

Editorial
Opportunities and
Pitching Profiles
of Influential Mom
Bloggers



A Cision Executive Briefing Report

Blogs | Bailey (Caryn) Rockin Mama, Ms. Caryn Bailey, Blogger

Shipping Address:

7 Greenborrow Ct
Aliso Viejo, CA 92656-5257
United States of America

Phone: +1 (818) 974-0536 (p)

Email: caryn@rockinmama.net (p)

Home Page: <http://rockinmama.net>

DMA: Los Angeles, CA (2)

MSA: Los Angeles--Long Beach--Santa Ana, CA MSA (2)

Mailing Address:

7 Greenborrow Ct
Aliso Viejo, CA 92656-5257
United States of America

Beat/Title (Additional): Motherhood,New Product Review,Children & Youth,Family & Parenting,Green Living

Pitching Tips: Preferred Order: E-Mail

Profile: Bailey is a Blogger at Rockin Mama and covers Motherhood, Children and Family Life and provides Green and Eco-Friendly Product Reviews and Giveaways. She is also a RN in a Southern California neonatal intensive care unit. She currently reviews products that are safe and appropriate for families and children from baby to toddler. Contact her prior to sending items for review and include marketing materials and contact information in the package. If the product must be returned, include packaging and a return shipping label. Bailey notes that it takes approximately 2-4 weeks for the review to post on the site. She prefers to be contacted via e-mail.

Outlet Profile: Covers motherhood, children and family life. Reviews products, including green and eco-friendly food, children's clothes, toys and products for overworked moms. Provides advice for busy moms and offers product giveaways. Contact via the online form.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 2,361

Code Frequency: 3 Times/Week

Topic: Children & Youth,Children's Books,Children's Fashion,Family & Parenting,Food,Green Living,Motherhood,Toys

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Kat's Confessions, Ms. Katrina Bush, Motherhood, Blogger

Email: Katsconfessions@shaw.ca (p)

Home Page: <http://kats-confessions.blogspot.com>

Beat/Title (Additional): Family & Parenting, New Products

Pitching Tips: Preferred Order: Web

Profile: Bush is a Blogger at Kat's Confessions covering Parenting, New Products and Giveaways for Mothers. "I am always happy to review and or host giveaways for any products that are fun for the family, make life easier, products for women or children and really just anything that would appeal to a mom and her family," says Bush. "The majority of my readers are moms from Canada and the U.S." PR people interested in having a product review should be contacted via the contact form on the Web site. She is based in Canada and can be contacted via e-mail. Katrina founded Kat's Confessions in 2010. She is the mother of four children.

Outlet Profile: Focuses on parenting, new product reviews and giveaways geared toward fellow Canadian moms. Founded in 2010. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

Code Frequency: 3 Times/Week

Topic: Family & Parenting, Motherhood, New Product Review

Profile: Consumer

Language: English

Blogs | 5 Minutes for Mom, Ms. Susan Carraretto, Family & Parenting, Co-Founder & Blogger

Phone: +1 (604) 377-6590 (m)

Email: info@5minutesformom.com (m)

Home Page: <http://www.5minutesformom.com>

Beat/Title (Additional): Motherhood,Blogger

Profile: Carraretto is a Co-Founder and Blogger and covers Parenting. She says, "We don't usually like to open attachments, anything that's going to be in the body of the e-mail is better, we don't reprint duplicate content on our site, so we would never reprint a press release or a trend report." Contact her via the main e-mail.

Outlet Profile: A go-to site for moms that entertains and informs, while promoting the online mom community. Features humorous posts, shopping tips, helpful parenting ideas, and contest giveaways.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 3/1/2006

Visitors Per Month: 26,918

Banner Ad Rate: \$300.00 USD

Code Frequency: Daily

Topic: Family & Parenting,Motherhood,Shopping

Subscription Exception: Free

Audit Bureau: Online Media Kit, Compete.com

Profile: Consumer

Language: English

Blogs | Tribune Company: Charm City Moms, Ms. Hanah Cho, Family & Parenting, Blogger

Shipping Address: 501 N Calvert
Baltimore, MD 21278-0001
United States of America

Phone: +1 (410) 332-6065 (p)

Email: hcho@baltsun.com (p)

Home Page: <http://weblogs.baltimoresun.com/features/baltimoremomblog>

DMA: Baltimore, MD (27)

MSA: Baltimore-Towson, MD MSA (20)

Mailing Address: 501 N Calvert
Baltimore, MD 21278-0001
United States of America

Beat/Title (Additional): Motherhood,Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Cho is a Business Reporter at the Baltimore Sun, covering Mutual Funds, Financial Services, Banking, Energy, Utilities, as well as Gaming Business, and is a Blogger at Charm City Moms covering Parenting. Pitches should be short and to the point, as well as relevant to her beats, preferably tied to local business and industry, as this is her primary focus. Cho prefers to be contacted via e-mail. She will follow up if she is interested. If you must call, briefly introduce yourself before launching into a sales pitch. Cho was named business reporter at the Baltimore Sun in November 2005, and was previously a metro reporter since joining the staff in September 2003, covering education and county government. Prior to this, she was a reporter for the Los Angeles Times from October 2002 to September 2003, and a reporter for the Associated Press from June 2000 to August 2001. Cho interned at the St. Paul (MN) Pioneer Press, the American Journalism Review, and The Detroit News. She graduated from Rutgers, the State University of New Jersey at New Brunswick in 2000.

Outlet Profile: This blog is hosted on baltimoresun.com. Discusses family and parenting issues and activities in the Baltimore, MD area. Covers topics including schooling and education, social activities, child welfare and more. Recommends around-town family and kid friendly activities.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 2/1/2008

Visitors Per Month: 162,892

Code Frequency: Daily

Topic: Child Care,Family & Parenting

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | The MotherLoad, Ms. Amy Clark, Family & Parenting, Blogger

Shipping Address: 1665 Bennington Court
Granger, IN 46530
United States of America

Phone: +1 (574) 271-7622 (m)

Email: amy@momadvice.com (p)

Home Page: <http://www.momadvice.com/blog>

DMA: South Bend, IN (97)

MSA: South Bend–Mishawaka, IN–MI MSA (149)

Mailing Address: 1665 Bennington Court
Granger, IN 46530
United States of America

Beat/Title (Additional): Motherhood,Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Clark is a Blogger and covers Motherhood and Parenting topics such as tips for stretching Finances and tips for Home Management and Organization. She does not offer many product endorsements unless it's a product she would personally use. She does not post product press releases and asks PR professionals to give her time to use a product before trying to follow up, especially if it's a book. When dealing with PR professionals, Clark says, "I appreciate it when something's personalized for me, or that someone knows what I write about or what I'm passionate about." She prefers to be contacted via e-mail, and says no phone calls unless they are by her request.

Outlet Profile: Created as a family and parenting blog, offers parenting advice and discusses issues parents face while raising kids. Provides information parents can use to safely raise their kids.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 2/1/2005

Visitors Per Month: 34,099

Code Frequency: Daily

Topic: Family & Parenting,Motherhood

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Coffee With The Mrs., Ms. Amy Clary, Motherhood, Blogger

Phone: +1 (586) 321-7879 (p)

Email: clarymrs@gmail.com (p)

Home Page: <http://www.coffeewiththemrs.com>

Beat/Title (Additional): New Product Review,Blogger,Family & Parenting,Spirituality,Family Travel

Pitching Tips: Preferred Order: E-Mail

Profile: Clary is a Blogger and covers Family, Parenting, Travel, Family and Press Events, Product Reviews and Giveaways and Spirituality. She says, "I mostly work through e-mails. Of course, if a company needed something sooner or wanted to talk about a travel opportunity (or something of that nature), they could always call. I'm not with my phone all the time as I have two children to look after, but I do return calls as timely as I can if I miss them." She prefers to be contacted via e-mail.

Outlet Profile: Provides commentary on motherhood, life and parenting. Includes product reviews and giveaways, with a focus on children's items.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 2,274

Code Frequency: Daily

Topic: Family & Parenting,Motherhood

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Tribune Company: Mommy Minute, Ms. Sarah Cody, Motherhood, Blogger

Shipping Address: 285 Broad St
Hartford, CT 06115-3785
United States of America

Email: scody@ctnow.com (p)

Home Page: <http://www.ctnow.com/lifestyle/parenting/mommy-minute/>

DMA: Hartford - New Haven, CT (30)

Profile: Cody is in charge of Entertainment and Restaurant Reviews information for WTIC-TV. She is also a blogger and covers Motherhood and Families. She can be contacted by mail and phone. Cody joined WTIC-TV as a reporter in December 1998. She previously worked as a assignment editor and on air reporter at WHDH-TV in Boston. Prior to that, she interned at WFSB-TV and CPTV. She has been nominated for five Emmys and recently won the prestigious award for a special feature on a vintage vehicle called The Amphi-Car. Cody graduated from Hartford's Trinity College.

Outlet Profile: Hosted by CTNow.com, the blog is focused on motherhood. Includes family and parenting advice, information about games, activities and toys. Also includes stories on products for children and family travel.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

Visitors Per Month: 165,888

Code Frequency: Daily

Topic: Advice,Family & Parenting,Family Travel,Games,Motherhood,New Products,Toys

Publicity Materials Used: New Products, By-Lined Articles, Staff-Written Articles, Book Reviews

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Website Properties: Editorial Personnel Listing, Links to Personnel E-Mails, Links to Other Web Sites, Visitor Feedback

Language: English

MSA: Hartford–West Hartford–East Hartford, CT MSA (45)

Mailing Address: 285 Broad St
Hartford, CT 06115-3785
United States of America

Beat/Title (Additional): Blogger,Family & Parenting

Pitching Tips: Preferred Order: Mail

Blogs | Eigler (Heather): Home To Heather, Ms. Heather Eigler, Arts, Blogger

Shipping Address:

135 Silverstone Rd NW
Calgary, AB T3B 4Y6
Canada

Phone: +1 (403) 860-7774 (p)

Email: heather.eigler@gmail.com (p)

Home Page: <http://hometoheather.com>

Mailing Address:

135 Silverstone Rd NW
Calgary, AB T3B 4Y6
Canada

Beat/Title (Additional): Motherhood,New Product Review,Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Eigler is a Blogger at Home to Heather where she covers Creativity and Motherhood and provides New Product Reviews for products geared toward mothers. Contact her via e-mail. Eigler was previously a sales coordinator at Carmanah Signs until October 2011. Eigler started the Home to Heather blog in 2004. She has a background in sales and marketing, and she previously served as the office manager at ACCESS Records & Media Management Ltd from September 2002 to June 2005. She graduated from the Northern Alberta Institute of Technology in 1998.

Outlet Profile: Formerly known as Maternal Spark. Written for and about creative moms who craft, scrapbook, write, sew and make jewelry. Features interviews with mothers in the arts, small business owners and influential women who shape the mommy blogosphere. Also includes product reviews, giveaways and other promotional content for sponsors.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 3/1/2008

Visitors Per Month: 3,637

Code Frequency: 2 Times/Week

Topic: Arts,Motherhood,Writing

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Role Mommy, LLC: Role Mommy.com, Ms. Beth Feldman, Blogger

Email: beth@rolemommy.com (p)

Home Page: <http://www.rolemommy.com/blog>

Beat/Title (Additional): Motherhood,Work/Life Issues,Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Feldman is a Blogger and covers Motherhood, Parenting and Work/Life Balance. She is also the editor in chief of project you magazine, an online parenting publication, and the president of BeyondPR, an entertainment public relations agency representing television and Internet projects as well as best-selling authors. She can be contacted via e-mail.

Outlet Profile: Covers working moms and how they juggle work, family and parenting. Created to inspire, entertain and inform today's busy moms. Aims to help mothers realize that they don't have to give up their own dreams in order to help their children realize their hopes.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 2,062

Code Frequency: Weekly

Topic: Family & Parenting,Motherhood,Work/Life Issues

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Gannett Co., Inc. The Post-Crescent's Mom to Mom Blog, Ms. Julie Gilkay, Motherhood, Blogger

Shipping Address: 300 W Washington St
Appleton, WI 54911-5452
United States of America

Phone: +1 (920) 733-4411 Ext. 31 (p)

Fax: +1 (920) 733-1945 (m)

Home Page: <http://www.postcrescent.com/section/blogsMom> **Pitching Tips:** Preferred Order: Mail

DMA: Green Bay - Appleton, WI (69)

MSA: Appleton, WI MSA (195)

Mailing Address: PO Box 59
Appleton, WI 54912-0059
United States of America

Beat/Title (Additional): Blogger

Profile: Gilkay is an Assistant Features Editor and oversees Food, Travel and Home for the Post-Crescent. She is also the Editor of Food and Living Well and blogs for The Post-Crescent's Mom to Mom Blog. She is interested in receiving information about food and dining trends that have a local angle. E-mail press releases, contact information and color art two weeks in advance. She does not want to receive excessive phone calls. Gilkay has been an assistant features editor for the Post-Crescent since 2002.

Outlet Profile: This blog is hosted on postcrescent.com. It discusses motherhood and various topics pertaining to being a mom. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 197,231

Code Frequency: 2 Times/Week

Topic: Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Capital Newspapers: Parent to Parent, Ms. Jennifer Gish, Family & Parenting, Blogger

Shipping Address: 645 Albany Shaker Rd
Albany, NY 12211-1158
United States of America

Phone: +1 (518) 454-5089 (p)

Fax: +1 (518) 454-5628 (m)

Email: jgish@timesunion.com (p)

Home Page: <http://blog.timesunion.com/parenting>

DMA: Albany - Schenectady - Troy, NY (58)

MSA: Albany--Schenectady--Troy, NY MSA (57)

Mailing Address: PO Box 15000
Albany, NY 12212-5000
United States of America

Beat/Title (Additional): Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Gish is a Features and Family & Parenting Reporter and Sports Columnist for the Times Union. She also blogs for Parent to Parent. In her sports column, she covers learning a sport for the first time and improving skills. Gish joined the Times Union in 2005. She was previously a metro and features reporter for the York (PA) Daily Record. Prior to that, she was an education reporter for The York (PA) Dispatch. She has received numerous state and national awards for news, features and sports writing. She earned a bachelor's degree in journalism and women's studies from Penn State University.

Outlet Profile: This blog is hosted on blogs.timesunion.com. It discusses parenting.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 271,594

Code Frequency: Daily

Topic: Family & Parenting

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Baby Let's Shop, Ms. Sarah Green, Family & Parenting, Blogger

Shipping Address:

593 Otter Cres
Prince George, BC V2M 5G6
Canada

Email: babyletsshop@shaw.ca (p)

Home Page: <http://www.babyletsshop.com>

Mailing Address:

593 Otter Cres
Prince George, BC V2M 5G6
Canada

Beat/Title (Additional): Motherhood,New Product Review,Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Green is a Blogger for Baby Let's Shop and covers any items that a Family may need or use. Regarding products for review, she states, "We love when companies send us products to review so we would be more than happy. It's hard to say what we would want and not want since we do not know what companies you deal with or what they have. We are pretty open to most items, just try us. We often get sent (or will be sent) food, clothes, toys, diaper bags, highchairs, household products such as cleaners, beauty products, etc. We take anything from small items to big ticket items. It is always good to ask us before you decide to send us something just in case on the off chance that it is something we are unable to test or maybe just don't agree with the product." She also says, "For items coming from outside of Canada please make sure to mark the package as a gift with the value \$0 so I do not incur customs fees. Please also remember to include a note stating where the package is from and a link to your store. Do not forget to email/message me to let me know the day you have mailed out." Initial contact should be done via e-mail. The blog is NOT interested in receiving pitches related to the following topics: items that are not available in Canada or to Canadians; anything to do with guns or other weapons; any characterized item (though they are open to reviewing some movies and TV shows, they will not review toys, clothes, video games, other products with TV cartoon characters or TV stars); religious items; items for small girls (we only have an adult female tester); pregnancy items (no pregnant testers); intimate/adult items; hand sanitizer; or lotion.

Outlet Profile: Covers any items that a regular family may need or use, from baby gear to teens. Also covers mom and dad items. The blog is mainly geared toward Canadian families, but U.S. content is also featured.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication) and a digital Podcast.

Date Established: 6/1/2007

Visitors Per Month: 690

Code Frequency: Weekly

Topic: Family & Parenting,Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | MomDot, Ms. Trisha Haas, Blogger, Owner & Blogger

Phone: +1 (251) 509-8838 (p)

Email: trisha@momdot.com (p)

Home Page: <http://www.momdot.com>

Beat/Title (Additional): Politics,Blogs,Family & Parenting,Shopping

Pitching Tips: Preferred Order: E-Mail

Profile: Haas is the Owner and a Blogger and covers Parenting, Coupons, Politics and Blogging. Contact her via e-mail after 10am.

Outlet Profile: Covers parenting, motherhood and blogging. Provides advice and information for mothers and discusses issues within the community of blogging moms.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 6/1/2008

Visitors Per Month: 112,793

Code Frequency: Daily

Topic: Blogs,Family & Parenting,Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | BooMama, Ms. Sophie Hudson, Children's Books, Blogger

Email: boomama205@gmail.com (p)

Home Page: <http://boomama.net>

Beat/Title (Additional): Motherhood,Blogger,Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Hudson is a Blogger and covers Motherhood and Parenting with a Southern Flair and also reviews Children's Books. She works with a lead time of two weeks. She does not want any images with press materials, but a link to the image would be okay. In regards to her pet peeves, she says, "If somebody contacts you about something and you don't respond right away, then you get another one the next day and another one you feel like they are kind of bombarding you." She can be reached via e-mail.

Outlet Profile: Covers the misadventures, joys and mysteries of motherhood. Reviews children's books and offers contests with prizes for children and moms. Describes motherhood in a comical, Southern style.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 11/27/2005

Visitors Per Month: 6,052

Code Frequency: Daily

Topic: Children's Books,Family & Parenting,Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Poynter Institute for Media Studies: Whoa, Momma!, Ms. Sharon Kennedy Wynne, Family & Parenting, Blogger

Shipping Address: 490 1st Ave S
Saint Petersburg, FL 33701-4204
United States of America

Phone: +1 (727) 893-8595 (p)

Fax: +1 (727) 893-8675 (m)

Email: wynne@sptimes.com (p)

Home Page: <http://www.tampabay.com/blogs/moms/>

DMA: Tampa - St. Petersburg, FL (14)

Outlet Profile: This blog is hosted on tampabay.com. Dishes on all aspects of raising kids in St. Petersburg, FL. Coverage includes parenting issues, child rearing practices, celebrity babies and more.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 6/23/2008

Visitors Per Month: 897,222

Code Frequency: Daily

Topic: Family & Parenting, Motherhood

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer, Regional Interest

Language: English

MSA: Tampa--St. Petersburg--Clearwater, FL MSA (19)

Mailing Address: 490 1st Ave S
Saint Petersburg, FL 33701-4204
United States of America

Beat/Title (Additional): Motherhood, Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Kennedy Wynne is a News Reporter for tbt* and a Blogger for Whoa, Momma!. Contact her via e-mail.

Blogs | Katherine's Child Parenting Blog, Ms. Katherine Lee, Children & Youth Blogger

Email: childparenting.guide@about.com (p)

Home Page: <http://childparenting.about.com/b>

Beat/Title (Additional): Blogger, Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Lee is a Guide for About.com and covers Child Parenting. She also writes Katherine's Child Parenting Blog. Contact her via e-mail.

Outlet Profile: Covers children and parenting. Discusses the parenting of younger children, especially children in elementary school.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 112,245

Code Frequency: 3 Times/Week

Topic: Children & Youth, Family & Parenting

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | amotherworld, Ms. Maria Lianos-Carbone, Editor, Founder & Editor

Email: amotherworld@gmail.com (p)

Home Page: <http://amotherworld.com>

Beat/Title (Additional): Personal Health, Motherhood, Entertainment, Relationships, Family & Parenting, Home

Pitching Tips: Preferred Order: E-Mail

Profile: Lianos-Carbone is the Founder and Editor of amotherworld. She covers topics related to Motherhood, Parenting, Marriage, Personal Health and Wellness, Home and Entertainment, Reviews, Contests, and more. Contact her via e-mail. Lianos-Carbone launched the site in November 2007. She was the online editor, social media for ParentsCanada Magazine from October 2010 to October 2011 and a celebrity blogger for Babble.com from August 2010 to October 2011. She earned a bachelor's degree in broadcast journalism from Ryerson University in 1996, and has a background in film and television working both behind the scenes as well as in front of the camera. She has also worked as a freelancer writer and a part-time contributor to T-Zone Health Inc.

Outlet Profile: This blog was created for the global community of motherhood. Offers information for all mothers who attempt to reach a happy balance between family and career, time for their children and time for themselves. Sections include Motherhood & Parenting, Home & Entertainment and Health & Wellness.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 4,399

Code Frequency: 2 Times/Week

Topic: Family & Parenting, Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Fit Mom's Blog, Ms. Rachel Mickelson, Women's Health, Blogger

Email: pmickelson@verizon.net (p)

Home Page: <http://fitnessformommies.net>

Beat/Title (Additional): Motherhood,Blogger,Fitness & Exercise,Nutrition,Athletes

Pitching Tips: Preferred Order: E-Mail

Profile: Mickelson is a Blogger and covers Fitness for Mothers, Nutrition and Women's Athletic Wear. When asked about her blogs' focus, she wants, "anything and everything under the sun that might help a mom in her journey toward being an athlete." She encourages PR professionals to "be realistic." Contact her via e-mail. Mickelson has been a teacher since graduating from college in 1996. She has taught all ages in physical education and is currently teaching yoga and physical education. She is a longtime runner and cyclist and has a bachelors' degree in physical education from Cal Poly Pomona.

Outlet Profile: Covers fitness and nutrition tips for mothers. Posts reviews of exercise apparel, recommendations for nutritious snacks for active mothers and their kids and information on exercise and other aspects of women's fitness.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 9/30/2007

Visitors Per Month: 1,223

Code Frequency: Daily

Topic: Family & Parenting,Fitness & Exercise,Motherhood,Nutrition,Retail,Women's Interests

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Go Girl Blog, Ms. Patti Minglin, Marketing, Blogger

Email: patti@gogirlcommunications.com (p)

Home Page: <http://gogirlcommunications.wordpress.com>

Beat/Title (Additional): Blogger, Women's Interests

Pitching Tips: Preferred Order: E-Mail

Profile: Minglin is a Blogger for Go Girls Blog and covers Marketing and Women's Interests. She is also a sales and marketing manager for Blissful Media Group. Minglin says, "I am fascinated by all things marketing to women, moms and girls. I love to see brands succeed with their marketing efforts and I also like to discuss reasons for the possible marketing disconnect." "In addition to being both a woman and a mom, and lucky enough to have a household with a teenage girl and, at any given moment, all of her friends," Minglin says, "I am also a professional marketer who has spent the past 5 years consulting with small businesses and entrepreneurs, and as a lead writer and editor for numerous B2B marketing sites that focus on marketing to moms and marketing to women." Contact her via e-mail. Minglin is the founder and CEO of Go Girl Communications, a sales and marketing agency that helps brands build relevant conversations with female consumers. She has blogged at M2W e-ssentials, and previously served as the advertising sales director and associate publisher of Chicago Parent. Minglin has held senior executive positions in the publishing industry for nearly two decades, and has previously worked in circulation, advertising, marketing and new product development, leading the launch of several regional publications. She lives in the Chicago area with her husband and three children.

Outlet Profile: Covers women's interests and marketing. Examines the practice of marketing to women, particularly mothers and girls.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

This outlet offers RSS (Really Simple Syndication).

Code Frequency: 2 Times/Week

Topic: Marketing, Women's Interests

Profile: Consumer

Language: English

Blogs | Selfish Mom, Ms. Amy Oztan, Blogger

Email: amy@selfishmom.com (p)

Home Page: <http://selfishmom.com>

Beat/Title (Additional): Motherhood, Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Oztan is a Blogger and covers Motherhood and Parenting topics. Contact her via e-mail.

Outlet Profile: This blog covers motherhood and parenting topics. Offers product reviews, recipes and giveaways.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (really Simple Syndication).

Visitors Per Month: 1,826

Code Frequency: 2 Times/Week

Topic: Family & Parenting, Motherhood, Recipes

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Blonde Mom Blog, Ms. Jamie Reeves, Celebrities, Blogger

Email: blondemomblog@yahoo.com (p)

Home Page: <http://www.blondemomblog.com>

Beat/Title (Additional): Motherhood,Blogger,Fashion,Family & Parenting,Home

Pitching Tips: Preferred Order: E-Mail

Profile: Reeves is a Blogger and covers Family-Friendly Products and Services for Savvy Housewife. She also also writes for Traveling Mom Blog and Blonde Mom Blog. She says, "If I'm going to write about something, I want to actually be able to try out the product, and so I don't like it when people just send me blind press releases." She adds, "Be aware if the demographic that I fall under." She is not interested in book reviews. Reeves asks for PR professionals to take the time to just personalize the pitch. Contact her via e-mail. Reeves has been a blogger since October 2005. She was previously a journalist.

Outlet Profile: Covers a wide variety of topics of interest to moms including relationships, parenting, pregnancy, celebrities, clothes and home products.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 2,806

Code Frequency: Daily

Topic: Celebrities,Family & Parenting,Fashion,Home,Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Mombian, Ms. Dana Rudolph, Children & Youth, Blogger

Email: drudolph@mombian.com (p)

Home Page: <http://www.mombian.com>

Beat/Title (Additional): Motherhood,Blogger,Lesbian, Gay, Bisexual,Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Rudolph is a Blogger and offers news and tips for Lesbian Moms. Contact her via e-mail. In regards to topics she covers, she says, "I'd say it has to be a good match for my audience, it would have to be a product I generally believe in." Images are helpful with press materials if it adds value to the story. She works with a lead time of about one week. Rudolph has over a decade of experience in the online industry, at both the startup and corporate levels. Most recently, she was a vice president at Merrill Lynch, developing marketing and business strategies for several key online initiatives. She was also the first leader of the firm's global LGBT employee network. Her work has appeared in the Huffington Post, the Washington Post's "On Parenting" site, AfterEllen.com, and AfterElton.com.

Outlet Profile: Serves as a lifestyle site for lesbian moms and other LGBT parents, offering a mix of parenting, politics, diversions, and resources. Provides parenting tips, children's activities, book reviews for parents and children, and political news and commentary, all from the perspective of a lesbian mom. It also includes a helping of lesbian culture and entertainment, in the belief that mothers don't lose their other interests the moment they become parents.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 1,370

Code Frequency: Daily

Topic: Children & Youth,Family & Parenting,Lesbian, Gay, Bisexual,Motherhood

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Adventures in Parenting, Ms. Rochelle Simpson, Family & Parenting, Blogger

Shipping Address: 8 Dearborn Sq
Kankakee, IL 60901-3909
United States of America

Phone: +1 (815) 937-3367 (p)

Email: rsimpson@daily-journal.com (p)

Home Page: <http://daily-journal.com/bloggers/parenting>

DMA: Chicago, IL (3)

MSA: Kankakee-Bradley, IL MSA (324)

Mailing Address: 8 Dearborn Sq
Kankakee, IL 60901-3909
United States of America

Beat/Title (Additional): Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Simpson is a Reporter for The Daily Journal (IL) and covers Education. She is also a Blogger covering Parenting for Adventures in Parenting. Contact her via e-mail.

Outlet Profile: This blog is hosted on daily-herald.com. Covers topics of interest to parents of young children and teenagers. Provides helpful web sites and local resources for family-friendly and young adult information.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

This outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 63,639

Code Frequency: Continuous

Topic: Family & Parenting

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | Mommies With Style, Ms. Whitney Wingerd, Founder & Editor

Email: info@mommieswithstyle.com (m)

Home Page: <http://www.mommieswithstyle.com>

Beat/Title (Additional): Motherhood,Women's Fashion,Family & Parenting

Profile: Wingerd is the Founder and Editor and covers Products and Trends for Stylish Moms. Contact her via the main e-mail or mail. In regards to her pet peeves, she says, "PR companies or companies in general - the assumption that if they've contacted us and sent a product, that there will be a review, were always clear cut." Wingerd was previously a web journalist. She has also worked for a software company.

Outlet Profile: Serves as a community for hip moms. Offers daily reviews on stylish products like diaper bags, strollers and clothes as well as popular message boards where our readers and moms can chat. Reviews maternity up through teen products.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 7,948

Code Frequency: Daily

Topic: Baby/Childhood,Family & Parenting,Motherhood,Women's Fashion

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Blogs | This Mom Loves, Ms. Kate Winn, Blogger

Email: katewinn77@yahoo.ca (p)

Home Page: <http://thismomloves.blogspot.com>

Beat/Title (Additional): Motherhood,New Product Review,Family & Parenting

Pitching Tips: Preferred Order: E-Mail

Profile: Winn is a Blogger and covers Family and Parenting, Motherhood and New Product Reviews. In regards to contact from PR professionals she states, "I'm past the baby phase, so other than products geared specifically for pregnancy and babies, I'm open to pitches." Contact her via e-mail.

Outlet Profile: This blog covers Consumer Interest with a focus on Motherhood, Family and Parenting. Features Giveaways, Product Reviews, Children's Book Reviews and more.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

This outlet offers RSS (Really Simple Syndication).

Date Established: 1/26/2010

Visitors Per Month: 158

Code Frequency: 3 Times/Week

Topic: Children & Youth,Children's Books,Family & Parenting,Motherhood

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Editorial Calendars for Mother's Day



Outlet: Ambush
Media Type: Magazine
Opportunity Description: Edition: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/8/2012
Features Deadline: 4/8/2012
Circulation: 10,000

Outlet: Life & Style Weekly
Media Type: Magazine
Opportunity Description: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/11/2012
Features Deadline: 4/11/2012
Circulation: 420,410

Outlet: The Source Weekly
Media Type: Magazine
Opportunity Description: Modern moms: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/10/2012
Features Deadline: 4/12/2012
Circulation: 14,861

Outlet: Gay Life
Media Type: Magazine
Opportunity Description: Editorial plan: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 4/27/2012
Features Deadline: 4/13/2012
Circulation: 10,000

Outlet: Country Weekly
Media Type: Magazine
Opportunity Description: Editorial theme: Mother's Day gift guide.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/14/2012
Features Deadline: 4/16/2012
Circulation: 75,000

Outlet: JT News
Media Type: Magazine
Opportunity Description: We love mom.
Opportunity Topic: Motherhood
Issue Date: 4/27/2012
Features Deadline: 4/17/2012
Circulation: 4,500

Outlet: Cookbook Digest
Media Type: Magazine
Opportunity Description: Marvelous meals for mom.
Opportunity Topic: Cooking & Baking, Recipes, Motherhood
Issue Date: 6/1/2012
Features Deadline: 4/20/2012
Circulation: 76,000

Outlet: The Catholic Register
Media Type: Magazine
Opportunity Description: Features: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/6/2012
Features Deadline: 4/22/2012
Circulation: 35,000

Outlet: Butler Eagle
Media Type: Daily Newspaper
Opportunity Description: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/1/2012
Features Deadline: 4/24/2012
Circulation: 26,191

Outlet: The Edmonton Sun
Media Type: Daily Newspaper
Opportunity Description: Mother's Day gifts.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/1/2012
Features Deadline: 4/24/2012
Circulation: 51,547

Outlet: USA Today
Media Type: Daily Newspaper
Opportunity Description: Your life: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/1/2012
Features Deadline: 4/24/2012
Circulation: 1,784,242

Outlet: The Forum
Media Type: Daily Newspaper
Opportunity Description: Moms, dads and grads: gifts for everyone.
Opportunity Topic: Celebrations & Parties, Gifts, Seasons & Holidays
Issue Date: 5/1/2012
Features Deadline: 4/24/2012
Circulation: 47,500

Outlet: Our Weekly
Media Type: Magazine
Opportunity Description: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/1/2012
Features Deadline: 4/24/2012
Circulation: 50,000

Outlet: Birmingham Christian Family
Media Type: Magazine
Opportunity Description: Mother's Day and graduation gifts.
Opportunity Topic: Celebrations & Parties, Gifts, Seasons & Holidays
Issue Date: 5/1/2012
Issue Day: 1st of the Month
Features Deadline: 4/25/2012
Circulation: 35,000

Outlet: Staten Island Advance
Media Type: Daily Newspaper
Opportunity Description: Mother's Day gift ideas.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/3/2012
Features Deadline: 4/26/2012
Circulation: 37,998

Outlet: Belleville News-Democrat
Media Type: Daily Newspaper
Opportunity Description: Mother's Day dining.
Opportunity Topic: Dining Guide, Seasons & Holidays, Motherhood
Issue Date: 5/10/2012
Features Deadline: 4/26/2012
Circulation: 50,045

Outlet: 24 Hours Vancouver
Media Type: Daily Newspaper
Opportunity Description: Mother's Day gift guide.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/4/2012
Features Deadline: 4/27/2012
Circulation: 131,216

Outlet: In Touch Weekly
Media Type: Magazine
Opportunity Description: Mothers Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/11/2012
Features Deadline: 4/27/2012
Circulation: 685,634

Outlet: Antelope Valley Press
Media Type: Daily Newspaper
Opportunity Description: Mother's Day: a celebration of all aspects of motherhood, including gift ideas and the winners of the popular draw your mom contest.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/6/2012
Features Deadline: 4/29/2012
Circulation: 19,000

Outlet: Indy's Child
Media Type: Magazine
Opportunity Description: Biannual maternity and baby issue: nursing and sleep training.
Opportunity Topic: Family & Parenting, Baby/Childhood, Motherhood
Issue Date: 7/1/2012
Features Deadline: 5/1/2012
Circulation: 55,000

Outlet: Toledo Area Parent News
Media Type: Magazine
Opportunity Description: Maternity and baby guide.
Opportunity Topic: Baby/Childhood, Motherhood
Issue Date: 7/1/2012
Features Deadline: 5/2/2012
Circulation: 29,466

Outlet: Central Penn Parent
Media Type: Magazine
Opportunity Description: Plain Jane: humorous insights from a less-than-perfect mom.
Opportunity Topic: Humor & Satire, Motherhood
Issue Date: 7/1/2012
Features Deadline: 5/2/2012
Circulation: 38,000

Outlet: The Globe and Mail
Media Type: Daily Newspaper
Opportunity Description: Style: mum's the word, with Canada's top tastemakers revealing the style secrets they learned from their mothers.
Opportunity Topic: Canada, Fashion & Beauty, Motherhood
Issue Date: 5/12/2012
Features Deadline: 5/5/2012
Circulation: 306,985

Outlet: Parents
Media Type: Magazine
Opportunity Description: Beauty: mom makeovers.
Opportunity Topic: Beauty & Grooming, Motherhood
Issue Date: 11/1/2012
Features Deadline: 5/5/2012
Circulation: 2,215,645

Outlet: Los Angeles Times
Media Type: Daily Newspaper
Opportunity Description: Advertising opportunities: Mother's Day.
Opportunity Topic: Seasons & Holidays, Motherhood
Issue Date: 5/13/2012
Features Deadline: 5/6/2012
Circulation: 572,998

Outlet: Stars and Stripes
Media Type: Magazine
Opportunity Description: Mother's Day: messages from friends and family to the forces stationed overseas.
Opportunity Topic: Military Personnel & Lifestyle, Seasons & Holidays, Motherhood
Issue Date: 5/13/2012
Features Deadline: 5/6/2012
Circulation: 93,725

Outlet: Jet
Media Type: Magazine
Opportunity Description: Marquee mamas issue: round-up of the best black mommy blogs.
Opportunity Topic: African American, Blogs, Motherhood
Issue Date: 5/28/2012
Features Deadline: 5/7/2012
Circulation: 820,557

Outlet: Ann Arbor Family Press
Media Type: Magazine
Opportunity Description: Maternity and baby guide.
Opportunity Topic: Baby/Childhood, Motherhood
Issue Date: 7/1/2012
Features Deadline: 5/7/2012
Circulation: 16,350

Outlet: Metro Toronto
Media Type: Daily Newspaper
Opportunity Description: Mother's Day gift guide.
Opportunity Topic: Gifts, Seasons & Holidays, Motherhood
Issue Date: 5/10/2012
Features Deadline: 5/8/2012
Circulation: 300,000

Outlet: Cleveland/Akron Family
Media Type: Magazine
Opportunity Description: Mommy matters and daddy dialogue.
Opportunity Topic: Family & Parenting, Motherhood, Fatherhood
Issue Date: 6/1/2012
Features Deadline: 5/11/2012
Circulation: 27,229

Outlet: The Signal
Media Type: Daily Newspaper
Opportunity Description: Parent times: Mother's Day, the woes of letting go, and the when and how.
Opportunity Topic: Family & Parenting, Seasons & Holidays, Motherhood
Issue Date: 5/25/2012
Features Deadline: 5/18/2012
Circulation: 9,329

Outlet: Green Bay Press-Gazette
Media Type: Daily Newspaper
Opportunity Description: Green Bay moms.
Opportunity Topic: Motherhood
Issue Date: 6/1/2012
Features Deadline: 5/18/2012
Circulation: 43,278

Outlet: Parenting New Hampshire
Media Type: Magazine
Opportunity Description: In every issue: hot mama, featuring great products for moms or moms-to-be.
Opportunity Topic: New Products, Pregnancy & Birth, Motherhood
Issue Date: 7/1/2012
Features Deadline: 5/20/2012
Circulation: 27,333

Outlet: First for Women
Media Type: Magazine
Opportunity Description: Decor: mom's organization center and kitchen desk area.
Opportunity Topic: Home Decorating, Kitchens, Motherhood
Issue Date: 8/20/2012
Features Deadline: 5/22/2012
Circulation: 1,310,696