

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 Black mothers between the ages of 25 and 45
- Nearly 11% of our moms are based in Atlanta or New York City
- 69% opt for mobile on a 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
- These are Black millennial Black who seek to parent with the utmost intention by seeking resources, timely information, inspiration and stories from like-minded parents or brands that provide value to their motherhood mission

branded content rates

Email Marketing
Feature

\$135

Instagram Feed
Post

\$180

Branded Article on
heyblackmom.com

\$300

advertising

Homepage Ads
Banner or Square

\$200

for one month

In-Article Ads
Banner or Square

\$150

for one month

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

contact information



www.facebook.com/heyblackmom
520+ likes



@heyblackmom
4,900+ followers



@heyblackmom
260+ followers



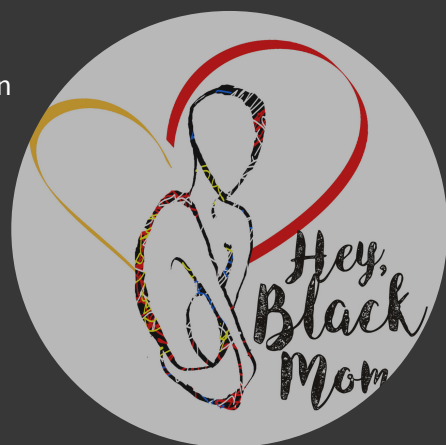
heyblackmom.com
3,000+ monthly pageviews



heyblackmom@gmail.com



Jessika Jackson
818-284-1925



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