Reach parents when it *matters* most

Motherhood Diaries is a pregnancy and parenting magazine, written by Leyla Preston, a UK mum of four. Parents find us on Google when they're trying for a baby, counting the weeks of pregnancy and raising young children. Your brand can be part of those moments.

88K
Google search appearances a month (Aug–Oct 2026)

500+
visits from Google a month, and rising since September

490
articles live, written from real family life

2010
the year we started. One editor, one voice ever since

WHO READS US

Parents at every early stage

Our most-read pages are pregnancy week-by-week guides, new-baby essentials and family activities. Readers are trying to conceive, pregnant, or raising children under 11.

WHERE ENGAGED READERS ARE

United States	40%
United Kingdom	26%
Rest of the world	34%

UK readers are our most engaged: over a minute per visit on average. Engaged visits, Aug–Oct 2026, Google Analytics, automated traffic excluded.



"Authentic storytelling for the modern parent."

LEYLA PRESTON, FOUNDER AND EDITOR

5.6K
LinkedIn

2.8K
Instagram @motherhooddiaries

1.5K
Pinterest

220
Email subscribers

WHY BRANDS WORK WITH US

Real experience
Written by a mum of four, from real family life, not a content farm.

Content that lasts
Articles stay live and keep being found on Google for years.

Clearly labelled
Every partnership is labelled "Ad", so it's safe for your brand.

LEYLA@MOTHERHOODDIARIES.COM

WHAT PARENTS FIND US FOR

Our most-seen articles on *Google*

01	38 weeks pregnant: pelvic pain and pressure	55K
02	9 weeks pregnant: metallic taste	32K
03	5 weeks pregnant, no symptoms	20K
04	Pregnancy announcements for older siblings	20K
05	What to put in a new mum care package	19K
06	Family home evening activities	18K
07	Self-care "empty cup" quotes	17K
08	Babymoon ideas on a budget	12K

Google search appearances, Feb–Oct 2026 (Google Search Console).

PARTNERSHIP PACKAGES

Ways to *work with us*

Brand mention — £319

Your brand added to an existing, relevant article that already gets Google traffic.

- Placed in a live article on a matching topic
- Social media mention
- Live within 72 hours

Sponsored article — £419

Your 750+ word article, edited to Motherhood Diaries style.

- Your images, optimised for the web
- Newsletter inclusion
- Social media share

Sponsored feature — £649

1,000+ words written by Leyla, from her own experience as a mum of four.

- Original, high-resolution photos
- Newsletter inclusion
- Shared across our social channels

Campaign — £889

Our fullest package: a sponsored feature with extra reach and a results report.

- Everything in Sponsored feature
- Dedicated newsletter feature
- Posts on our brand Instagram, @motherhooddiariesofficial
- Results report after 30 days

FOR PAST PARTNERS

Refresh and re-promote. We update your existing Motherhood Diaries article with new products, photos and an up-to-date link, then share it again.

Price on application

Transparent by design. All paid content is labelled "Ad" and partner links are marked sponsored, in line with ASA/CAP rules and Google's guidelines.

LEYLA@MOTHERHOODDIARIES.COM

PROOF IT LASTS

Your article *keeps working*

Partner articles stay live and keep being found. Google search appearances for past partner articles, Feb–Oct 2026:

14,000	10,000	9,000
Feel Good Contacts review	Mama Mio tummy rub butter	SnuzPod review

Every partner gets a report of views, clicks and Google appearances 30 days after their piece goes live.

ADDITIONAL SERVICES

Product reviews
Honest, thorough reviews tested in real family life.
Price on application

Social giveaways
Engagement-focused campaigns across our socials.
£250

Video content
Short-form video for Reels and YouTube.
Price on application

BRANDS WE'VE WORKED WITH

The Baby Show · Start-Rite · Lights by TENA · Beats · Kegel8 · HeyBaby4D · Genucel · Feel Good Contacts · Snuz · Mama Mio

"Leyla is an absolute pleasure to work with. She is professional, polite and writes with great detail. I would recommend working with Leyla and look forward to working with her in the future."

ANNA GUYER · FOUNDER, GREENHOUSE PR

"Working with Leyla on a review for the Motherhood Diaries was a pleasure. Leyla is very professional and her review was honest and extremely thorough. We look forward to working with her again!"

DELIA BOURNE · MARKETING EXECUTIVE

Let's work *together*

Tell me about your brand and what you'd like to achieve, and I'll suggest the best fit.

Email leyla@motherhooddiaries.com
Website motherhooddiaries.com
Payment In advance, by bank transfer or PayPal



Coming soon: advertising on Poppy, our new app for UK parents. Join the advertiser waiting list: motherhooddiaries.com/poppywaitinglist

© 2026 MOTHERHOOD DIARIES UK LTD