



OVERVIEW



EssentialBaby OVERVIEW

Essential Baby is the largest parenting community in Australia.

Our socially active member base includes over 776,000 Facebook fans* and 260,000 forum members^ who come to us to feel well informed, supported and connected.

Essential Baby combines on-the-ground experience and the quality, integrity and credibility of Fairfax Journalism to support the real journey of parenthood.



WHAT'S ONLINE

News

Current Affairs
Celebrity
Parent News

Conception

Trying to Conceive
Fertility
IVF
Adoption and Fostering
Surrogacy

Pregnancy

Pregnancy Symptoms
Stages of Pregnancy
Pregnancy Week by Week
Pregnancy Health Pregnancy
News & Views
Prepare for Baby
Shopping for Baby
Baby Showers
Baby Names

Birth

Birth Options

- *Caesarean*
- *Vaginal birth*
- *Water Birth*
- *Birth Plan*
- *Pain Relief*
- *Home Birth*

Stages of Labour
Birth Stories
Postnatal Depression



Baby

Baby Development

- *0-6 Months*
- *6-12 Months*

Breastfeeding

Life with a Baby

Baby Care

Baby Sleep

Baby Food

Baby Health

Education & Play

Baby Products





WHAT'S ONLINE

Lifestyle

Travel
Money
Entertainment
Home

Just for You

Mind, Body & Fitness
Beauty & Fashion
Relationships
Career
Feature Members



Toddler

Toddler Development
Life with a Toddler
Toilet Training
Toddler Health
Education & Play
Toddler Products
Childcare



Events

The new Essential Baby website will be even more integrated with the Essential Baby & Toddler Show, with the creation of a new section dedicated to this event.

Forums

The Essential Baby forum is one of the largest forum-based communities in Australia.

A place where women connect to discuss and support one another from conception and pregnancy to birth and beyond, the forums are 100% user-generated, authentic and very active, with more than 500 user-generated conversations started every week.

Our forums are moderated by our community managers to ensure they remain consistently safe and supportive.



Amber Robinson
Editor

Amber is a journalist with more than 12 years' experience in online media, working with some of Australia's largest publishers. She was plucked from the Essential Baby community after having children of her own, to become Managing Editor with Fairfax's Essential Parenting Group.

EDITORIAL TEAM

Melanie Mahoney

Melanie has 10 years' of experience working in parenting media, and has been with Essential Baby since early 2012. A journalist and editor, she loves connecting with readers on social media and through Essential Baby's popular Facebook page.



Letitia Rowlands



Letitia is a journalist with more than 20 years' experience writing and editing for newspapers, magazines and news websites. During her career she has covered everything from general news, to police rounds and courts. Since joining Essential Baby two years ago, Letitia has focused on bringing our readers all the most important parenting news and views.

Letitia lives in Sydney with her husband and two young sons and, despite her best efforts, is yet to find a fool proof way of dodging stray pieces of Lego underfoot in the middle of the night.

EDITORIAL TEAM



Pinky McKay

Pinky is an international board certified lactation consultant, best-selling baby care author and mum of five who specialises in gentle parenting techniques.



Jodie Benveniste

Jodie is a psychologist, parenting author, TEDx speaker and director of Intuitive Parenting.



Dr Evelyn Lewin



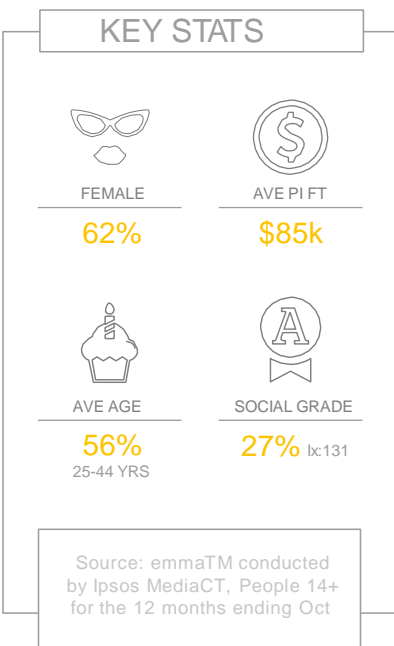
Dr Lewin is a fully qualified GP, with a diploma in obstetrics and gynaecology. As a freelance writer, she has written articles for *SundayLife*, *The Glow*, *Madison* and is now a regular contributor for *Essential Baby*.

COMPETITIVE SET

Kidspot



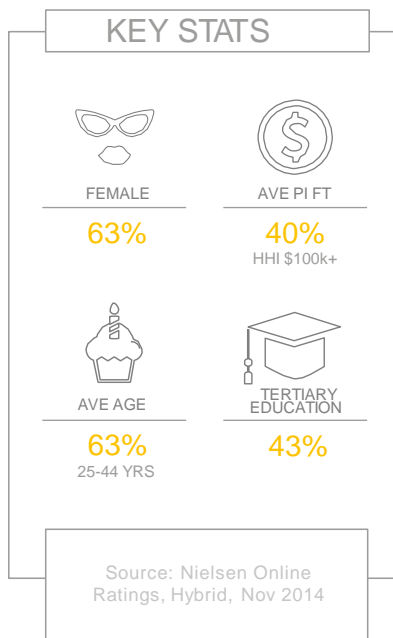
THE 'SELL'
 Launched in 2005, *Kidspot* started as a directory of maternity, baby, and kid-related products with toys, clothing, travel, fun, activities, sports... you name it. Since then *Kidspot* has grown into the most comprehensive directory for parents in Australia, making it fast and easy to find whatever it is your family needs. But more than this, *Kidspot* has evolved into a rich community for mums to share stories, discuss issues, or ask questions – all in a friendly, private, moderated community.



Bub Hub



THE 'SELL'
 Our directory lists more than 7,500 Australian organisations - find local shops and services, as well as online retailers, support organisations and more. There are Info Hubs for everything you need! There's a hub for each stage of your pregnancy and parenting journey, plus special interest hubs for eco-friendly families, feeding, Dads and more. Each hub has links to relevant information pages, local shops, online retailers, local and online services and useful online tools.



FURTHER INFORMATION

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DEADLINES

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