THE MOTHER LOAD®

#LoveAnotherMother

2018 MEDIA KIT

The Motherload, The UK's LARGEST non-judgemental and smug-free parenting community for women

ABOUT

Created in June 2015, The Motherload started life as a Facebook Group with eight of Kate's 'mum friends'. After suffering with PND, PTSD and anxiety since the birth of her eldest child, **Kate** recognised the need for a supportive Facebook community for women to share the highs and lows of motherhood in a safe, non-judgemental way, with humour and kindness at it's heart.

Nearly 3 years later, **The Motherload** is now a group of nearly 60,000 women - collectively coming together to share parenting experiences and knowledge, acts of kindness, and candid, witty posts of the hilarious shit kids do. Our members identify as a tribe - called MOLOs (MOtherLOaders) - and proudly wear the label of MOLO through our popular apparel. (There's currently a waiting list!)

Through Kate's wit and warmth, **The Motherload** has been created to be the ultimate anti-sanctimommy group; a place to discuss your worst fears of parenting whilst also celebrating the utter, unbridled joy that raising children can offer - and we GET it when you've just lost your rag again because quite frankly, this is one of the most stressful roles you'll ever hold.

On the flip side, as MOLOs we'll stand shoulder to shoulder to offer support when it really matters. Our members regularly extend acts of kindness to each other, and seek to support each other on, and off our community group and our hacks go viral across the internet and press regularly!

With a writing team of over 130 writers headed by our Editor-in-Chief, **Alison**, and 600+ blogs on our website, we are proud to share witty repostes, or truthful, heartfelt articles to share what motherhood truly means. We don't shy away from controversial or sensitive topics, and we face motherhood - the motherload of motherhood, face on. At our core, we are feminists and we proudly celebrate women, and the challenges and successes of our female orientated community.

Proudly non-judgemental, supportive and candid, The Motherload seeks to offer an inclusive network and community for all women, but especially mothers through social media, and our website; **www.the-motherload.co.uk.**

As Featured:

Mirror · GH Good Housekeeping · Scary Mommy · London Evening Standard · Closer · Mail Online · METRO.co.uk · BBC News · HUFFPOST UNITED KINGDOM · Absolute Radio · mumsnet by parents for parents · heart more music variety · New! · Magic 105.4 · The Sun

and many, many more!

NETWORK SNAPSHOTS

WEBSITE

MONTHLY STATS

56000 UNIQUE USERS

92000 PAGE VIEWS

2500 SUBSCRIBERS

MOZ 33 DA

www.the-motherload.co.uk

Blogzine, Reviews, Guide & Store for MOLO Apparel

FACEBOOK Community

58,500 MEMBERS

91% ACTIVE USERS

www.fb.com/groups/wearethemotherload

The Motherload Additional Groups

- 4234 MOLO Mates
- 838 MOLOpreneur Collective
- 4793 The Motherload Pigs to Twigs
- 858 The Motherload Book Club

SOCIAL

TOTAL REACH: 390K

	@wearethemotherload	@themotherloadhq		NEW!
	7736	12300	2451	160

INSIGHTS

MONTHLY WEBSITE STATS

www.the-motherload.co.uk/ GOOGLE ANALYTICS FOR JANUARY 2018

56,000
Total users

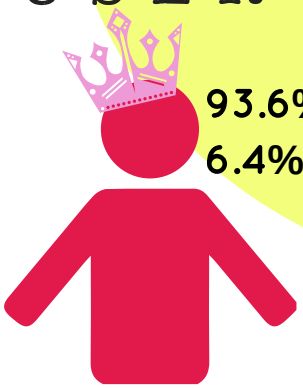
92,000
Total page views

81.%
NEW SESSIONS

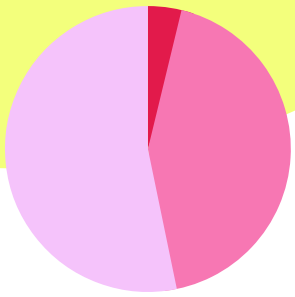
88%
BOUNCE RATE

75K
SESSIONS

USER PROFILE



93.6% Female
6.4% Male

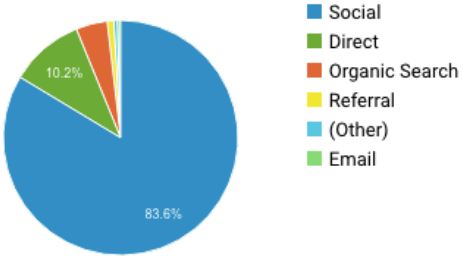


1.	United Kingdom
2.	United States
3.	Australia
4.	Ireland
5.	New Zealand

REFERRALS

SOCIAL

TOP CHANNELS



INSIGHTS

COMMUNITY ENGAGEMENT

FACEBOOK GROUP/ PER LAST MONTH GROUP INSIGHTS

54,600

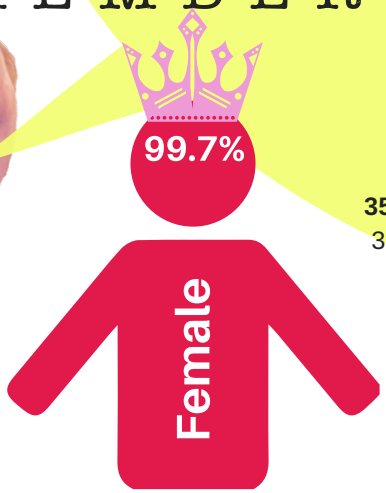
Active members (out of 58,500)

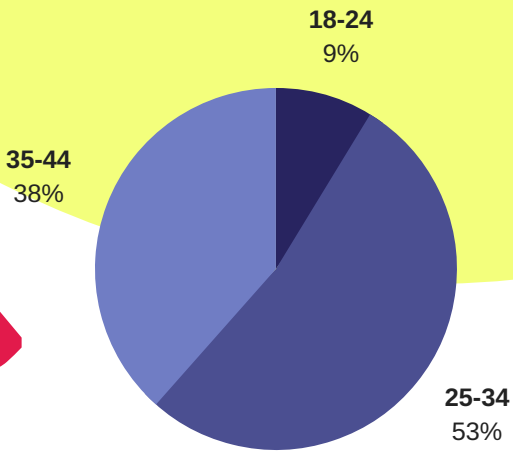
6,543
APPROVED POSTS

514,300
REACTIONS

268,800
COMMENTS

MEMBER PROFILE





TOP 5 MOLO LOCATIONS

FACEBOOK LIVE

6.3K
AVERAGE VIEWS

280
AVERAGE COMMENTS

WORK WITH

THE MOTHER LOAD®
#LoveAnotherMother

OPPORTUNITIES

The Motherload can bring your brand directly to our 60,000 community members, 55,000+ website users and across our social network. We offer many opportunities for brand exposure on our website, highly engaged Facebook group and across our substantial social media reach.

Following the launch of Facebook Group Insights, we can offer analytics to help you target your campaign in order that it has the best chance for exposure to MOLOs, and maximise the opportunity for engagement. As Pages lose their positions on timelines, Groups have never been a better proposition for influencer marketing! With the latest changes to Facebook's Timeline algorithm adversely affecting many FB Pages,, Facebook groups are THE place promote your brand for maximum influence.

Whether you are looking for branded editorial, sponsored posts on our FB Group, social media promotion or live video reviews, we are happy to work with you to develop a successful influencer marketing campaign, amplified through our social media channels - just drop us a line on the details below and let's chat!

What's Available?

Ambassadorships
Branded Editorial
Advertising
Research Ops/ Focus Groups
Facebook Lives
Sponsored Group Posts
Giveaways
Reviews
Case Studies
Endorsements
& More

SOME OF OUR BRANDS

bubble
Hello FRESH
mothercare
ELC www.elc.co.uk
THE FEEL GOOD DRINKS Co
HAYO'U
LAPLAND UK BELIEVE IN THE MAGIC
KEEP EM QUIET.com THE ULTIMATE TRAVEL PACK FOR KIDS

LET'S WORK TOGETHER!

We want to work with you to create a bespoke plan that works best for your brand. **For our rates, and ideas, Email us today!**

hello@the-motherload.co.uk

www.the-motherload.co.uk