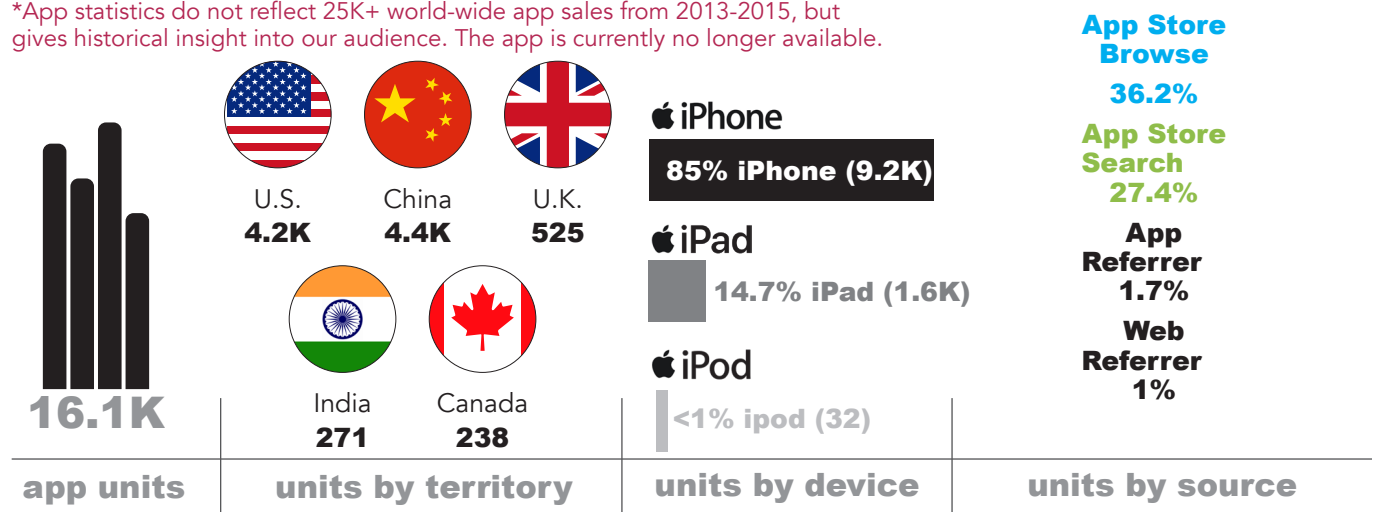
Historical Demographics (google analytics), website (organic traffic) and legacy Android and iOS App data. (First Time Parent Magazine published monthly full issues on our Google Play and iOS apps from 2015-2023).

Historical Demographics for website (4/2015 to 1/2020)



Historical App data (4/2015 to 1/2020) from iTunes Connect does not include Android.

*App statistics do not reflect 25K+ world-wide app sales from 2013-2015, but gives historical insight into our audience. The app is currently no longer available.



firsttimeparentmagazine.com

First Time Parent Magazine vividly presents parenting basics and advanced methods for child care and well-being. We answer the questions and illuminate the path to caring for and raising the happiest, healthiest children. We present diverse content covering the latest trends in all aspects of expanding family life. We also focus on Mom, Dad, & Grandparent topics, Pregnancy and Postpartum Recovery.

editorial calendar

JANUARY

HEALTH TRENDS + NEW YEAR

reserve space: 11/15; materials due: 12/01; on sale: 01/01

FEBRUARY

LOVE + BONDING

reserve space: 01/01; materials due: 01/15; on sale: 02/01

MARCH

SPRING + GENERAL THEMES

reserve space: 02/01; materials due: 02/15; on sale: 03/01

APRIL

ALLERGY + SPRING CLEANING + GENERAL THEMES

reserve space: 03/01; materials due: 03/15; on sale: 04/01

MAY

MOTHER'S DAY + GENERAL THEMES

reserve space: 04/01; materials due: 04/15; on sale: 05/01

JUNE

FATHER'S DAY + GENERAL THEMES

reserve space: 5/01; materials due 5/15; on sale: 6/01

JULY

SUMMER THEMES + 100TH ISSUE CELEBRATION

reserve space: 6/01; materials due 6/15; on sale: 7/01

AUGUST

END OF SUMMER + EDUCATIONAL THEMES

reserve space: 7/01; materials due 7/15; on sale: 8/01

SEPTEMBER

GENERAL THEMES + AUTUMN ISSUE

reserve space: 8/01; materials due 8/15; on sale: 9/01

OCTOBER

BIRTHDAY + HALLOWEEN + AUTUMN THEMES

reserve space: 9/01; materials due 9/15; on sale: 10/01

NOVEMBER

HOLIDAY ISSUE + GIFT GUIDE

reserve space: 9/15; materials due 10/05; on sale: 11/01

DECEMBER

WINTER ISSUE + GENERAL ISSUE

reserve space: 10/15; materials due 11/15; on sale: 12/01



submissions

SUBMISSION GUIDELINES

Thank you for considering First Time Parent Magazine! Our online parenting magazine publishes content for first-time parents on an ongoing basis. Please forward all submissions to editor@firsttimeparentmagazine.com to be considered for upcoming editorial placement within our member's area or on our public blog space.

We also accept requests for product features, giveaways, courses, collaborations, and affiliate partnerships. Additionally, we offer podcast opportunities, celebrity cover interviews, and featured cover stories.

PR/BRANDS:

We do accept pitches. Please forward pitches relevant to new parents, health, clean beauty, maternity and baby/child fashion, decor, healthy recipes, products for children aged 0-5yrs., and expert & celebrity interview opportunities. Please forward a current relevant client list in a single e-mail with the following format per client:

- Product Name and Website Link
- Product Image
- Brief Description

PUBLISHERS/AUTHORS:

We accept guest posts and book excerpts for our blog (including birth stories, monthly pregnancy updates, and maternity shoot features). Check out recently published content on our blog. To be considered for a guest article, please provide the following:

- Original content (500- 1200words) or a pitch with a list of topic choices
- Applicable photo with photo credits (for medical or theme-specific imagery only)
- 5-sentence author biography with a website address
- .jpg head-shot (optional)
- Relevant website links related to the article and audience, and scientific references
- Social media links (optional)
- ***Forward a .pdf version of the book and a medium-resolution .jpg cover image (if applicable) Please refrain from pitching novels and YA content. We focus on 0-5, and parenting non-fiction.***

PHOTOGRAPHERS:

Photographic submissions must be tasteful, have express permission for use in print and web by the photographer, and include a model release for the same. Images will not be used outside of the specific prearranged purpose.

We do not currently pay for content.

ad space

First Time Parent Magazine delivers dynamic ideas for everything concerning the addition of a new baby from health and wellness, products and services, to parental lifestyle and maintenance. First Time Parent Magazine also offers connection to Facebook, Instagram, Pinterest, and Twitter as additional pathways to marketing and advertising.

We are presently changing our website format so we do not have current advertisement metrics. We do accept **ADVERTORIALS, SPONSORED SOCIAL MEDIA POSTS, STATIC ADS**, and are open to suggestions.

All forms of advertisement must be pre-approved and pertain to our audience (parenting of children ages 0-5 years, pregnancy, fertility, postpartum, grandparent's of children under 5, baby gear, etc.) Gear must meet our safety standards.

Advertorials must provide content relevant to our audience. We prefer an informative article with links limited to the biography at the end of the article. Links in the body of the article should be limited to one marketing link, and as many links as needed for scientific references from credible sources.

We do not accept ads for gambling, gaming, alcohol, tobacco, firearms, pharmaceuticals, religious and political organizations and agenda-driven content.

STATIC AD SPACE DIMENSIONS:

Photo needs to be a high res quality photo with 1580 x 1580 pixels.

The headline is limited to 13-15 words.

The paragraph promoting the product is limited to 70 - 80 words.

Provide Link for button "View Product Now!"

Photo will be featured on the main "Free Articles page"

Photo, headline, paragraph and link will be featured on the "Products & Helpful Links" page.

Please inquire directly at editor@firsttimeparentmagazine.com. Include the following in your e-mailed inquiry with subject, "Advertisement":

- Brand, item and website you wish to promote
- Promotion duration (date range/1 week/1 month)
- Indicate ad space (static on website/social sponsored post/advertorial/podcast mention)