

THE REBEL MAMA™

WHAT IS A REBEL MAMA?

A Rebel Mama is a trailblazing, no-nonsense, multifaceted woman (who happens to be the mother of one or more children).



WHO ARE THE REBEL MAMA(S)?

At the helm of this ship are two women - Aleks Jassem (the blonde one) and Nikita Stanley (the brunette one) - who set out on a mission to re-imagine motherhood back in 2014, after their initial foray into the online mommy-world left *a lot* to be desired.



Photography : *Briony Douglas*, Art Direction: *Ariane Laezza*, Styling: *Nicole Manek*

WHAT DO THE REBEL MAMA(S) DO?

Affectionately hailed as the “anti-mommy bloggers”, the duo create engaging content that actively reminds readers that there is more than one formula for a healthy family dynamic and *more than one kind of woman who can be a good mom*; thus freeing people everywhere to parent as they please.



Photography: *Briony Douglas*, Art Direction: *Ariane Laezza*, Styling: *Nicole Manek*

WHY DOES THE REBEL MAMA MATTER?

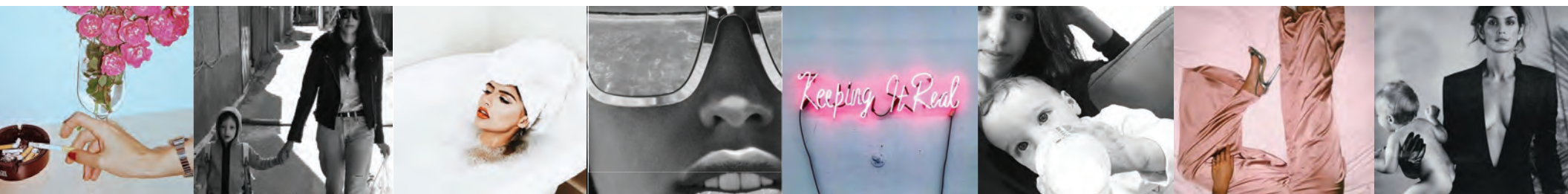
Because moms *need* community - we crave it; even the misfits who will never conform to the “perfect mommy” mold (whatever the hell *that* is). **The Rebel Mama** speaks to the cool moms - the brave, non-judgemental, true-to-their-soul, warrior moms, who just want to laugh, commiserate, and feel like someone’s got their backs as they search for *their own* happy mediums between womanhood and motherhood.



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The Information Age bombarded new moms with advice,
yet somehow stripped them of their confidence in their abilities as mothers.

Now, a couple of Rebels are fighting to help them reclaim it.





THE CREW

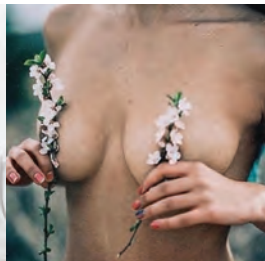
Rocco, Anthony, Nikita, Eddie and Beau



Aleksandra, Oscar and Jeff

THE REBEL MAMA IN NUMBERS

(as of March, 2018)



ORGANIC OUTREACH

THEREBELMAMA.COM

840k Unique Views (since 2014)

560k Visitors to the site (since 2014)

38k Average Monthly Visits

12 Published Posts Per Month

1.5k Average Daily Visits

350 Subscribers

DEMOGRAPHICS

70% Canadian

26% American

24% Other

INSTAGRAM

11k Organic followers

110k Average Weekly Impressions

10k Average Weekly Reach

1k Average Story Reach

INSTAGRAM DEMOGRAPHICS

86% Women

14% Men

51% Age 25-34

34% Age 35-44

15% Other

49% Canadian

29% American

5% Uk

17% Other

TWITTER

3.3k Followers

11.2k Average Monthly Impressions

FACEBOOK

3.8k Followers

28k Average Weekly Reach

3.5k Average Post Engagement

DEMOGRAPHICS

95% Women

5% Men

44% Age 25-34

40% Age 35-44

63% Canadian

24% American

14% Other

PRIVATE MEMBER GROUP

5k "Vetted" Private Members

64.5k Average Monthly Engagement

2.6k Average Views Per Post

500 Average Engagement (Likes and Comments) Per Post

UNDER THE REBEL MAMA UMBRELLA

ONLINE PUBLICATION

REBEL MAMA'S HANDBOOK FOR (COOL) MOMS

REBEL MAMA MERCHANDISE

REBEL MAMA EVENTS

REBEL MAMA YOUTUBE CHANNEL COMING SOON!

COMING SOON

BRANDS WE'VE JOINED FORCES WITH



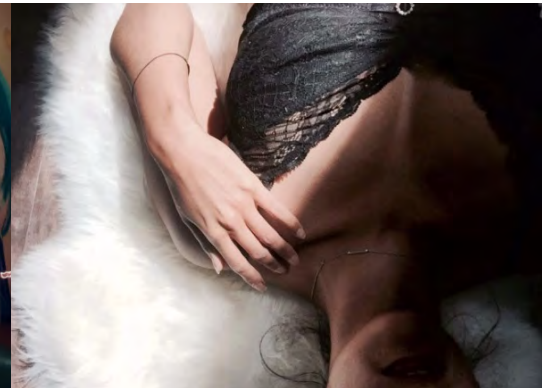
THINX/ICON



CBC



THE DRAKE HOTEL



MAYANA GENEVIERE



POISE



MARQ



CHANDON



HAIRSTORY

OUR CLAIMS TO FAME

Read our top performing posts.



**THANKS, BUT NO THANKS: ADDRESSING
THE OVER-GIFTING EPIDEMIC**



**WHAT IF FACEBOOK MOMMY GROUPS
EXISTED IN THE 90S?**



LET HER HEAL

VIVE LA SISTERHOOD! THE REBELUTION IS ON.