

Birthbabe

Putting mamas first.

Media Kit | 2026

[Website](#) | [Magazine](#) | [Weekly Newsletter](#) | [Social](#)

ABOUT BIRTHBABE

Birthbabe is an independent, growing platform dedicated to putting mamas first. We cover pregnancy, birth and early parenthood with honesty, expertise and heart. Our content is evidence-backed and produced alongside leading medical professionals, academics and real mothers. We exist to improve the experience of early motherhood.

Our print magazine is stocked in waiting rooms of womens health physiotherapists, consultants, libraries, mum gyms and mum groups, putting your brand directly in front of our audience at the moments they are most engaged.

EDITORIAL CREDENTIALS

Our contributors and interviewees include:

● Dr Sangeeta Mittal

Ex-NHS obstetrician turned yoga therapist. Bringing clinical expertise and holistic care together.

● Emma McKenzie

Fashion columnist covering style through pregnancy, postpartum and beyond.

● MPs and policymakers

Elected representatives speaking on maternal health, parental leave and early years policy.

● Esteemed academics

Leading academic voices informing our evidence-backed editorial approach.

● Senior midwives

Frontline clinical voices bringing real-world maternity experience to our readers.

● Real mothers

Honest, lived-experience stories at the heart of everything we publish.

● Coming soon

We have a number of high-profile contributors joining us in upcoming issues, spanning politics, business, campaigning and public life.

AUDIENCE AT A GLANCE | 2026

1,500+

Monthly website
sessions

30%

Newsletter
open rate

250-500

Magazine readers
per issue

UK + US

Primary
readership

Growing every month across website, magazine, newsletter, social and Pinterest.

HOW WE WORK TOGETHER

We offer three partnership tiers to suit different budgets and goals. All are values-led. We only work with brands we believe genuinely serve mothers and families. Pricing reflects our current stage and is available on request.

MOST IMPACTFUL

Founding Partner

Exclusive, long-term alignment across all four Birthbabe channels. For brands who want to grow with us from the ground up.

- Full-page ad in every quarterly magazine issue
- Homepage and website feature placement
- Monthly newsletter feature or spotlight
- Regular inclusion across social channels
- Annual partnership, exclusive within your product category
- First access to new channels and opportunities as we grow

PRICE ON REQUEST

Issue Partner

Named partner for one quarterly issue, with matching newsletter and social coverage.

- Half-page ad in the issue
- Issue-specific website feature or editorial mention
- Newsletter spotlight in launch week
- 1 to 2 social posts tied to the issue

PRICE ON REQUEST

Single Placement

A defined slot, ideal for brands testing the water or running a specific campaign.

- Quarter-page ad in the magazine, or
- Website banner placement, or
- Dedicated newsletter ad slot

PRICE ON REQUEST

Open to something different?

Every brand is different. If none of the above feels quite right, we are open to creative collaborations and bespoke partnerships tailored to your goals. Get in touch and let's talk.

WHAT WE STAND FOR

Evidence-backed

Our content is informed by medical professionals, academics and senior clinicians.

Putting mamas first

Every editorial decision centres the mother, not just the baby.

Editorial independence

Partnerships are clearly separated from content. Our voice stays our own.

Values-led only

We only work with brands that genuinely serve mothers and families.

Full transparency

All paid partnerships are clearly labelled. Our audience trusts us.

Early mover advantage

Founding partners lock in launch rates as Birthbabe grows.

Ready to partner with Birthbabe?

Putting mamas first.

partnerships@birthbabe.com

Birthbabe Magazine

In this issue

- 6 **Mastitis Masterclass**
Your T-mag explains it!
- 11 **4 Trimesters, 4 Essentials**
the essential items being to help
- 12 **Keep it Brief**
why ginger biscuits can't solve pregnancy sickness
- 15 **First Trimester at Xmas**
why you're the festive season
- 17 **The Edit**
Christmas shopping guide
- 18 **Meet: HQ Barbie**
so much more than 'just morning sickness'
- 24 **The Vaganda**
another trend on social media
- 27 **The Hard Side of the Holidays**
how to support those TTC or navigating infertility Christmas
- 34 **Bump Club**
all the bumps and babies on debut
- 38 **Check-Up**
spotlight on adoptions
- 40 **P.S.A.**
with Mabel L. from @mabelsbirthbabe

VOL 02 NOV 2025

Birthbabe

keep it brief

The Truth Behind Pregnancy Nausea

(and why ginger biscuits won't help)

Despite affecting most pregnant women, nausea has always had a shambolic causal reputation. You're sick, you're exhausted, you can't look at food without gagging, and yet the advice is always the same: try ginger biscuits.

But the real story is far more complex. New research from the University of Cambridge has finally identified the biological trigger behind pregnancy sickness, revealing what we thought we knew about why some women feel really queasy while others can't keep down water.

Four trimesters Four essentials

NEW APPROVED

01 A pregnancy-friendly balancing body wash.	02 Swimming, sleeping, eating, exactly what your bump needs.
03 These are our most loved leggings!	04 Available in four colors - comfort & planet friendly. With love.

Nourish the Fourth

how to heal from the inside out

When you're pregnant, everyone talks about the trimesters the first, second, and third, but few prepare you for the fourth.

The one that comes after the birth, the one where your body, mind, and hormones are doing an Olympic-level reset while you're also healing a baby, carrying on a legacy of life, and trying to remember when you last drank more than wasn't odd coffee.

Like so many mothers, the discoverer of the fourth, Kelly Martin, that missing conversation because her calling.

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Birthbabe

PUTTING MAMAS FIRST

The festive season's most requested gift:

Subscribe here

Birthbabe Magazine is published quarterly in print and digital formats.