

# Media Kit



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## Meet Eghe Lenze

Hello, I'm Eghe. Becoming Family came about from being a baby planner. I enjoyed talking, meeting and educating soon to be parents. I was seeing the void of a place where parents could build relationships while becoming a family. I understood the void as I struggled with the same when I was becoming a mom of twins.

## About Becoming Family

Becoming Family is more than a blog. We are a resource for expecting families and families who have little ones up to age 8. Becoming Family is a place where we cover topics from pregnancy, being a parent and becoming a family. We are passionate about helping families build their tribe, be a part of the community and connect & educated them about resources they may or may not know about online and offline.



## community

Average Pageviews:  
**2,200/month**  
Average Unique  
Visitors:  
**1,440/month**  
Facebook:  
**2,867**  
Pinterest:  
**2,832**  
Twitter:  
**1,688**  
Instagram:  
**1,282**

## services

sponsored posts  
sponsored classes  
partnership packages  
brand ambassadorships  
product reviews  
advertising

## collaborations



The Barre Code<sup>®</sup>



## Work With Us

- Introduce your product or service to a highly relevant audience
- Gain continuous, high-quality exposure
- Enjoy a variety of partnership opportunities

## audience

85% Female  
71% Ages 25-44  
76% Married  
42% Household Income 75K+  
95% Have Kids  
58% Have Higher Education

Indiana has **higher-than-average fertility rate**, scoring two points higher than the national average. One third pregnancies reported in Indianapolis.