



Modern Moms Use Digital Tools to Streamline Days and Stretch Dollars

Total Beauty Media Group Uncovers Content Consumption and Purchase Trends Among Women with Children in Insights Report: Digital Power Moms

Santa Monica, Calif., April 23, 2013 – New insights from [Total Beauty Media Group](#), the leading digital publisher of holistic health and beauty content, show that modern moms are increasingly utilizing digital tools to streamline their busy days and stretch their limited dollars. The variety of emerging digital platforms and resources empower women with children to yield increased influence and buying power than earlier generations and their childless counterparts.

The insights revealed today in [Digital Power Moms](#), the fourth in a series of Total Beauty Media Group intelligence reports, provide marketers with a better understanding of how modern moms can be effectively engaged in new ways using the digital and mobile tools they rely on in their day to day lives.

“TotalBeauty.com’s audience is nearly 50 percent moms,” says Ethelbert Williams, Head of Marketing, Total Beauty Media Group. “It is important we deliver for our brand partners insights to how this new digital power mom is leveraging web, video and mobile touch points in her everyday life, as well as on the path to discovering and shopping.”

Digital Power Moms examines trends in how women with children consume content online through various channels, and compares these trends to those of non-moms, revealing unique attributes of the increasingly powerful mom sector. Socially-connected moms mention brands 73 times per week, compared to 64 times for the average female and 57 times among males. Sixty-seven percent of moms game online, compared to 57 percent of non-moms, and nearly 1 in 5 moms say that online videos are replacing the movie theater – providing brands with a variety of ways in which to connect.

In this report, Total Beauty Media Group also uncovers key findings in [how moms leverage digital](#) in budgeting and spending, identifying where they splurge and save, and the role that children play in purchase decisions. Further, the report explores shopping habits among moms by product category.

The paper concludes by providing brand marketers with key takeaways for understanding the modern techno-sophisticated mommy sector, and provides recommendations on how to effectively reach them.

Digital Power Moms is currently available for download at DigitalPowerMoms.com.

About Total Beauty Media Group

Founded in 2007, Total Beauty Media Group operates TotalBeauty.com, home of the largest database of independent, unbiased [beauty product reviews](#) for women. TotalBeauty.com features hundreds of thousands of user-generated reviews, spanning more than 55,000 products, including most known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends, including TotalBeauty.com TV – its immense library of beauty how-to videos.

Total Beauty Media Group's portfolio of digital beauty, health and lifestyle media properties includes: TotalBeauty.com, BeautyRiot.com, LimeLife.com and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and based in Santa Monica, Calif. For more information about Total Beauty Media Group, visit TotalBeautyMedia.com.

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