

The Lives of DIGITAL POWER MOMS

How moms engage with new media on the path to purchase

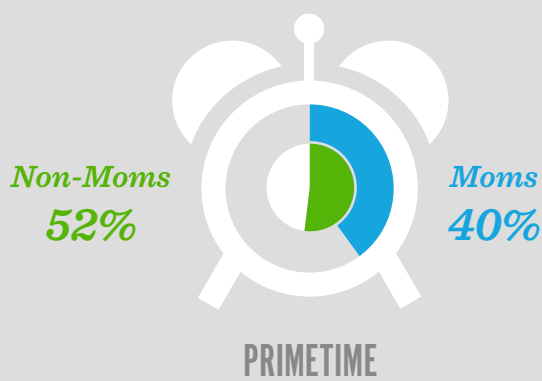
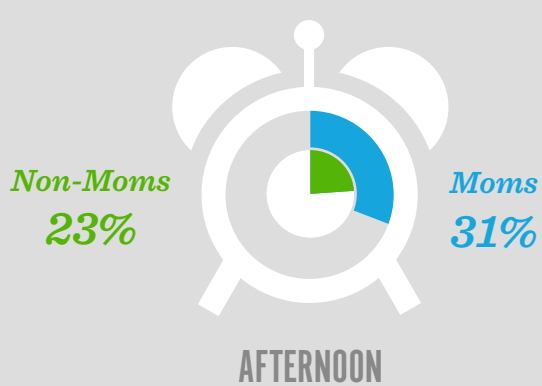
totalbeauty MEDIA GROUP

Total Beauty Media Group, a leading online beauty and wellness publisher, understands how moms connect and engage through digital media.



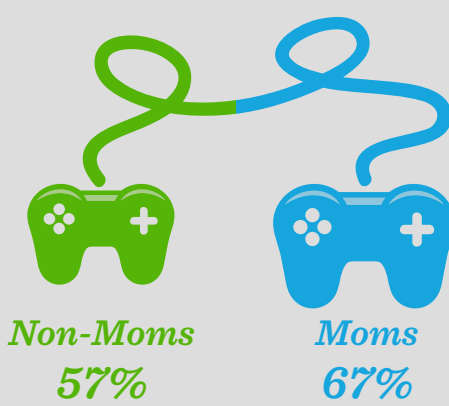
ENGAGE MOMS ON THE GO

Moms spend more time on their mobile devices



ENTERTAIN MOMS

and help keep the kids occupied when needed



MOMS ARE MUCH MORE LIKELY TO ONLINE GAME

TOP THREE TYPES OF VIDEO CONTENT WATCHED BY MOMS AND NON-MOMS ALIKE:

- #1: YouTube
- #2: News
- #3: How-to-Videos



WOW MOMS WITH VIDEO

10% of moms subscribe to 16 or more YouTube channels

65% of moms spend more money on their kids than themselves

SHE'S FOCUSED ON SPENDING FOR HER FAMILY FIRST



How moms prepare for back-to-school



ALTHOUGH, SHE'LL STILL SPLURGE ON AT-HOME BEAUTY TREATMENTS FOR HERSELF



1 in 5 moms spend \$150 to \$250 a year on the skincare issue that most troubles them

Total Beauty Media Group offers creative advertising and sponsorship solutions via web, video, email and mobile to connect brands with shoppers.



AWARD WINNING CONTENT



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Download the free insights report: DigitalPowerMoms.com

