

Becoming You

Becoming You is a 6 year old lifestyle blog that covers a diverse range of topics and offers daily information, inspiration and encouragement for women, especially moms. It is written by Kathryn Rossiter, a mom of 2, who is passionate about writing, photography, travel, beauty, and decor. Becoming You is about encouraging women to become more of themselves and living a life they love!

Millennial Moms are a growing and impactful force. With an enormous amount of purchase power and influence, these moms are a combination of progress and tradition. The key for advertisers is to reach and engage with them how, where and when they want to be reached. No matter the vertical within which your brand sits, the Millennial Mom will likely be your key customer - that is, if she isn't already!

STATISTICS

Monthly Sessions:	25000+
Monthly Users:	21000+
Monthly Pageviews:	35000+
Avg Session Duration:	1:06
Avg Pages/Session:	1.4

*According to Google Analytics

SOCIAL MEDIA

 Facebook:	14700+
 Twitter:	6500+
 Instagram:	4500+
 Pinterest:	1000+
Email newsletter	11000+
Total Media Reach:	58500+

RATES

Blog Post:	R3000 (incl 2 shares)
Facebook Post:	R1500
Instagram Post:	R1000
Twitter Post:	R500
1 month advert	R3000
3 month advert	R8000

SERVICES OFFERED

- Digital campaigns
- Sponsored posts
- Competitions
- Banner advertising
- Reviews
- Social media mentions
- Brand ambassadorships



BLOG TOPICS

Lifestyle, Family, Travel
Beauty, Fashion, Health

CONTACT DETAILS

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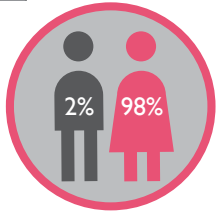
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Becoming You

AUDIENCE



AVERAGE VISITOR LSM 7-10

51% Married
14% Living with partner
22% Single



EDUCATION / WORK

70% have some Tertiary education
7% are currently studying



72% Work full time
15% Work part time
13% Stay at home moms



48% of readers earn R20 000 or more per month

FAMILY

39% - no children
22% - 1 child
27% - 2 children
10% - 3 children
3% - 4 children



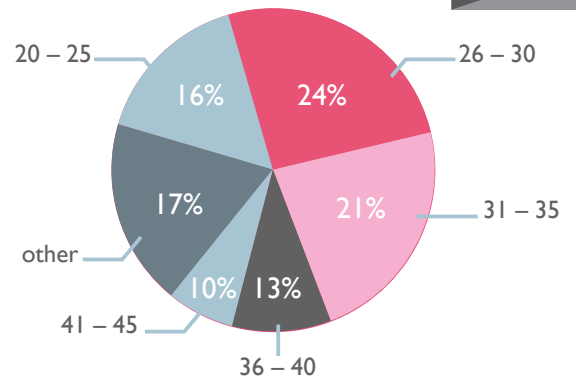
67% have 1 or more children under 10

ONLINE HABITS

50% have bought Entertainment Tickets online
48% Books / DVD's / CD's
39% Clothes / Shoes
36% Accommodation
29% Beauty products
28% Travel tickets

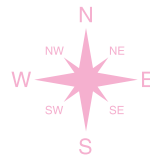


AGE SPECTRUM



LOCATION

53% Western Cape
22% Gauteng
14% Kwazulu Natal
5% Eastern Cape
6% Other



TECHNOLOGY



89% own a smart phone
86% own a computer or laptop
56% own a tablet

TOP 5 HOBBIES



Reading
Cooking / Baking
DIY / Home Décor
Local Travel
Photography

15% frequently travel internationally
37% eat out once a week or more

74% of readers visit Becoming You once a week or more
Work / Life integration is a key value