



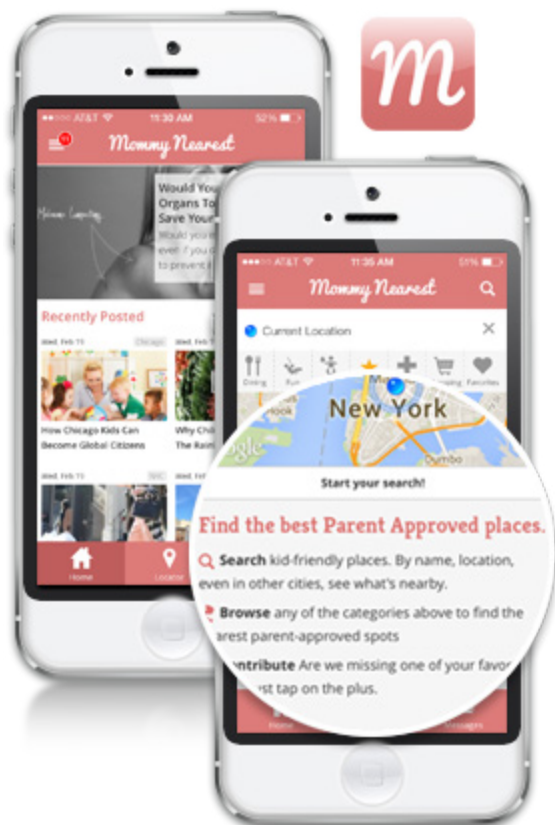
Mommy Nearest

Media Kit

2014

Mommy Nearest is the Fastest Growing Mobile App for Parents

The Mommy Nearest Mobile App is the most comprehensive resource for busy, on-the-go parents. Listing over 50,000 kid-friendly and child-approved places in all fifty states, the Mommy Nearest Mobile App is quickly becoming THE trusted mobile discovery app for parents and caregivers throughout the country. With over 20,000 original ratings and reviews from real parents, you'll be empowered to make the best decisions as to where to take your children.



The Most Comprehensive Resource Guide For Parents in The Entire Country

A GROWING COMMUNITY OF



COUNTRY-WIDE COVERAGE WITH

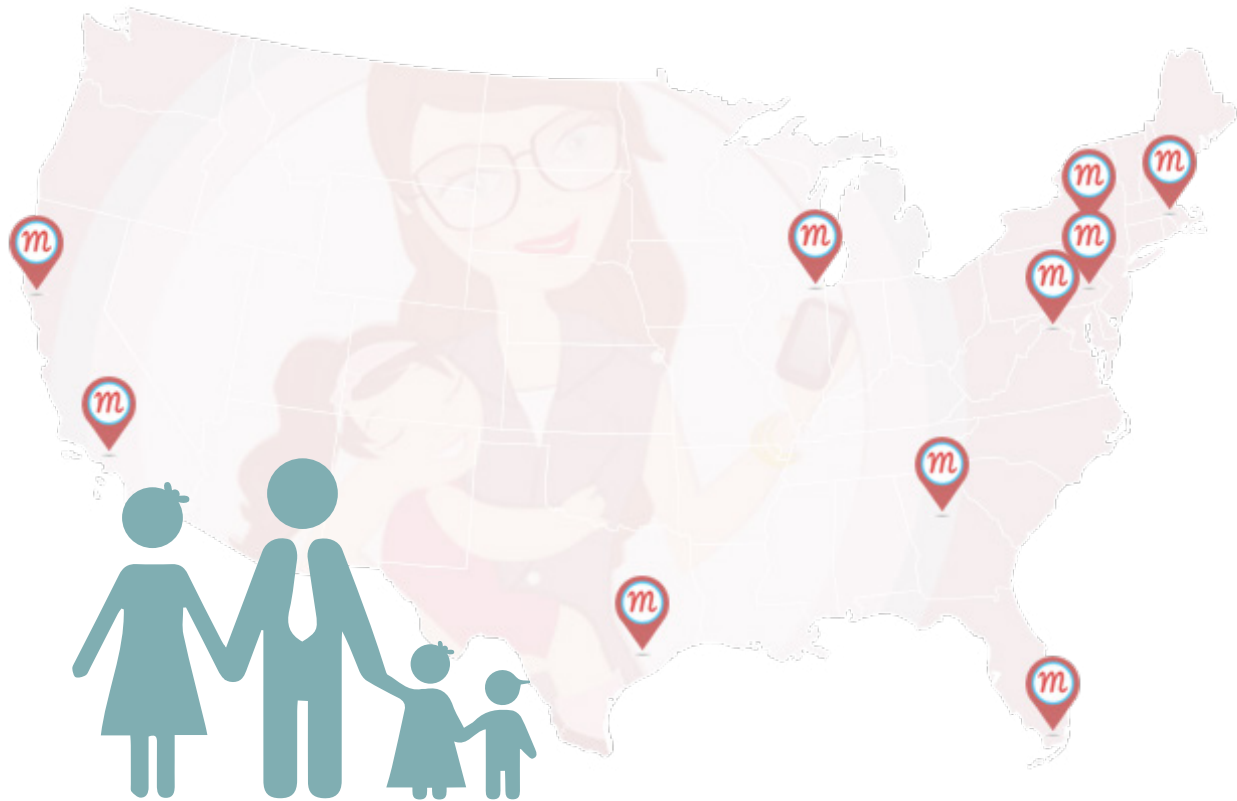


OPINIONS YOU CAN TRUST



A Comprehensive Resource For All Your Child-Related Needs, Including:

-  Kid-Friendly Restaurants
-  Changing Tables
-  Urgent Care Centers
-  Indoor and Outdoor Activities



Brand Overview

Mommy Nearest is committed to delivering the most relevant information to parents on the group's most widely-used mode of technology: their mobile phones.

We have seen tremendous month-over-month growth since our New York City launch in April of 2013 and have quickly become one of the largest mobile-first communities for parents throughout the country. In 2014, MommyNearest has already started to expand nationally with a successful launch in Chicago and upcoming launches in San Francisco, Boston, Los Angeles, Philadelphia, Atlanta, Miami and Washington, D.C.

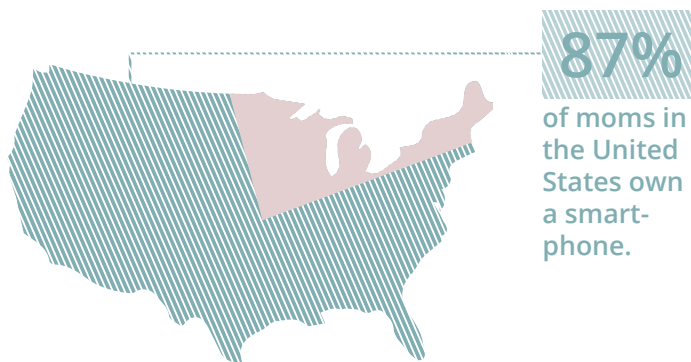
We have seen sustained engagement on the app from our community of over 35,000 parents and caregivers from some of the nation's largest metropolitan areas including:

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- New York, NY
 - Chicago, IL
 - Los Angeles, CA
 - Philadelphia, PA
 - Miami, FL
 - Houston, TX
 - Washington, DC
 - San Francisco
 - Atlanta, GA
 - Boston, MA
-



Mobile Mom

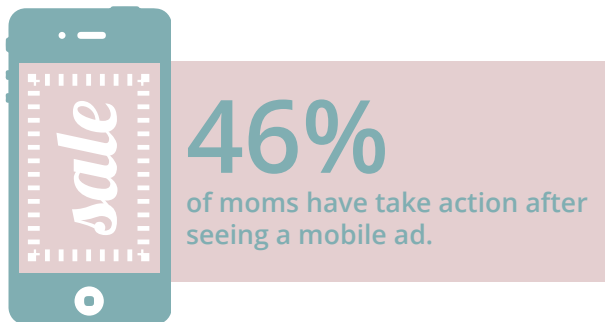
Mobile technology is changing the ways in which the world communicates, the ways we access information, and how we interact in our daily lives. Unsurprisingly, this increase in mobile dependence has also tremendously impacted parenting on the whole. As one of the only mobile-first technology companies in the space, Mommy Nearest is uniquely positioned to be a big part of this positive change by giving parents a means to access information where they spend most of their time. Did you know:



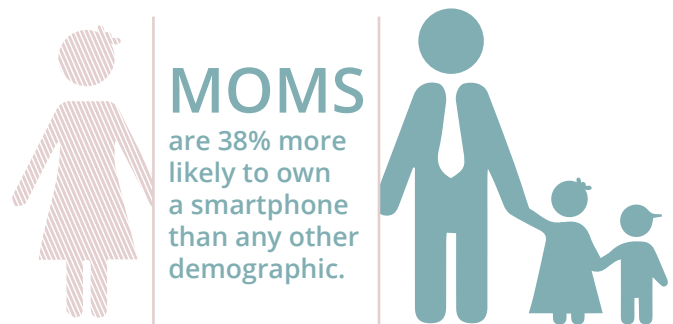
source: BabyCenter



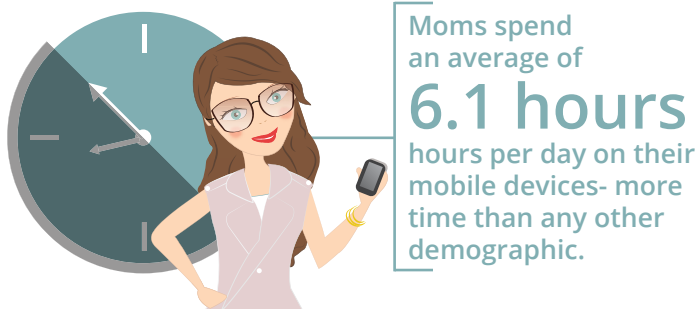
source: Forbes



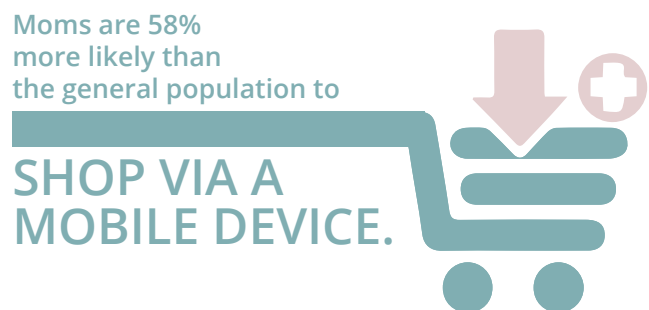
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source: BabyCenter



source: BabyCenter



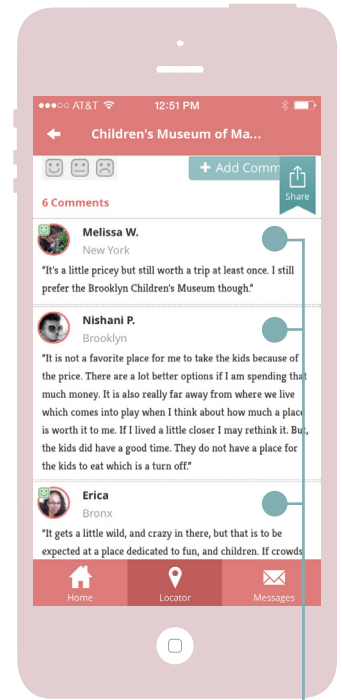
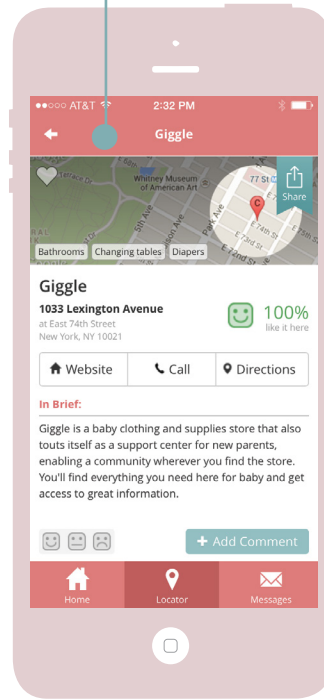
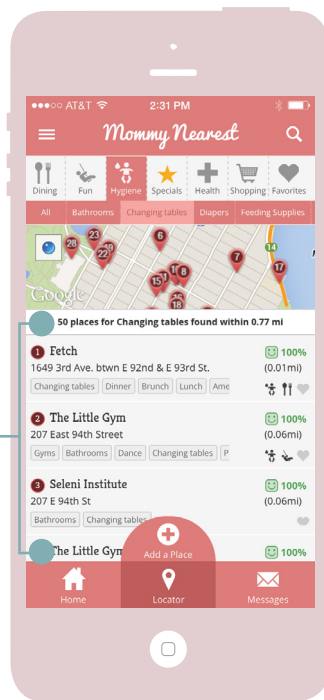
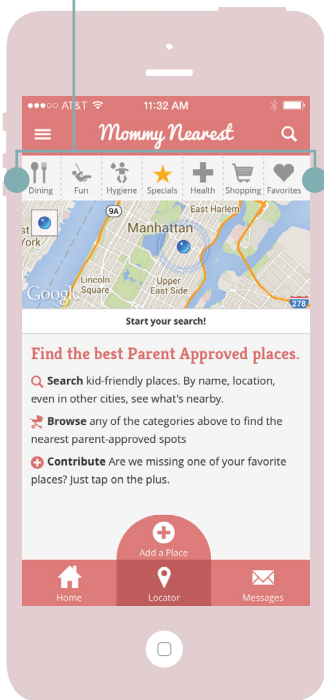
source: BabyCenter

Mommy Nearest: Nationally Local

What sets Mommy Nearest apart from other parent-focused publications is our Geo-Locator tool that pinpoints your current location and lists all of the child-friendly places that are closest to you. These range from the nearest kid-friendly restaurants with high chairs, the closest bathroom with a changing table or even where to take a mommy and me arts & crafts class. Mommy Nearest has our parents covered.

With distinct categories, Mommy Nearest has made it extremely easy to find exactly what you're looking for.

Each place listing has a glossary of key information and a helpful description as to why the place is child friendly.



The app will show you a list of the 50 closest places with ratings from real parents and all of the amenities that each place offers.

Places listed on the app are reviewed by a community of real, local parents, making the app helpful for both locals and visitors from out of town.

To add your business to Mommy Nearest please email: hello@mommynearest.com



Mommy Nearest Expert Moms

The Mommy Nearest community is rooted in the real parenting experiences that our Expert Moms bring to both the mobile and web experiences.

The Expert Mom Program has been a cornerstone for Mommy Nearest since our inception and by having Experts throughout the country, we are able to deliver on the promise of being local AND national. Our Experts are bloggers, entrepreneurs, or, in many cases, both and all of them have large followings in their areas. As a result, one of the responsibilities of the Experts is to add all of the relevant child-friendly places in their area, many of which are then rated and reviewed by the local community. The Mommy Nearest Experts also contribute short-form content to the Mommy Nearest Magazine on a daily basis. This content is both engaging and informative and many of the Mommy Nearest users turn to the Experts for advice on parenting, empathy during difficult times, and guidance on what to do and where to go in their local areas.

Our expert moms are forward thinking AND fast moving.



Would you like to be considered for the Mommy Nearest Expert Mom program?
Email editor@mommynearest.com to learn more.

Mommy Nearest Magazine

The Mommy Nearest Magazine provides content to Mommy Nearest users that significantly enhances their in-app experience. In the Magazine, we publish between five and seven original articles per day and keep our readers in the loop on important, humorous and helpful parenting information. In February 2014, Mommy Nearest partnered with the Huffington Post to become a member of their content network and they contribute content on a weekly basis. Articles cover topics such as:



The Mommy Nearest Magazine offers brands the ability to leverage our Expert Mom writing staff by providing a first-person account of whatever it is that your brand is trying to promote. Whether it is a new product launch, a new slate of classes being held in your space or even a promotion or discount of services, our writers can provide a unique perspective to their parenting peers that successfully highlights your brand.

To find out more about these native advertising opportunities,
please email advertising@mommynearest.com.

Reaching the Mobile Mom via Native Content

Native advertising, by way of content, has captured great mindshare with the Mommy Nearest user base and, being a tech-first company, we have made all of our content accessible across many platforms. In addition to the app, The Mommy Nearest website has been built responsively and provides pixel-perfect layouts on all devices, including desktop browsers, tablets and mobile web browsers. Many parent-focused publications will only give your brand a desktop web experience. With Mommy Nearest, brands can reach the Mommy Nearest audience



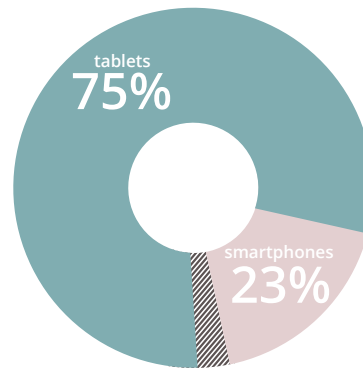
wherever they are and however they are looking for you. With an average of 4 minutes per session on the app, our loyal base of parents turn to us for content that is both helpful and entertaining.



78%
believe the organization behind the content is interested in building lasting relationships.

90%
of these consumers find content useful.

(above) <http://www.mcmurymg.com/contentology>, (top-right) <https://blogs.adobe.com/digitalpublishing/tag/monetization>, (bottom-right) <http://kapost.com/content-marketing-facts>



In terms of overall readership, consumers want their choice in device, tablets and mobile apps.

50%
of people's time is spent online looking at content.



To learn more about how to reach the Mommy Nearest's mobile audience, please email: advertising@mommynearest.com.



Reaching the Mobile Mom - Push Notifications

Unsatisfied with how you're currently reaching the mobile mom or unsure of how to start the process? Let Mommy Nearest help you out!

Avoid the clutter that is email marketing and target your customers right on their mobile devices.

As one of the only mobile-first platforms for parents, Mommy Nearest has created a way to communicate with parents that has very

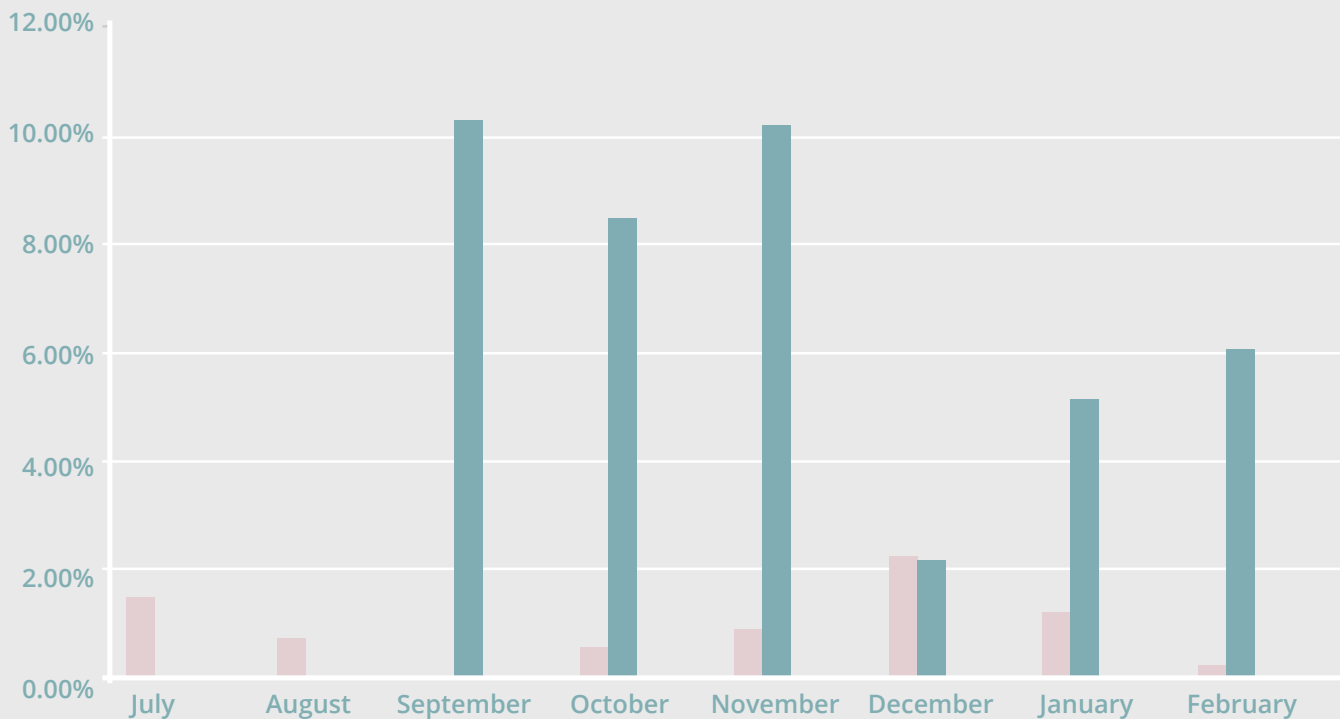
little competition. Our direct to mobile Push Notifications have proven a far more effective method to communicate with users than antiquated e-mail blasts. After all, what good is a list of 200K parents when less than 1% will click on your ad?

The chart below shows an average of 87% higher engagement in Push Notifications through Mommy Nearest than emails to the same audience.

Push Notifications vs. Traditional E-Blasts

E-Blast vs. Push Notification:
Average Click Through Rates

Push Notification
Email Blast





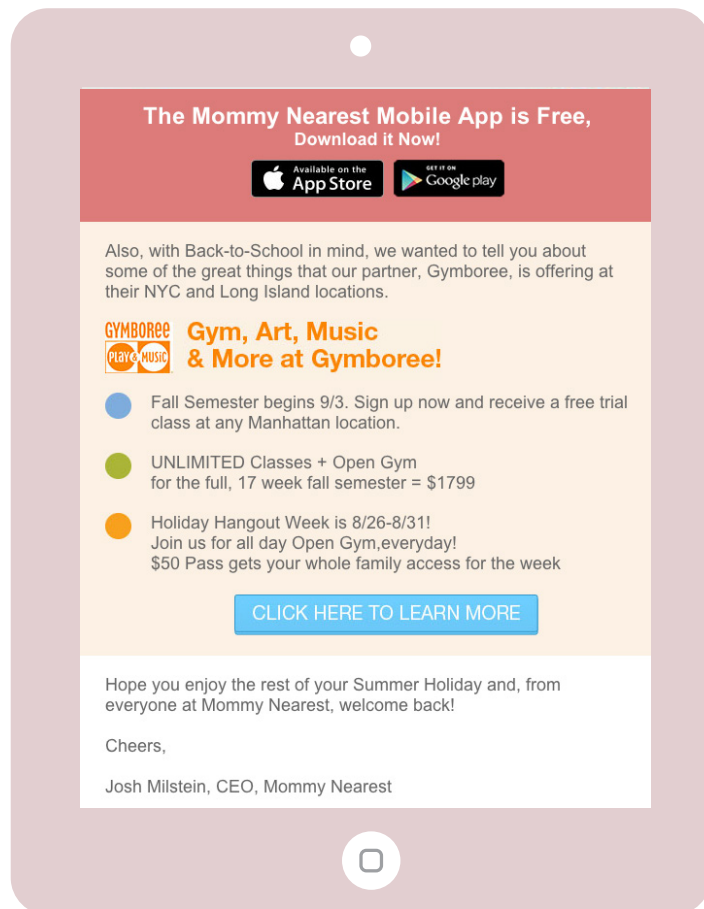
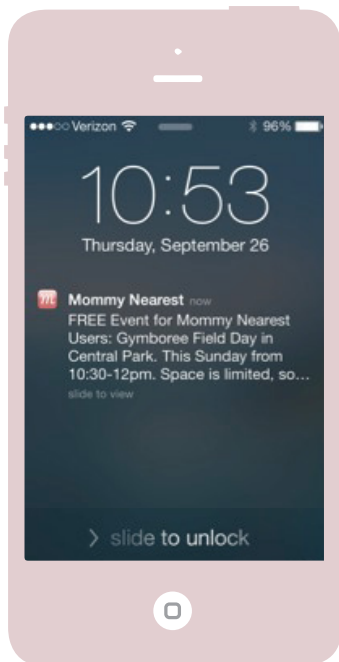
Case Study: Gymboree Play & Music Driving Engagement Through Push Notifications

Most companies rely on e-mail marketing as their primary method of outreach to their customers. These "e-blasts" are amongst the hundreds of e-mails that consumers receive daily and, unsurprisingly, many messages get lost in the shuffle. The engagement numbers speak for themselves, as evident by a campaign we did for Gymboree Play and Music in the Fall

of 2013. Mommy Nearest offers your business a direct-to-mobile alternative with far less competition for those eyeballs. With mobile messaging and push notifications, brands and businesses are able to cut through the clutter and get their messages in the hands of their customers on a distribution channel that is relatively uncluttered.

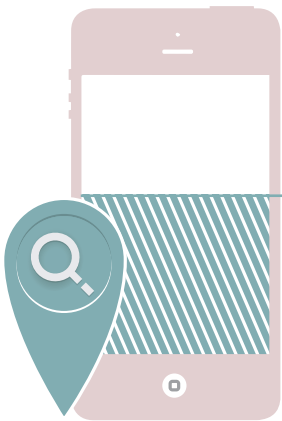
.98%
Click Through Rate

7.8%
Click Through Rate



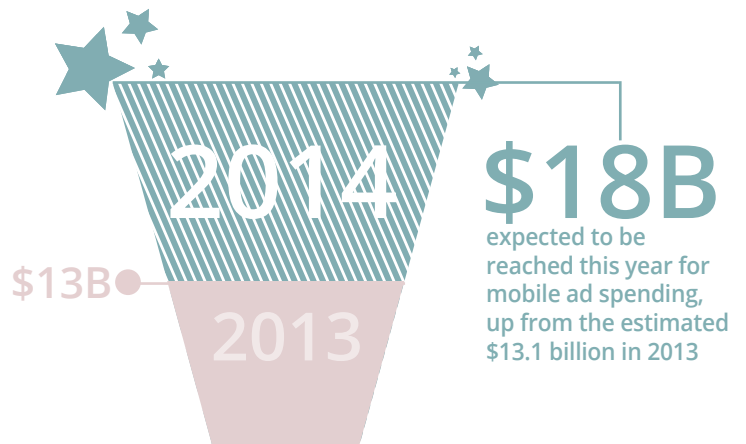


Rise of Mobile Advertising



MORE THAN 50%
of search activities on mobile phones is now about local products and services.

source: www.ecommercetimes.com



\$18B
expected to be reached this year for mobile ad spending, up from the estimated \$13.1 billion in 2013

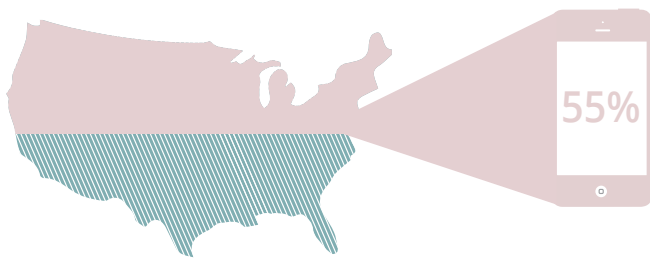
source: www.techcrunch.com



Mobile devices are expected to account for almost half of Google paid search clicks by December 2015.



source: www.zacks.com



For mobile specifically, location targeted mobile ads are projected to make up nearly 55% of total-mobile ad spend by 2017.

source: xA.com



By 2017, the global mobile advertising market is projected to be worth **\$41.9 BILLION**

source: www.techcrunch.com

By combining hyper-locality and mobility, Mommy Nearest is uniquely positioned to help location-based businesses capture the attention of mobile parents while they are out and about and searching for local, child-friendly places. While other platforms are able to make impressions on desktops and laptops, Mommy Nearest's deep understanding of the search tendencies of our consumers allows brands unimpeded access to parents in real-time.



Core Metrics

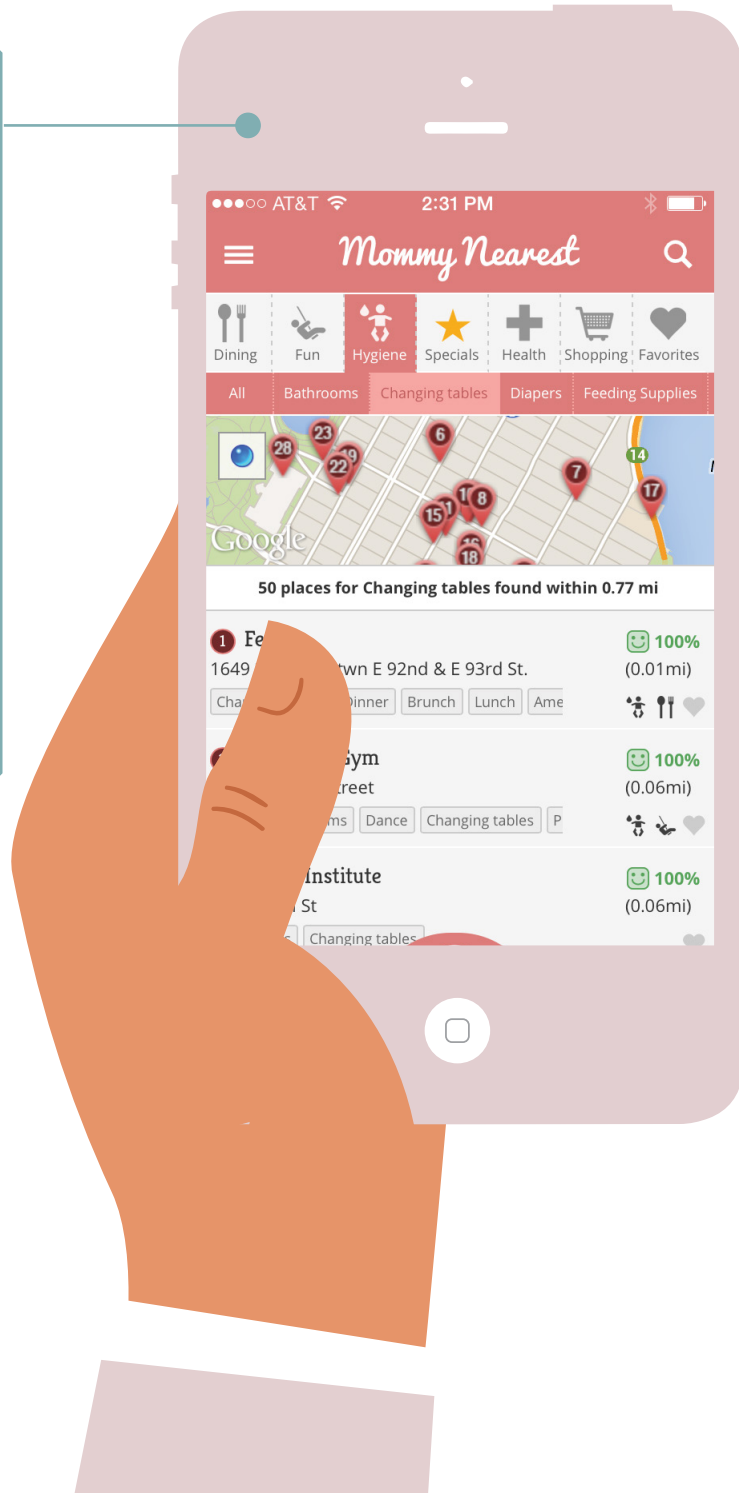


30,000 LIKES



2,800 FOLLOWERS
Combined NYC & CHI Accounts

- Average of over 4 minutes spent on the app per session
- +50,000 Kid Friendly places listed
- +40,000 Users in all 50 states
- Over 2,000 users on the app per day
- Over 500,000 screen views (since 11/13)





Usage and Growth Metrics

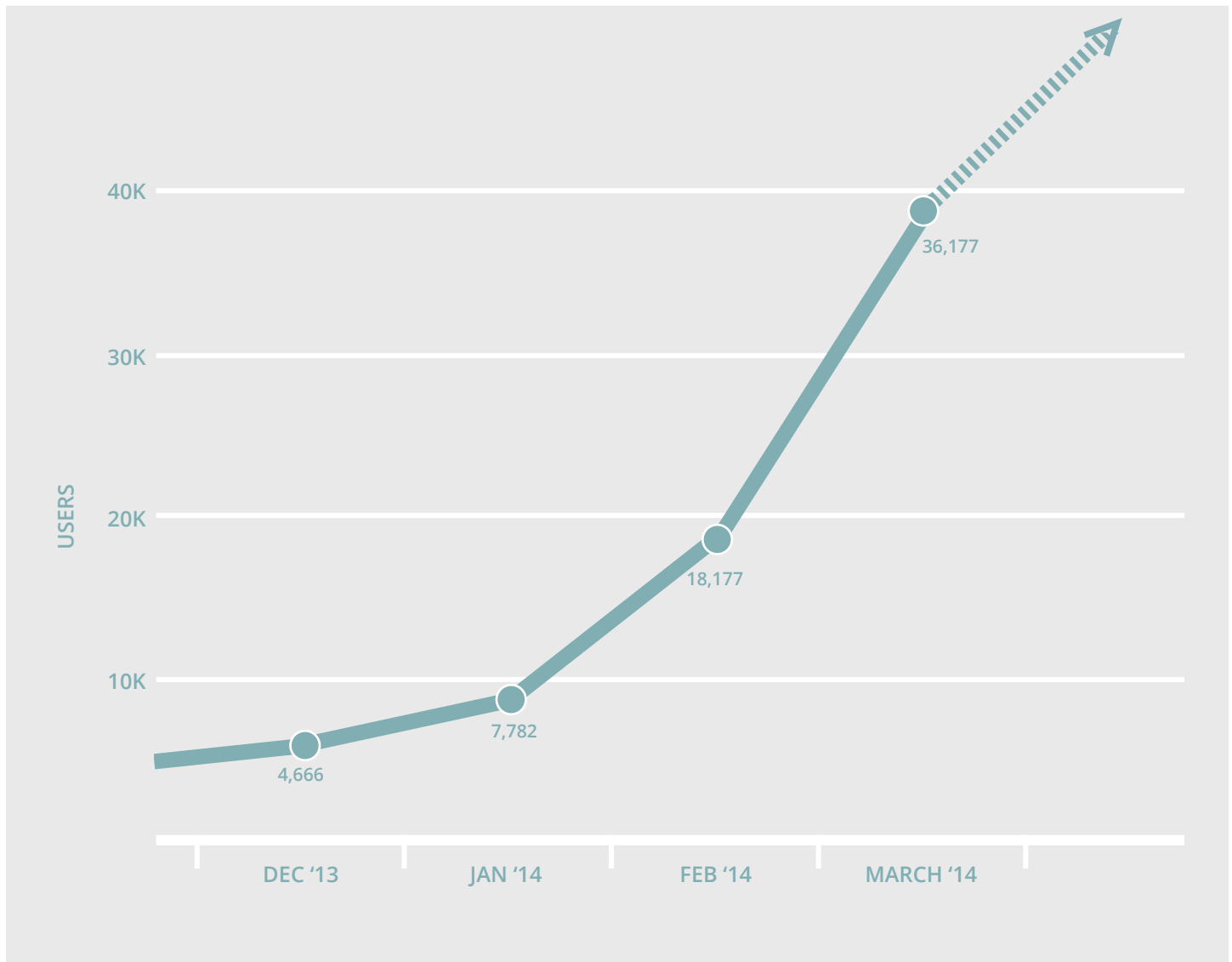
Mommy Nearest has always believed that it was vital to provide value to our users from Day 1. For that reason, we have focused much of our early outreach efforts in greater New York City. Since December 2013 and the launch of the Mommy Nearest Magazine, Mommy Nearest

has decided that a national outreach campaign would be useful and our numbers now reflect this utility. By 2014, Mommy Nearest expects to have over 150,000 mobile subscribers and to list over 100,000 child-friendly, parent-approved places.

Daily Growth Report

Shows users daily vs total users to date

- Mommy Nearest adds around 500-600 new users daily
- Growth projections for 2015 (150K by JAN 2015)





Accolades and Testimonial Page

“Top 10 Mobile App for New Yorkers”



“An NYC Parent's New Best Friend”



“A Handy App for NYC Moms”



“I'm really excited to use this app! I was searching online for restaurants with a changing table for my visit to NY next week with my 8 month old and came upon your app. This is the best app I have heard of in a while!”

Angel | DAD
Chicago, Illinois



“I currently utilize your Mommy Nearest App on my phone as well as tablets. Being a single working mother of two it is wonderful to have the app at my fingertips.”

Bethany | MOM
Madison, Wisconsin



“Just wanted to say that I think this is a great idea for a product! I am a babysitter here in New York, and your app will be very useful the next time one of my kids is throwing a tantrum and needs a good play area.”

Emily | Caregiver
New York, New York



“I needed to let you know I am thrilled about the app. We've just moved and I didn't know where to start googling, and we don't know other families, or moms, so this application made my life easier already!”

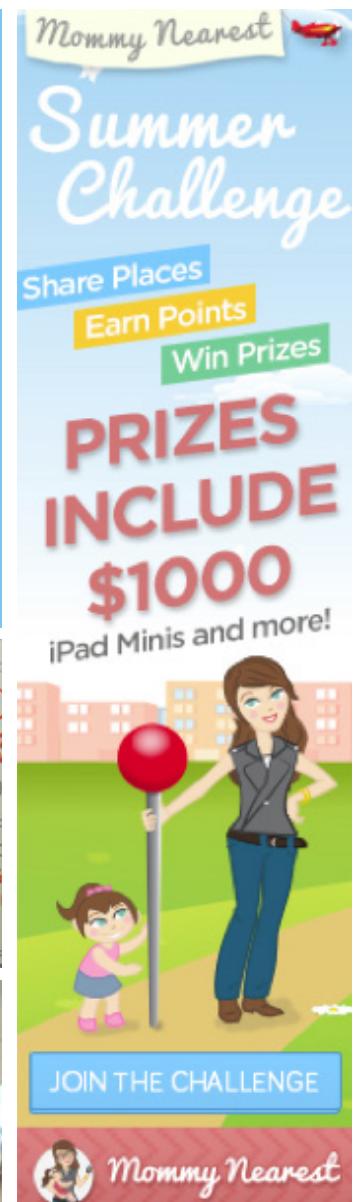
Erika | MOM
Jersey City, NJ

Mommy Nearest in the Community

As a community-based app and website, Mommy Nearest realizes how valuable it is to work with people from all corners of the country, many of whom have different opinions and philosophies. Mommy Nearest is nothing without the community of parents and caregivers who share their opinions on their likes, dislikes and everything in between. Mommy Nearest

believes in giving back to the community-at-large and have made philanthropy a major focus for our company. Some of the causes that we have worked on include:

- MN Summer Challenge/Bay Ridge Cares
- #GivingTuesday





Contact Us

Mommy Nearest loves to work with other brands and companies in innovative ways. Please contact us below if you are interested in working with our team.

Advertising and Awareness

We pride ourselves on helping to drive engagement and awareness for many different types of brands in the parenting space. Whether you are working on a new product launch, trying to drive foot-traffic to your space or just trying to stay on the radar of the always-busy mom, Mommy Nearest can help drive your message to your audience.

For more information, please contact the Mommy Nearest team via email at: advertising@mommynearest.com or by phone at (201) 819-6602.

Partnerships and Cross-Promotion

Mommy Nearest is always interested in partnership opportunities, cross-promotional initiatives and working on cool projects.

If you are interested in working with Mommy Nearest, send us a note at hello@mommynearest.com and we will be in touch!

Editorial Inquiries

Looking for Mommy Nearest to cover an upcoming event or have an idea for a piece that we should write about? Our team of writers loves to report on all of the latest and greatest, so be in touch and we'll get back to you shortly.

Please contact editor@mommynearest.com!