



# MEDIA KIT

## ABOUT

Where Parents Talk is an award-winning community of parents educating and empowering other parents through practical advice, tried and tested tips and lessons learned in raising children.

Our trusted parenting information began as how-to VHS and DVD productions, and is also shared through articles, blogs, videos, podcasts, social media and corporate videos.

## HISTORY

Since 2004, we have been providing relevant news, perspectives and insight to parents featuring leading experts in their fields – from topics focused on babies and toddlers to the teenage years and beyond.

## PORTFOLIO

**Our extensive, award-winning, multi-platform body of work includes:**

- How-to** award-winning parenting DVDs (baby-care & nutrition) with leading medical experts
- Cookbook** focused on nutrition for babies and toddlers featuring medical and nutrition experts
- Radio show** aired weekly on Corus Radio (Montreal, Calgary, Vancouver)
- Television show** aired weekly on Rogers TV Toronto
- Magazine column** monthly national, parenting columnist for Parents Canada
- Blogging** Regular guest contributor to Huffington Post Canada
- Media expert** parenting interviews (television, radio, print, magazine, web)
- Corporate video production** multimedia content development for a variety of clients

## VISION

In 2020, we refreshed and refocused, refining our vision to support parents of children aged 15 to 24 years with timely, resonant and valuable information on multi-media channels.

## AWARDS



2005 & 2009



2009



2006



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## TIMELINE

|             |   |
|-------------|---|
| <b>2003</b> | Liandrea Productions Inc. launched                              |
| <b>2004</b> | Bringing Baby Home VHS released (English & French)              |
| <b>2005</b> | Bringing Baby Home DVD released (English & French)              |
| <b>2005</b> | Award, Parents' Choice (Bringing Baby Home)                     |
| <b>2006</b> | Yummy In My Tummy DVD released (English & French)               |
| <b>2006</b> | Award, The National Parenting Center (Bringing Baby Home)       |
| <b>2007</b> | Yummy In My Tummy cookbook published                            |
| <b>2008</b> | Parenting Radio Show Creator/Host (Corus Radio - Mtl, Cal, Van) |
| <b>2009</b> | Award, Parents' Choice (Yummy In My Tummy)                      |
| <b>2009</b> | Award, National Association of Parenting Publications           |
| <b>2010</b> | Re-brand to WhereParentsTalk.com                                |
| <b>2010</b> | Parenting TV Show creator/host (Rogers TV Toronto)              |
| <b>2011</b> | National magazine columnist (ParentsCanada 'MomSense')          |
| <b>2013</b> | Parenting Blog contributor (Huffington Post Canada)             |

## BY THE NUMBERS (as of February 20, 2021)

|                 |                            |
|-----------------|----------------------------|
| <b>578,000+</b> | YouTube impressions        |
| <b>284,000+</b> | Video views                |
| <b>37,000+</b>  | Highest single-video views |
| <b>5,340+</b>   | Social media followers     |



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## OUR CLIENTS



