

Hey, Black Mom!

RATE SHEET



who we are

Hey, Black Mom! is a website and brand dedicated to amplifying the voices and stories of Black mothers.

We celebrate Black motherhood through publishing content that informs and inspires. We are proud to offer distinctive stories that applaud these voices while providing a much-needed sense of community to an underserved group of women in the online media space.

our mission

We aim to be a resource for Black mothers through sharing narratives, information and an array of other relevant news and features.

our vision

Connecting Black mothers through our stories

5,500+

BLACK MOMS ACROSS ALL CHANNELS & COMMUNITIES

10,000+

UNIQUE ACCOUNTS REACHED WEEKLY ON IG

2,000+

NEW MONTHLY WEBSITE VISITORS

the value

Placing your brand in front of the Hey, Black Mom! audience offers a unique opportunity to establish a direct connection with a diverse group of Black mothers who are active and engaged. More parents have grown to trust us everyday.

DOUBLE DIGITS

- **24%** MONTHLY AVERAGE INSTAGRAM ENGAGEMENT RATE
- **14.9%** WEEKLY AVERAGE EMAIL OPENS



THE BREAKDOWN

- Our primary audience is comprised of mothers between the ages of 25 and 45
- Nearly 11% of our moms are based in Atlanta or New York City
- 69% mobile on monthly average
- They live for IG and email, channels we use to drive traffic to the website stories
- Our mothers share a fondness for Black women's empowerment, whether it's high engagement on Black AF T-shirt shoot or mom body positivity email header
- They enjoy a quick break with cute kiddos, mom humor, inspiration and good mom news

branded content rates

Email Marketing
Feature

\$45

Instagram Feed
Post

\$60

Branded Article on
heyblackmom.com

\$100

Interested in additional partnership options or ad space directly on heyblackmom.com? Email us for packages.

contact information



www.facebook.com/heyblackmom
380+ likes



@heyblackmom
4,550+ followers



@heyblackmom
240+ followers



heyblackmom.com
3,000+ monthly pageviews



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Thank you for your interest in and consideration of working with Hey, Black Mom!