



EST.

# Simply2Moms

2018

ROOTED IN FRIENDSHIP. BUILT FOR THIS SEASON

*Two moms. One mission: sharing products that actually make life better.*



Simply2Moms is a trusted lifestyle brand built on real-life experience, creative storytelling, and a deep connection with our community of Gen X women. With over 400,000 engaged followers across Instagram, Pinterest, Facebook, TikTok, and our email list, we have a multi-channel presence that helps amplify your brand across every touchpoint. Our community relies on us for practical tips, honest product recommendations, and everyday inspiration they can actually use.

We've helped millions of moms get their students ready to move into college dorms and apartments. As their lives shift into the empty nest years, we continue to support them with home inspiration, everyday lifestyle tips, and products that genuinely make life easier.

When you work with us, you're getting two creative homes, two real moms, and one shared voice that speaks to your ideal customer. If you're looking for a creative partnership rooted in authenticity and results, we'd love to work with you. Let's bring your brand to life in a way Gen X women will remember.

AnnMarie Christiano & Anne Zirkle  
Charlotte, North Carolina, USA

## CONTACT US

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     @simply2moms

## OUR REACH

249K+

Instagram Followers

79K+

Monthly Website  
Visits

58K+

Pinterest Followers

45K+

Facebook  
Followers

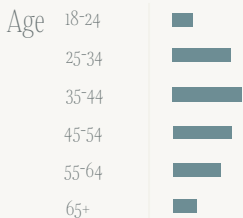
17.8K+

TikTok  
Followers

22K+

Subscribers  
46% Open | 5% CTR

## DEMOGRAPHICS



Location

US: 85%

Canada: 10%

UK: 3%

Australia: 1%

Gender

♀ 77%  
Women

♂ 23%  
Male

