



COFFEE + CRUMBS

MEDIA KIT 2018



ABOUT COFFEE + CRUMBS

We are mothers and storytellers. Plain and simple.

We believe the very essence of motherhood can be found in the sweet spot between coffee and crumbs—in that magical place between calm and chaos, beauty and mess, joy and sacrifice.

Coffee + Crumbs is a collection of stories about motherhood, love, and the good kind of heartache. At the very core of this space, we want all moms to feel less alone.

Our writing team is made up of a dozen imperfect mothers, figuring out the mystery of parenthood one day and mistake at a time. Coffee + Crumbs is where we share our stories along the way, regularly practicing our collective mantra of grace > guilt.

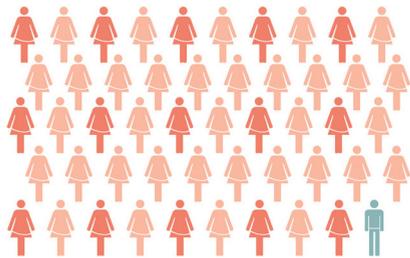
Our site launched on July 1, 2014 and had 2.8 million page views in the first eight weeks after three of our posts went viral. In the past three years, we've also added an online shop, an online writing course for mothers, and a popular podcast, which boasts half a million downloads to date. Our first book, *The Magic of Motherhood*, was released on April 4, 2017.

It is our mission to support, uplift, and inspire mothers through artful storytelling and creative community.

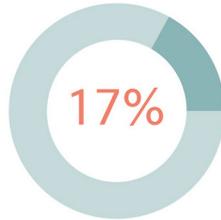
We never offer advice; we simply offer ourselves.

Whether your budget is tiny or large, we'd love to work with you. We're especially passionate about connecting with brands that serve our demographic—mothers of young children.

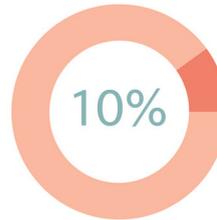
OUR AUDIENCE



98% OF OUR READERS ARE WOMEN



17% OF OUR READERS ARE CURRENTLY PREGNANT

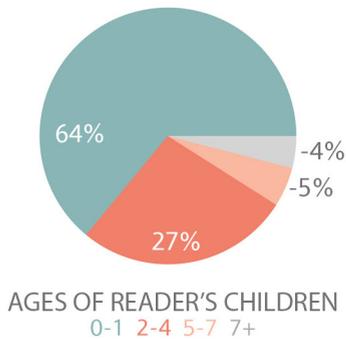
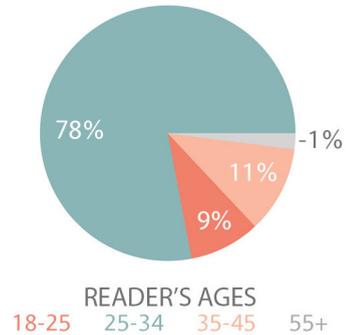


10% OF OUR READERS ARE CURRENTLY TRYING TO BECOME PREGNANT

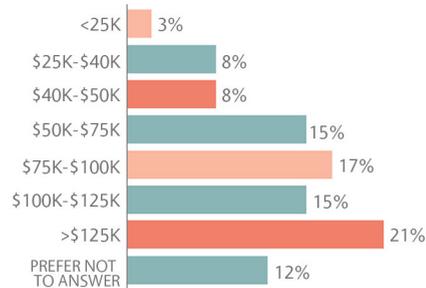


72% OF OUR READERS ARE NOT DONE HAVING CHILDREN

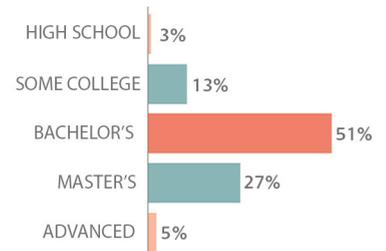
81% OF OUR READERS ARE PARENTS



HOUSEHOLD INCOME (YR)



EDUCATION



WHAT READERS ARE SAYING

"I stumbled upon this blog as I scoured the internet for something that would make me feel a little less crazy as I adjust to my new role as a stay-at-home mom. Everything I found felt empty, and the words I read felt contrived and hollow until I landed at Coffee + Crumbs. The realness, vulnerability, and honesty is refreshing."

"This website is my therapy and friend."

"There isn't a single essay I don't send the link to someone I know."

"At times, this blog has been my only resource and comfort with regards to new motherhood. Thank you for all the work you put into it; I am extremely grateful and look forward to ways to support you financially in the future."

"I get more out of these essays (emotionally) than I do from anywhere else on the internet. I am so glad you started it."

"It is the very high quality writing that keeps me coming back."

"This is the only online site I have found that I can really relate to as a new mom."

"Thank you for filling a void and creating a platform for stories that matter."

"I appreciate the transparency with which these women write. When I feel scared, tired, confused, overwhelmed, alone—I come here."

"I thought I was the only one finding it very hard at times to be a good (enough) mother for my little girl, since all you see on the internet is glitter and rainbows. This website keeps me sane."

"I am head-over-heels in love with this blog. I have even printed posts so I can read them over and over again."

"This is the website I have been looking for ever since I got pregnant."

** Comments taken from our Reader Survey, November 2016*

OUR REACH + INFLUENCE



WE POST 3X PER WEEK
AN AVERAGE OF 12 ESSAYS PER MONTH
THE PODCAST IS PUBLISHED 1X PER WEEK ON TUESDAYS

AUGUST 2014 OUR HIGHEST MONTH TO DATE

2.8 MILLION + **2.1 MILLION**
PAGE VIEWS UNIQUE VISITORS



19k
FACEBOOK FANS



22k
INSTAGRAM FOLLOWERS



4.2k
MONTHLY NEWSLETTER
SUBSCRIBERS

AS FEATURED ON



THE
HUFFINGTON
POST

THE COFFEE + CRUMBS PODCAST

The Coffee + Crumbs podcast offers hope and encouragement for mothers through a variety of candid conversations about parenting. Hosted by Indiana Adams, with C+C founder Ashlee Gadd and C+C writer April Hoss, topics range from potty training and baby registries to mental health and growing your family through adoption.



AVERAGE 15K- 18K DOWNLOADS
PER EPISODE



86%
OF LISTENERS LIVE IN
THE UNITED STATES

WHAT LISTENERS ARE SAYING ON ITUNES

"The C+C podcast is the first podcast I've ever listened to. I didn't know what to expect, but I am HOOKED. I've listened on my commute home and find myself laughing, crying, and nodding 'me too' as I listen."

"How refreshing, empowering, and confidence-boosting this podcast is!"

"There is such reassuring, honest, and warm stuff going on here."

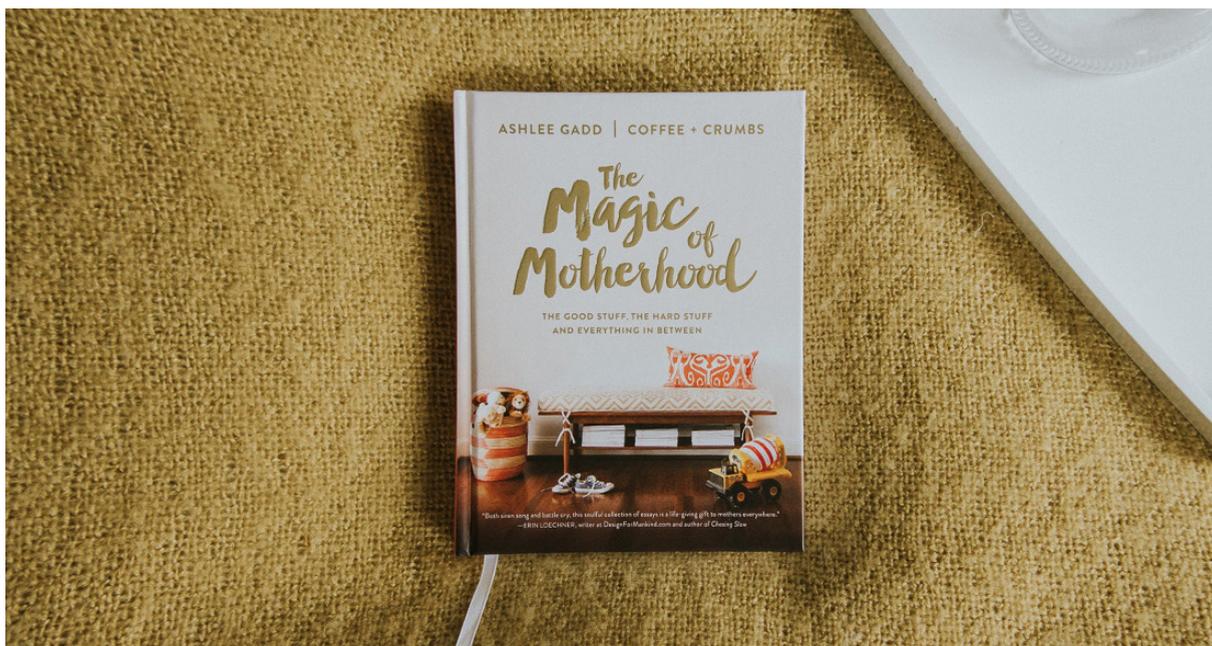
"I love this podcast! Every time I listen to it, I feel like I'm eavesdropping on a conversation of some moms at the park. I always want to jump in their conversation and say, 'Me too! I feel that way too!' This podcast is definitely worth the precious moments you have in your day. You won't regret it."

"One time the show was so spot on, I stood in my utility room sobbing while folding laundry."

"Wholesome, real, humble, and touching on all topics relevant to the modern mama ... I can't stop listening."

"This podcast hits on all the feels: happiness, nostalgia, guilt, frustration. I love hearing my same stories come out of other women's mouths—you mean I'm not alone in this?! Thanks for presenting motherhood and womanhood in its raw form."

THE COFFEE + CRUMBS BOOK



The Magic of Motherhood: The Good Stuff, The Hard Stuff, and Everything In Between is a collection of honest stories that weave together the love, joy, and magnificent heartache of motherhood. The book released on April 4, 2017 and is available for purchase at Target, Barnes & Noble, Amazon, and most Christian bookstores.

PRAISE FOR *THE MAGIC OF MOTHERHOOD*

"The Magic of Motherhood is not a parenting book; it is a partnering book. Equal parts siren song and battle cry, this soulful collection of essays is a life-giving gift to mothers everywhere."

- Erin Loechner, Author of *Chasing Slow*

"The Magic of Motherhood is a breath of fresh air for every mom who needs to be reminded that our journeys overlap in unexpected and yet predictable ways. When you need to regain a sense of equilibrium, this is the book that will bring you back to life."

- Mandy Arioto, President and CEO MOPS International

"These stories of mothering are equal parts laughter and tears, truth and grace, gritty and hopeful. In their vulnerable words, you will find permission to fully own and to be transformed by your own story of motherhood."

- Sarah Bessey, author of *Jesus Feminist* and *Out of Sorts: Making Peace with an Evolving Faith*