



PREGNANT CHICKEN



"I cried because military dogs are brave and they don't even know it."



Media Kit 2021

PREGNANTCHICKEN.COM



WHAT IS PREGNANT CHICKEN?

Pregnant Chicken is an online resource for expectant and new parents that features advice, information and tips to help keep your pregnancy fun and exciting.

Written in a realistic, friendly tone, Pregnant Chicken pecks away at the myths of pregnancy while keeping it *sunny side up*.

WHO'S BEHIND THE BURD?



Amy Morrison was a successful advertising Creative Director and the most gung-ho of pregnant women. But after many an hour of surfing the web, she didn't feel super-informed. She actually felt super-scared. Was pregnancy really going to be nine months of losing sleep over her off-gassing carpets and the lack of organic kale in her diet?

So in 2010, after she emerged from the haze of toddler-dom, Amy came to a realization: pregnancy should be celebrated and enjoyed, not spent worrying about cell-phone radiation and having your teeth x-rayed. And that's when Pregnant Chicken was hatched

Pregnant Chicken – a pregnancy blog unlike any other – shares the latest and greatest about all the craziness of trimesters 1, 2 and 3 in a way that's actually fun and informative, not insomnia-inducing. It's honest, open and even a little bit brash.

Always on the lookout for new tidbits to pass on to moms-to-be, Amy lives in Toronto with her husband and their two boys who they love more than bacon.

WHO ARE THE READERS?



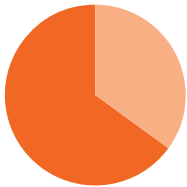
86%
Female



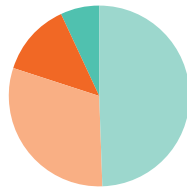
13%
Male

Pregnant Chicken readers are college educated women between the ages of 25-35 that live in the United States. Their household income is considered “affluent” and they already have children.

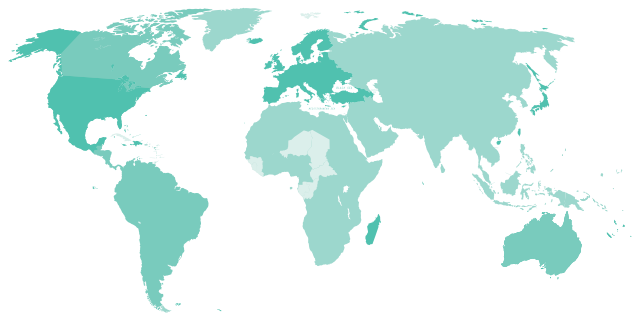
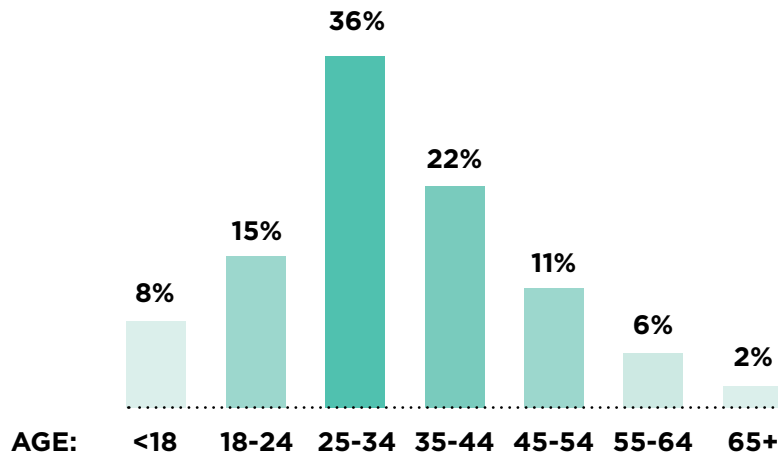
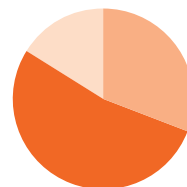
Children:







Income:

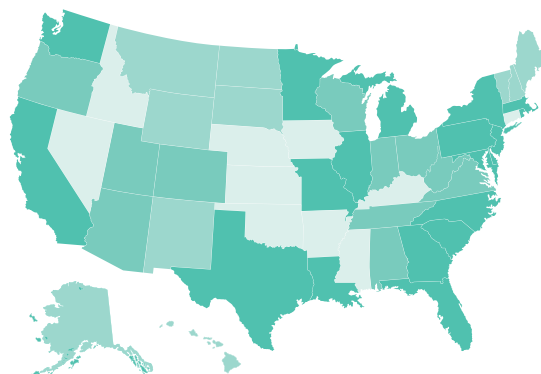


Education:



1 **202,985**

-  **76%**
-  **11%**
-  **3%**
-  **2%**
- OTHER **8%**



366 **22,082**

SOURCE:
QUANTCAST

WHAT READERS ARE SAYING

“I just found your site and couldn’t be happier. **You have made me pee my pants and taught me a bunch of stuff in the process.** Thank you and please keep it comin’!”

Julie

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“I just wanted to thank you so much for your blog/FB/Ask the Chicks. It has been a source of so much needed information, amusement and laughter throughout my pregnancy; which, let’s face it, can be terrifying at times. **My husband too has greatly enjoyed it, it’s the only pregnancy blog I’ve sent him that he actually goes back to read.** And, of course, I share it with anyone I know with littles on the way, or already here.”

Ann

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“**I just found your blog through Pinterest and have fallen in love!** I have a 6 week old daughter (my first child) and I wish I had read your blog when I was pregnant. It would’ve reduced some anxiety, especially towards breastfeeding-or, as I call it, being in the jaws of a baby barracuda :-). Dealing with the struggles and joys of pregnancy and new parenthood with humor and truth is awesome and refreshing. **You should write those books they handed to us in our pregnancy classes!”**

Gena

“I wanted to take a minute to tell you how killer your site is. **It’s refreshing to see someone actually speak truth in a language I can understand and in a manor I honestly appreciate.** While being so excited/dreading the fact that in a few months I don’t have a choice but to crap out a kid (pumped about kid, not about the one day between pregnant and not pregnant) I was randomly shown your site and frankly, I already had to pee enough from being this fun gestational time, but need to even more from laughing at the stuff you post.”

Chelsey

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“Your blog has enlightened me, inspired me, empowered me, and entertained me. **Most of all, it has brought a sense of relief and normalcy to my first pregnancy.”**

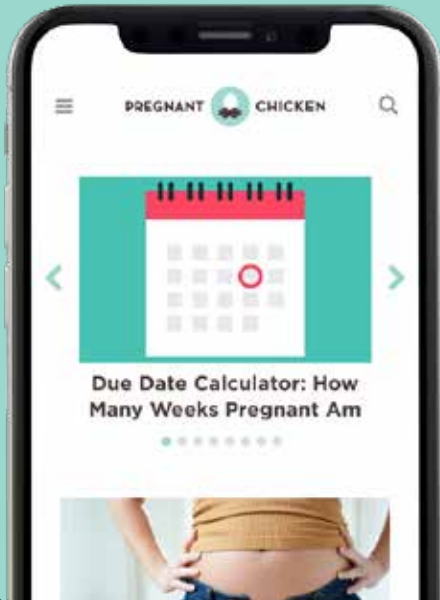
Michelle

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“I just wanted to pop you a quick note to say thank you soooo much for creating such an awesome website! **It’s so refreshing to get information with a humorous twist to it – something I greatly appreciate being a borderline neurotic first time mom.** One of my girlfriends told me about your site and now any pregger lady I meet, I tell her about it as well! I have really enjoyed the emails throughout my pregnancy – only 10 more weeks to go!”

Maggie

STATISTICS AND REACH



900,000
Page Views per Month

13,000,000
Social media impressions
per Month

FEATURED ON

Washington Post
Huffington Post
Scary Mommy
Medical News Today

Parenting
The Stir
Today's Parent
Healthline

SOCIAL MEDIA



[Facebook](#)
290,000 Likes



[Twitter](#)
25,000 followers



[Pinterest](#)
99,000 Followers



[Instagram](#)
220,000 Followers

RECOGNITION

Voted #1 "Best Personal Blog"
in Babble's Top 50 Pregnancy Blogs

Top 20 Pregnancy Blogs
Babble

Top Baby, Pregnancy & Parenting Blogs to Follow Now
Red Tricycle

Six of the best pregnancy blogs for parents-to-be
Medical News Today

The Best Pregnancy Blogs of 2019
Healthline Parenthood

18 Top Blogs That Keep It Real About Motherhood
VeryWell

MARKETING SOLUTIONS

**With over 20 years experience in advertising and graphic design,
I understand the value of a well-targeted campaign and
love working with great brands.**

SPONSORED POSTS

I am happy to work with you to create original content to solve your business objectives. Whether it's a straight product feature or unique post that you sponsor, all content will be written in a Pregnant Chicken tone with the goal of being relevant and interesting to my readers. Any sponsorships also include a newsletter feature and social media amplification including a Facebook post, custom Pinterest pin and multiple Tweets.

Examples: [Canon](#), [LectroFan](#), [Babylist](#), [Sequenom](#)

NEWSLETTER & SOCIAL MEDIA

With about 70k newsletter subscribers, our dedicated emails are a great way to speak directly to our readers. We can also tailor social media content for giveaways or brand awareness.

Newsletter Examples: [Kinsa](#), [Canon](#), [Babylist](#)

SPONSORSHIP PACKAGES

We can work together to create a full media campaign that includes multiple product features, custom content, videos, custom pin graphic, giveaways and social media support. All of the content is fresh and authentic – content that our readers love gets shared over and over again.

Please contact Kelly Edmonds at kelly@pregnantchicken.com
for rates and to secure your spot.

WHAT CLIENTS ARE SAYING

I would give her my next born child, but my husband said no!”

“When weeSpring was featured on Pregnant Chicken, we saw a bigger traffic bump than we did from any of our more traditional coverage in the press. **It’s made us completely re-evaluate our blog strategy**--we are now almost entirely focused on influencers like Amy.”

Allyson Downey,
weeSpring

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“As a new brand focused primarily on parents, we devote significant amounts of our limited marketing budget towards working with bloggers and influencers. **Our brilliant decision to work with Pregnant Chicken has led to the single best ROI from any campaign we’ve pursued!** Not only has it been a great business decision, but Amy and Kelly are also just incredible women to work with! Highly highly recommend.”

Nita Nehru,
Kinsa

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Babylist has the challenge of reaching pregnant women in the USA. We’ve advertised with Pregnant Chicken for over a year because it’s an effective way to do this. Amy is very trusted by her followers. **We’ve advertised with a lot of blogs, but Pregnant Chicken has been one of the best for driving real traffic that converts.**

Natalie Gordon,
Babylist

“Amy is truly wonderful to work with and so supportive of products she believes in. The community she’s built is one of the most engaged we’ve found. As a result, **we’ve seen significant traffic and conversions from being featured on her site. And as a testament to the quality of her content, this traffic continues to flow even long after the original post.** If you’re offered a chance, we highly recommend working with Pregnant Chicken!”

Amanda Lehto,
TOMgirl Apparel

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“Having my product featured on Pregnant Chicken really brought my business to the next level! I was pleasantly overwhelmed with the enormous amount of traffic that was driven to my website! Orders immediately started coming in and lasted for months and months. **Even now, 7 months after my feature, I am still seeing daily traffic! Amy writes in a way that is not sales-pitchy, but she genuinely describes your product and her readers really respond to that.** She has the most wonderful readers as well! I got a ton of really positive feedback from them and overall working with Amy has been the best exposure for my business. I would give her my next born child, but my husband said no!”

Kristine Ford,
Green Kid Crafts



**HOLD THE PHONE.
DID WE NOT ANSWER SOMETHING?**

GETTING STARTED

To secure a giveaway or inquire about sponsored posts:

Please email Kelly Edmonds at kelly@pregnantchicken.com

For questions or comments about the site:

Please contact Amy Morrison at amy@pregnantchicken.com

We look forward to working with you!