



My Mama Mode

MOTHERHOOD · GENTLY TOLD

BRAND MEDIA KIT — 2026

Let's work together ✨

A warm, honest home for real motherhood — and a genuine place for the brands mamas already love.



Hi, I'm Annie ✨



I'm Annie Bravo Vanzella — boy mom to one spirited 4-year-old, and the voice behind My Mama Mode. I write from the middle of the mess: funny when I can be, calm when it counts, always honest.

My Mama Mode is a cozy, gently magical corner of the internet where real mamas come for the stuff no one warned them about — and stay for the honesty. I only ever recommend what I'd hand to my own kids.

Brands that live in these everyday moments fit right in.

WHAT I WRITE ABOUT

PREGNANCY

NEWBORN

TODDLERS

FAMILY LIFE

HONEST REVIEWS

THE AUDIENCE

A community of engaged mamas

Small but mighty — a loyal readership of US moms who read to the end, reply to my emails, and actually buy the things I love.

85K+

MONTHLY READERS
and climbing every month

12K

EMAIL SUBSCRIBERS
opens well above industry average

34K

INSTAGRAM @MYMAMAMODEBLOG
an engaged, chatty community

6.8%

AVG. IG ENGAGEMENT
well above the mom-niche norm

READER SNAPSHOT

92% women, 28–42

US-based primarily

Top categories: Newborn · Toddlers · Reviews

Placeholder figures — swap in your real numbers before sending.

Ways to work together



Sponsored posts

A dedicated, honest story featuring your brand, woven naturally into real mama life.



Honest product reviews

A thorough, genuine review — the good, the real, and whether it's worth a mama's money.



Social features

Reels, Stories & grid posts sharing your brand with my engaged Instagram community.



Brand ambassador

An ongoing partnership — a long-term, authentic home for brands we truly love.

WHY BRANDS LOVE IT HERE



An authentic voice

Every word sounds like me — because it is. That's why readers listen.



An engaged audience

Real mamas who read, reply, and buy the things I genuinely love.



Honesty only

I only feature what I'd hand my own kids. Trust is the whole business.

IN GOOD COMPANY

Past partners & kind words

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

“

Working with Annie felt like chatting with a friend who happens to sell out our product. Genuine, warm, and it converted beautifully.

BRAND PARTNER

Placeholder — swap in a real quote

“

Her review was the most honest — and most effective — coverage we got all year. The mama audience trusts her completely.

BRAND PARTNER

Placeholder — swap in a real quote



Let's make something lovely

Tell me about your brand and what you have in mind — I'll come back with rates and a few honest ideas.

HELLO@MYMAMAMODE.COM

@MYMAMAMODEBLOG

MYMAMAMODE.COM