



EWmums
مامز

MEDIA PACK



Introducing EWmums

EWmums is a vertical of the main ExpatWoman website, as well as being a standalone website, with its own identity. The website is presented in dual language English/ Arabic, with specific content targeted towards Western and Arabic audiences.

EWmums features articles, facts, advice, useful widgets, tips and information that are invaluable to women, from planning to conceive, pregnancy and every stage through to parenting older children.

The wealth of interactive features on the website include forums for discussing relevant issues that face women at all stages of motherhood and parenting, features that allow you to calculate ovulation dates and due dates, as well as popular baby name search engines- all in English and Arabic.



Today's Mums

Spend **17+**
hours a week on
social network sites

74% ask for
online recommendations
before making a purchase

85%
of household purchases are
controlled by mums

83%
of new mums are millennials

Spend **\$13,000** per year on their child

30%
work full time

33%
are the main breadwinner

35% are stay at home mums



Local Birth Data

87%

of first born babies
are to millennials

66%

of births in UAE are to
expat mothers

600,000+

babies born each year in UAE & KSA

300,000+

new mums every year in UAE & KSA

80

new babies a day
are born in Dubai

KSA has over

1,500

births a day



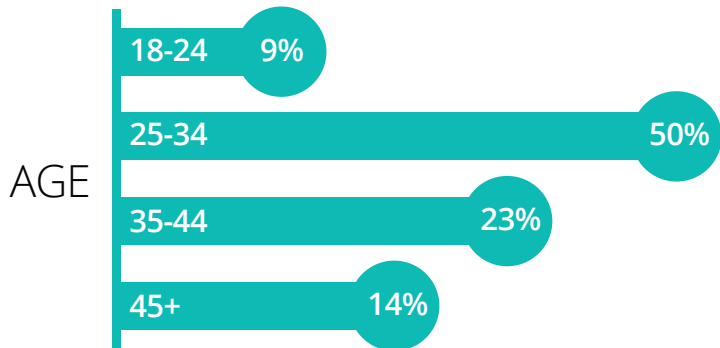
*stats taken from Dubai Statistics Centre, WHO, UNICEF , world population review

Our Reach

Every year over
2 million mums
visit our website

1.5 million
are GCC based

1 million
are UAE based



100,000+
mum followers
on social media

ExpatWoman is the go-to web resource for women in the region, built on a solid SEO foundation, which underpins the EWmums brand.

Supporting the relaunch, there will be a strong marketing focus on increasing engagement and traffic to the EWmums vertical.

Basing our traffic projections on the recent and immediate success of ewmoda.com, unique visitors to EWmums will quickly ramp up to over 200,000 per month, with steady growth from strong marketing support.



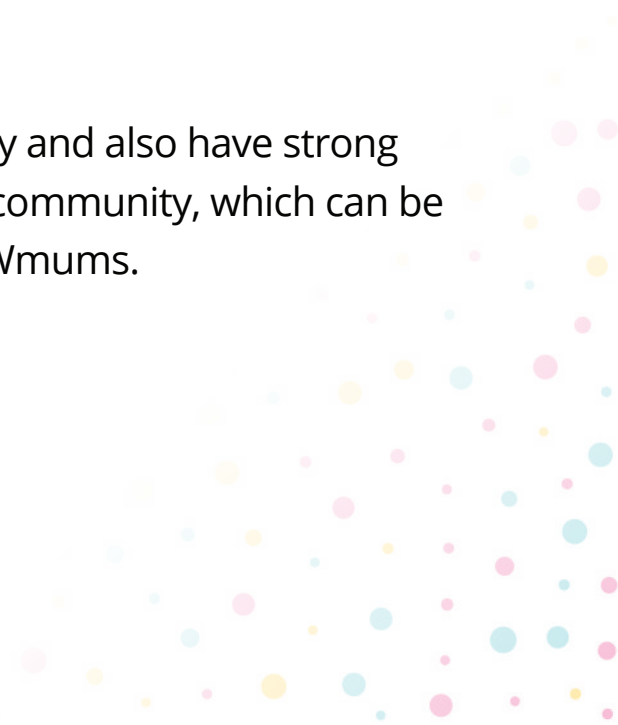
EW Mumfluencers

EWmums works closely with local bloggers and social influencers and has a wide reach into that sphere of influence.

We have an ever growing group of EW Mumfluencers who contribute to the site, engage with us on social media and attend our events.

They have strong, connected and engaged followers and supporters of their own and EWmums offers them an established brand and platform to be connected to.

Connected mums love to share socially and also have strong “word of mouth” influence within the community, which can be leveraged by brands advertising on EWmums.



Sponsorship

The EWmums features presented for brand sponsorship offer a unique opportunity to align your brand or product with your key target demographic.

Sponsorships are available for popular interactive tools in English & Arabic including:

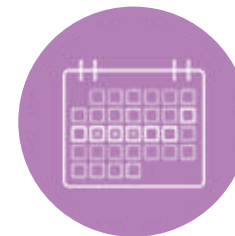
- Ovulation Calendar
- Due Date Calculator
- Weight Gain Calculator
- Baby Names Finder
- Baby Development Stages
- Toddler Development Stages
- Big Kids Development Stages



Due Date
Calculator



Baby Names
Finder



Pregnancy
By Week



Weight Gain
Calculator

Find out when you're ovulating

First day of last period

Length of cycle

28 days

See your fertile days

Baby Development Stages

Weeks



Months



Toddler Development Stages

Months



Big Kids Development Stages

Years



Calculators

Ovulation Calculator

Find out when you're ovulating

FIRST DAY OF LAST PERIOD * LENGTH OF CYCLE

 28 days

SEE YOUR FERTILE DAYS

EWmums ماما

What are you looking for? **SEARCH**

Sign In Join Us Join Our Mailing List العربية

Conceive Pregnancy Babies Toddlers Big Kids Parenting UAE Mums EWmums Forum EW Home

Home / Ovulation Calculator

Ovulation Calculator

Your most fertile days for the next six cycles:


Fertile days	Due date	Next menstrual date
August 25, 2017 - August 30, 2017	May 23, 2018	September 13, 2017
September 22, 2017 - September 27, 2017	June 20, 2018	October 11, 2017
October 20, 2017 - October 25, 2017	July 18, 2018	November 08, 2017
November 17, 2017 - November 22, 2017	August 15, 2018	December 06, 2017
December 15, 2017 - December 20, 2017	September 12, 2018	January 03, 2018
January 12, 2018 - January 17, 2018	October 10, 2018	January 31, 2018

Subscribe today
to receive updates of all things mum
[JOIN OUR NEWSLETTER](#)

What's New

- Child Custody in the UAE: What You Should Know
- Family-Friendly Deals To Enjoy The Long Weekend in the UAE
- How To Combat Your Child's Sleep Disorders


Related Content



Due Date Calculator

Pregnancy Due Date Calculator

Use our handy tool to work out when your baby will arrive



By using the first day of your last period, healthcare providers can calculate your baby's due date. With our calculator, you'll be able to easily find out that important date.

First day of my last period:

CALCULATE MY DUE DATE

Disclaimer: The information provided by EWmums is for general educational use only, and should not be a substitute for consulting a doctor, midwife or other healthcare provider.

How is the pregnancy due date calculated?

A baby's gestation is the same for all humans - and takes around 38 weeks from the day of conception to your delivery date. Read our full explanation on how our calculator and healthcare providers predict your due date [here](#)


What's New

- Child Custody in the UAE: What You Should Know
- Family-Friendly Deals To Enjoy The Long Weekend in the UAE
- How To Combat Your Child's Sleep Disorders
- Tips On How To Get Your Body Back After Giving Birth
- Nursing Tips: Nourish Your Baby, Nurture Yourself

Weight Gain Calculator

Weight Gain Calculator

Find out the ideal weight range for you at this stage in your pregnancy



When it comes to your pregnancy weight gain, there are many different factors you should take into consideration. The perfect gain for one woman may vary to another. After all, it depends on your starting weight, and whether you were underweight, at a healthy weight, overweight or obese. It also depends on whether you're carrying twins or multiples. So to begin, find out which category you fall into, then with our weight gain calculator, you'll be able to find out your target weight gain and keep track of it to ensure you're at a healthy weight throughout.

YOUR PRE-PREGNANCY WEIGHT * kg

YOUR WEIGHT RIGHT NOW * kg

YOUR HEIGHT * cm

YOUR CURRENT WEEK 4 Weeks

☐ I'M CARRYING TWINS

CALCULATE

FREE BABY milestone PRINTABLES

DOWNLOAD NOW >

What's New

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- Tips On How To Get Your Body Back After Giving Birth
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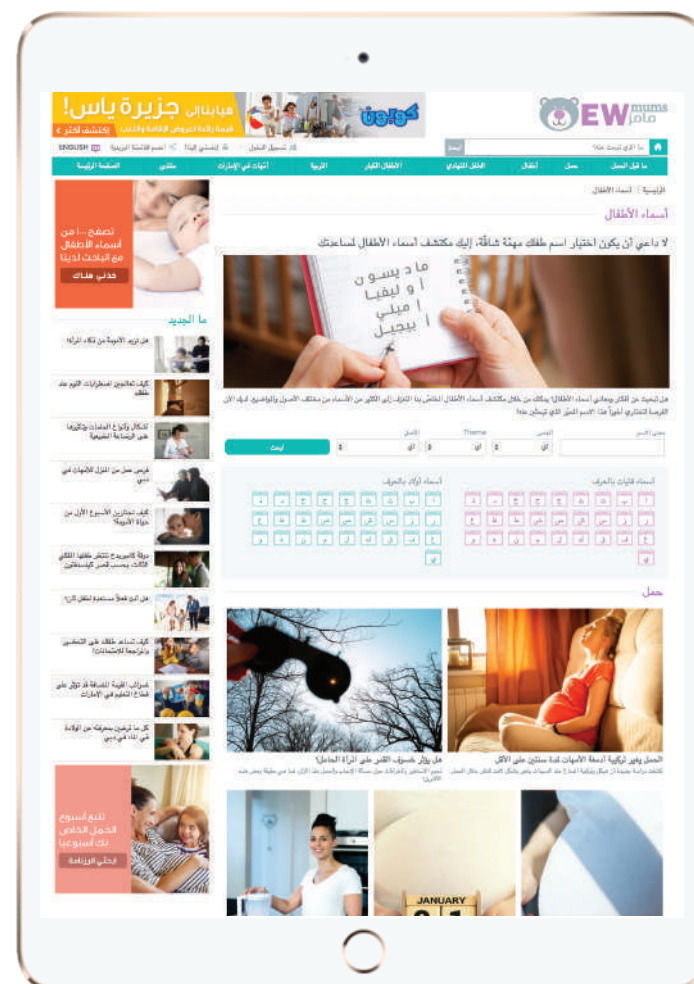
Baby Names Finder



Baby Names Finder

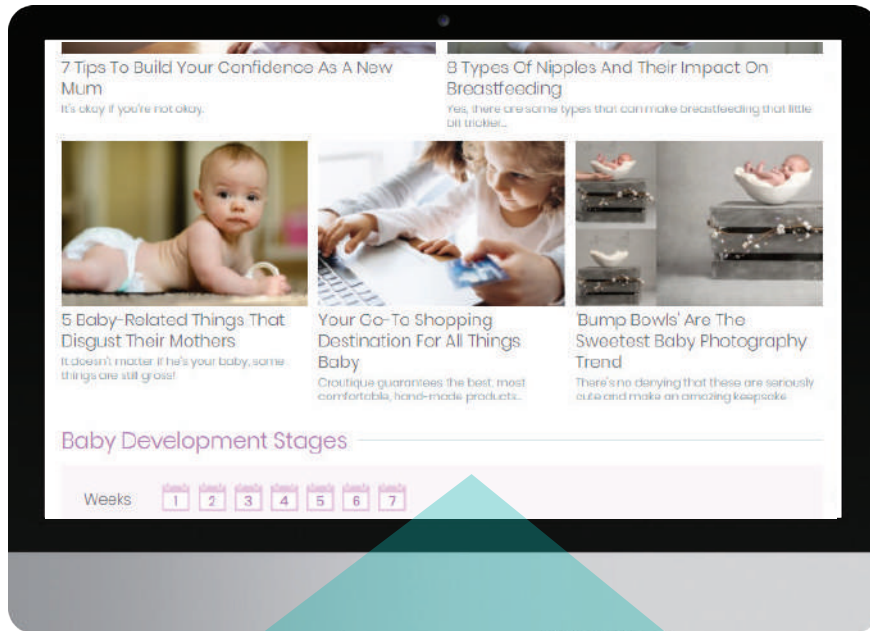


الباحث لأسماء الأطفال



Baby Development Stages

On the Home Page:



Landing Page



Results Page



Baby Development Stages

Weeks	1	2	3	4	5	6	7			
Months	2	3	4	5	6	7	8	9	10	11

Toddler Development Stages

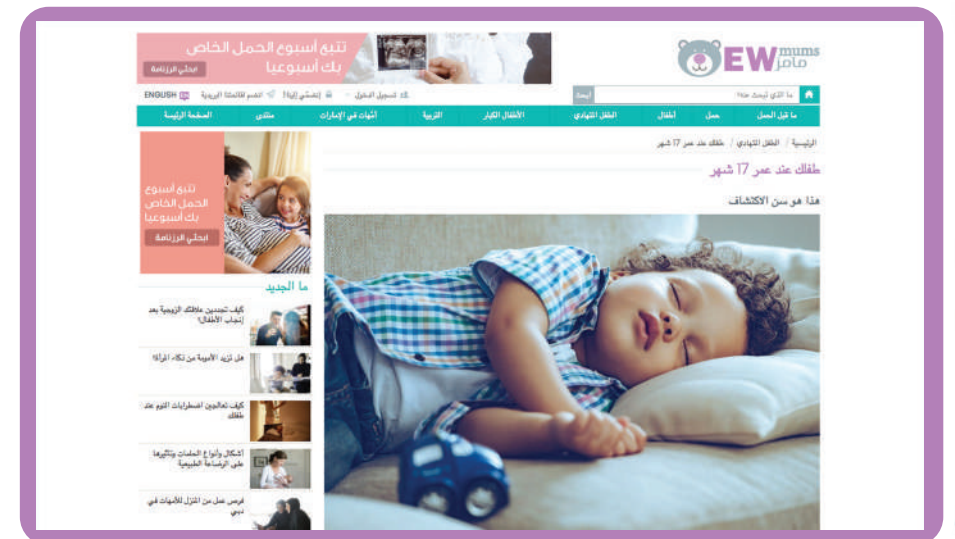
On the Home Page:



Landing Page



Results Page



الطفل المتهادي مراحل النمو

28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	الشهور
									36	35	34	33	32	31	30	29	

Big Kids Development Stages

On the Home Page:



Landing Page

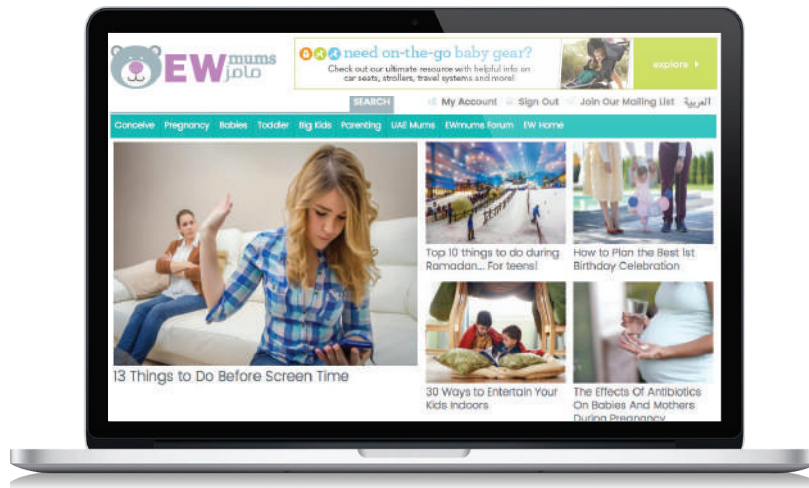


Results Page



Banner Placements

Fully rich-media compliant banners are served on a cpm basis with a wide range of options to suit all creatives and campaign budgets



Leaderboard

728x90

Flash, HTML5, Animated GIF

MPU

300x250

Flash, HTML5, Animated GIF

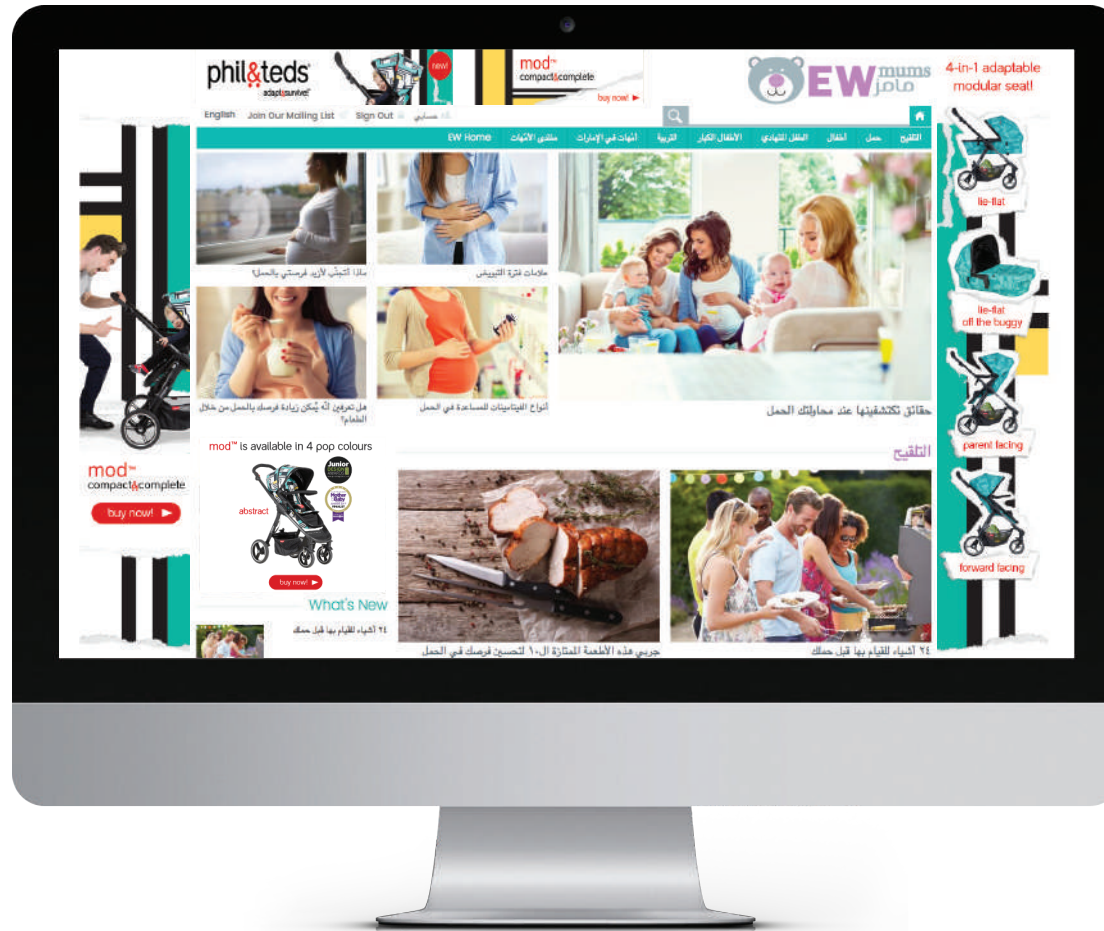
Billboard

970x250

Flash, HTML5, Animated GIF

Make a splash

Wallpaper takeover, served on a CPM basis, includes 100% share of voice plus all banner options



Wallpaper Takeover

1920x1200 JPEG, PNG



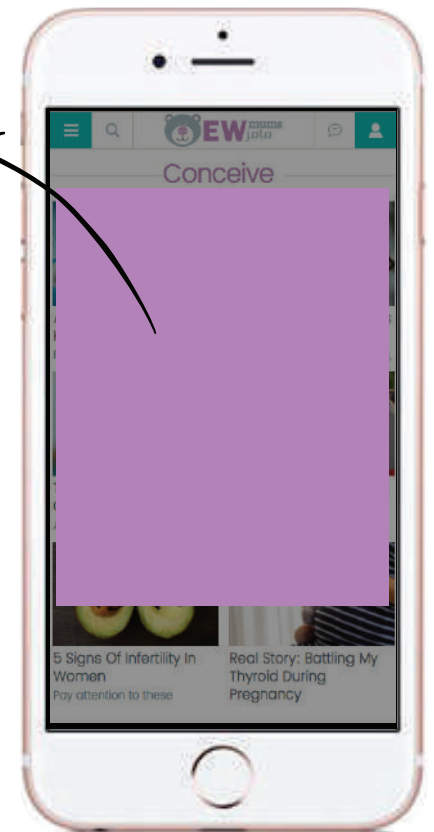
Millennial Mums on-the-go

EWmums is a fully mobile friendly website and offers the excellent visibility of a sticky mobile banner , so you can reach busy mums on-the-go

Overlay

max. 60%

Flash, HTML or Animated GIF

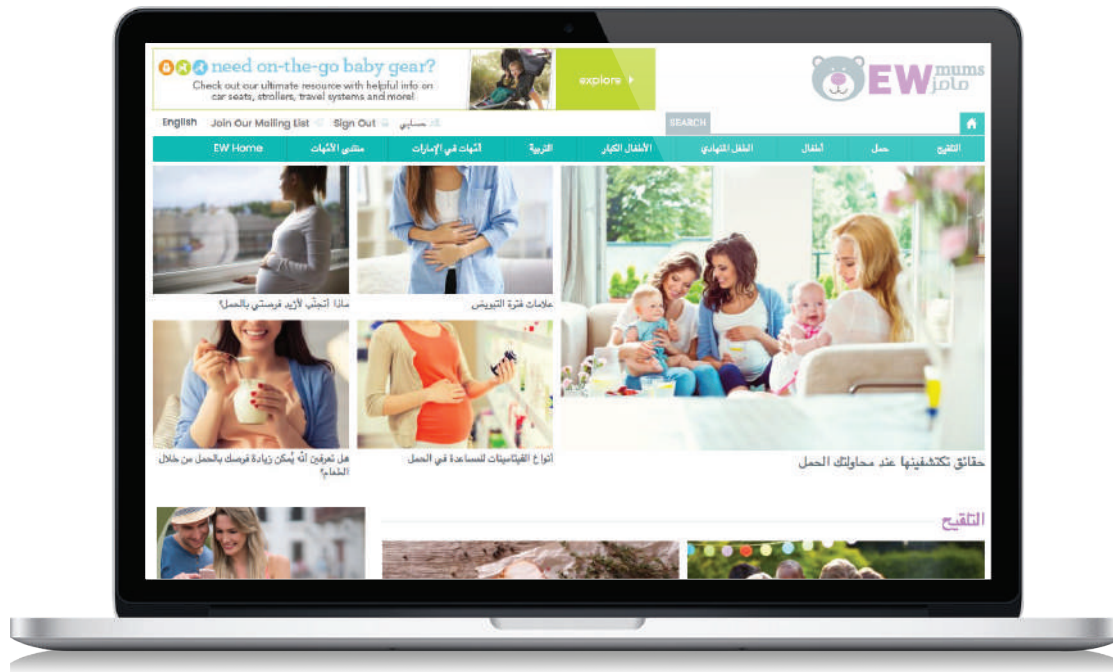


Sticky Banner

IAB compliant

Flash, HTML or Animated GIF

Native Advertising

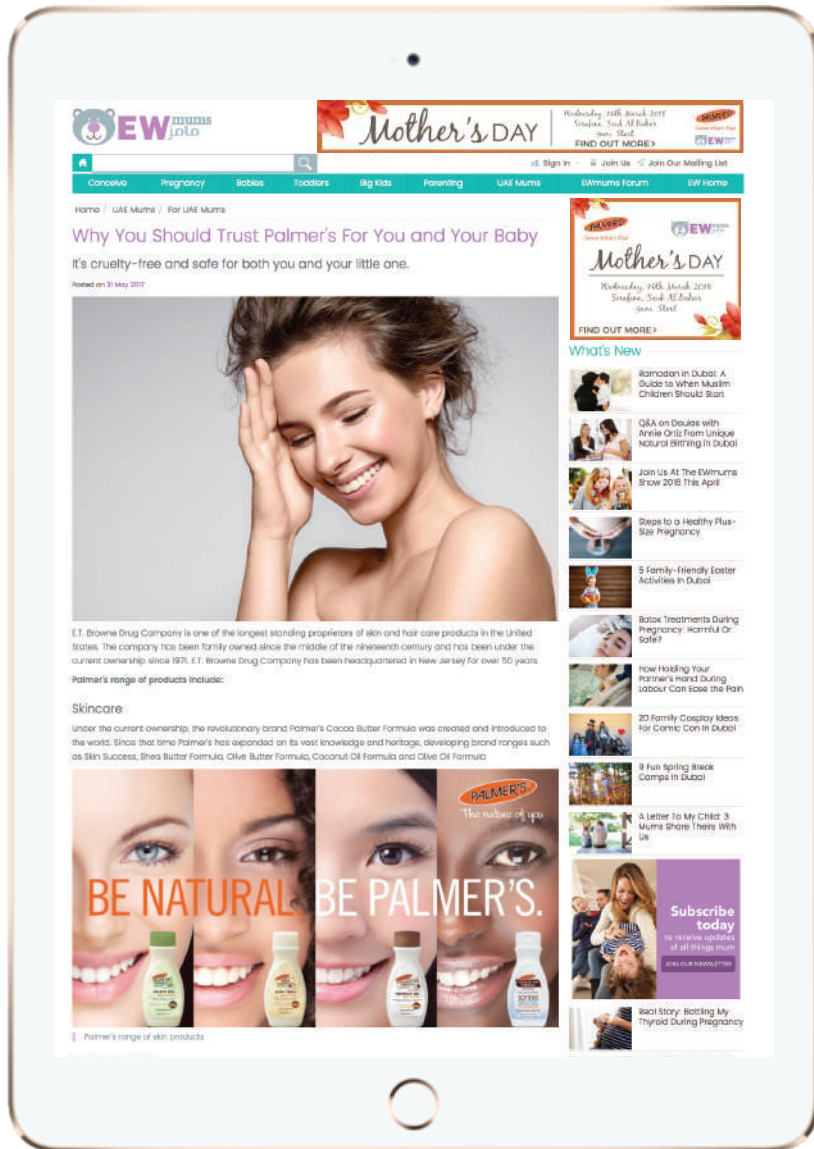


EWmums has great opportunities for native advertising helping your brand to engage with mums.

Recent studies have found that millennial mums are twice as likely to engage with native ad than 35+ mums. 40% of millennial mums say they will search for a brand online after seeing a native advert. The most influential factors for millennial mums engaging with native ads were headlines and video content.

We can tailor custom campaigns for your brand online and with the option to add events, as an element to any native campaigns

Sponsored Content



Market your brand to an engaged and targeted audience of mothers and mums-to-be.

Mums of today are more connected, more influential and have more access to research and information than any prior generation.

Ensure your message reaches a wide readership editorially with strong images, supported by our social media channels.

EWmums is the perfect vehicle for you to reach, engage and maintain a relationship with millennial mums.

"We want your brand or service to reach your target audience in both English & Arabic to assist you to have a solid brand presence in a crowded market place"



Editorial Calendar

January

New Baby Products

February

Mum's Health & Happiness

March

Safety First

April

Conceive Focus

May

Parents & Kids Tech

June

Travelling With Kids

July

Survive The Summer

August

Back To School

September

Behavioural Issues

October

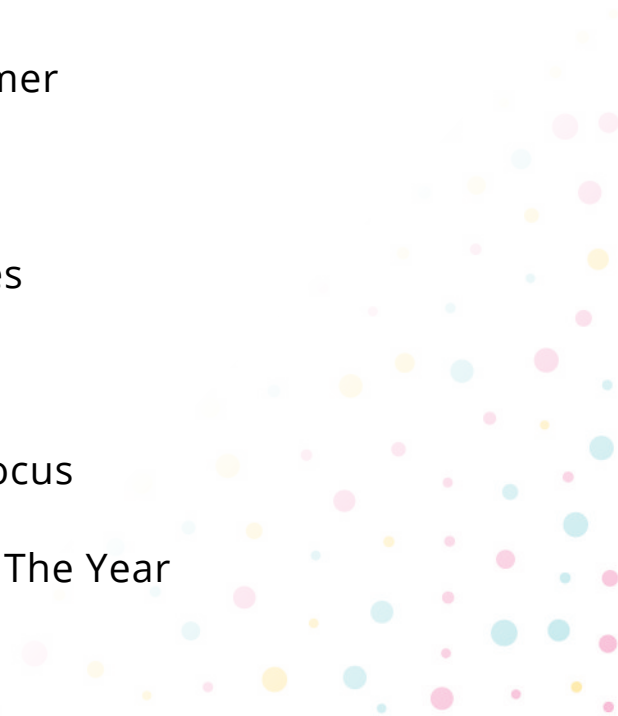
Sleep Focus

November

Winter Fashion Focus

December

Toys/ Gadgets Of The Year





Events

With over ten year's experience of running well-attended, enjoyable events for mums, our dedicated team are able to advise, promote, deliver and host successful events, that will help you underline key messages and develop brand and product awareness. Let us walk readers into your store or to your launch with a dedicated event.

EWmums provides the perfect brand association to co-host opening events, new product launches, new service launches, consumer feedback sessions, demos and more

Event packages include:

- Expert advice and support on activity type
- 4 - 6 weeks promotion across EWmums and ExpatWoman
- Social media channel promotion
- Guest list management
- Event co-hosting
- Photography and post-event gallery
- Full post-report



Events Calendar

In addition to our weekly programs of Mums' meet ups, throughout the year we also bring EWmums readers a mix of dedicated events, from in store events to mum focused launches and everything in between.

Our established themed events, including our annual Yummy Mummy Show, bring opportunities for co-branding, activations, marketing of services as well as selling opportunities.

March

Fashion Breakfast

April

Fun in the Sun

May

Yummy Mummy Show

August

Living in Dubai

October

Burj Al Arab Breakfast

November

EW Festive Family Fair

December

EW Festive High Tea





A 360 Degree Marketing Solution

We have the audience that you need to reach, online, on the move or in person.

Looking for an activation we haven't mentioned? Let us know!

Our digital sales, marketing and events teams are here to support you.

"If you want to talk to mums, you need to talk to us."

Contact your Sales Account Manager
or email advertise@expatwoman.com

