



childsafety
experts

GUIDING PARENTS SINCE 2001

MEDIA KIT

OUR MISSION

For almost 20 years, the experts at Child Safety Experts have been helping to educate and guide new parents and grandparents on the most important journey of their lives.

Our focus has always been to provide accurate and professional answers to the questions that matter most to parents, in a clear, approachable way. We are first and foremost a resource for parents by parents.



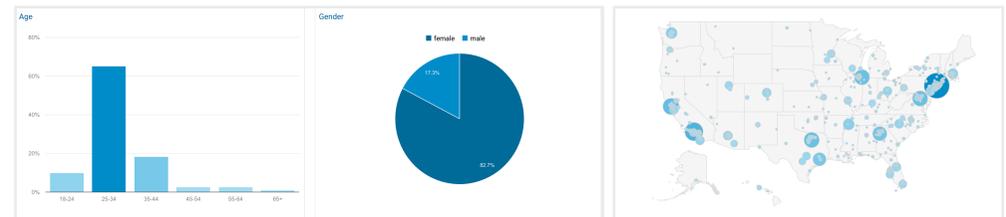


OUR AUDIENCE

Let's meet our audience.

She is a **young mom**, 25-44 years of age, married, college **educated**. She lives in a large **metropolitan** area in California, New York, Texas or Florida. She **travels** with her family several times a year. She is a **savvy** shopper with a high level of media know-how. She **researches** online before making purchasing decisions for her household.

- ~ Over 65% of our audience is from North America, with the rest being from the UK (13%), Europe, and Australia (*source: Analytics*).
- ~ 75% of our audience is comprised of women (*source: Analytics*).
- ~ Over 75% of our audience is between 25 and 44 years old (*source: Analytics*).
- ~ Our most popular articles are read by tens of thousands of readers, right before they make a purchasing decision (*source: Analytics*).
- ~ Our audience orders over 15,000 products a year (totalling over \$300,000) through product links on our site within 24 hours of consulting one of our buying guides or reviews (*source: Amazon.com*).



OUR EDGE

EXPERIENCE

Over the past 20 years, we have collaborated with many brands, including big household names such as Baby Jogger, Cuisinart, GoPro, Marriott, and Ritz Carlton, as well as smaller boutique brands like Aden + Anais, Elks and Angels, and more.

THE RIGHT AUDIENCE

Our audience of young, savvy parents visit Child Safety Experts when they are looking to make a new purchase for their family.

THE RIGHT MINDSET

Every year our audience goes on to complete thousands of online purchases within 24 hours of reading one of our buying guides and reviews.





OPPORTUNITIES TO WORK TOGETHER

- ✓ SPONSORED POSTS
- ✓ SITE SPONSORSHIP
- ✓ PRODUCT REVIEWS
- ✓ GIVEAWAYS
- ✓ AD PLACEMENT
- ✓ CUSTOM SOLUTIONS FOR YOUR BRAND