

# Celeb Baby Laundry

L A U N D R Y



PREGNANCY +  
NEW MOM



PARENTING + THE  
TWIN LIFE



FAMILY TRAVEL

## about the blog

Celeb Baby Laundry is a blog created by a mom for other moms. The concept of Celeb Baby Laundry came to fruition while the editor, Robyn, was pregnant in 2010, with her eldest daughter, Ava.

The blog is an online resource where Robyn and other contributors share their experiences from pregnancy and beyond while featuring other topics that interest millennial moms. Readers enjoy daily content related to pregnancy, parenting, family-friendly recipes, crafts for kids, reviews, travel and everything Disney.

### Social Media



**11.6 K followers**  
@celebbabylaundry



**5.6 K followers**  
@robyncgood



**20 K followers**  
@robyncgood



**7.7 K followers**  
@robyncgood

### Blog Statistics

**55K**

MONTHLY  
UNIQUE VISITORS

**65K**

MONTHLY  
PAGE VIEWS

**50K**

SOCIAL MEDIA  
FOLLOWERS



Robyn has many titles that she is proud of – a political science major, world traveler, social media influencer and of course a mom! She is 32-years-old.

Robyn started blogging in 2006, in the entertainment field.

In March 2016, Robyn welcomed twin girls, Ella & Rose. Being a mom to three young children, she has become an expert juggler with everyday life and parenting!

## BLOG AUDIENCE

**95%**  
FEMALE

**60%**  
AGE 25-40

**76%**  
FROM THE US

## Partnering With Robyn

Through blog publications, social media interactions, Robyn has developed a readership that is dedicated and engaged. Celeb Baby Laundry reaches parents in a way that provides great results. Brands can connect with their market directly and in a heartfelt manner. The sincerity and experiences offered to readers insures sponsors are always satisfied with the results.

## BRAND PARTNERSHIPS



### Partnership Opportunities

#### Sponsored Post

Topics must be relevant to the content on CBL. We only accept no-follow links. All sponsored posts include a feature on CBL with high-quality photos and promotion across three social media channels.

**\$300 per post**

#### Social Promotion

Social promotion can be done on one or all of CBL's social media channels. Robyn also promotes products on social media. Instagram has the best reach for this type of partnership.

#### Product Review

Reviews are featured within an original post with high-quality photos. Reviews are also conducted for our expectant mom gift guide and annual holiday gift guides.

#### YouTube

Robyn's family are available for potential collaborations. The Go Guy is a vlog where her husband, Daniel features food and travel related content. Ava's Toy Box is a vlog where her six-year-old daughter features toys and other stuff for kids.

**Brand Ambassador – Advertorials – Twitter Party – Giveaways – Fashion Credit – App Review – Food Creation Let's work together!**

**Let's work together. Please contact [celebbabylaundry@gmail.com](mailto:celebbabylaundry@gmail.com)**