

nameberry

about

Nameberry is the definitive online baby-naming resource for up-to-the-minute information and style-conscious advice. Created by baby name experts Pamela Redmond Satran and Linda Rosenkrantz, authors of 10 bestselling books that have sold nearly two million copies, it features an authoritative 50,000+-name database, hundreds of original lists and articles, a religiously followed blog, plus a vibrant community of sophisticated and savvy, loyal readers and posters on its boards.

expertise

Pamela Redmond Satran and Linda Rosenkrantz, in the 20 years since their groundbreaking book *Beyond Jennifer & Jason* was published, have been credited with revolutionizing baby naming in America, introducing the concept of cool and style, analyzing and predicting trends. Their expertise has been featured in most major media platforms, from the Wall Street Journal and the New York Times to People and USWeekly, the Today Show to Oprah to the BBC, and online at The Huffington Post and The Daily Beast.

immediacy

Nameberry is the *only* name site that offers fresh editorial content daily with a new blog by the authors and distinguished guest bloggers. It also features breaking celebrity baby news, up-to-the-minute additions to the database, a name of the day and a namesake of the day, all available via a daily e-blast.

visibility

Nameberry is featured weekly on People magazine's Celebrity Baby Blog with a column on name trends; the nameberry blog is syndicated nationally by the McClatchy-Tribune Syndicate; the site is featured on the cover of the authors' latest book, *Beyond Ava & Aiden*, and is regularly cited in publications around the world, including the London Times, Daily Telegraph and The Guardian, and Pam and Linda have appeared on British and Australian TV.

community

Nameberry's "name talk" message boards, with a current roster of 2,500 discussion topics, are lively cyber meeting places that have attracted 38,000 posters to date. These forums represent a rapidly growing community network for pregnant moms and name aficionados, which continue to be revisited by readers as their families grow.

what the media is saying

"You name it, Nameberry.com is bound to have it. Baby names that is—50,000 plus to be precise...Search fun categories... An added bonus: their name blog and message boards."

...**Stuff We Love, Real Savvy Moms**

"The up-to-the-minute word on what's hot and what's not from the arbiters of hip baby names."

...**The Wall Street Journal**

"The official resource for off-the-wall baby names."

...**Buzzfeed**

"Co-authors Pamela Redmond Satran and Linda Rosenkrantz track the trends in their new must-read resource, 'The Baby Name Bible' ...'"Beyond Ava & Aiden' will help you navigate the world of baby naming. With humor and a refreshing take on the trends...the authors, Linda Rosenkrantz and Pamela Redmond Satran will not lead you astray. Better yet, maybe they can name the kid for you."

...**UrbanBaby**

"No book could take into account the ever-changing landscape of name popularity which is why you need a website... say, a delightfully tongue-in-cheek one like Nameberry. They'll give you name meanings... and variations, of course, but what's especially fun is checking out the latest baby naming escapades from the rich and famous. There are also a variety of really engaging lists, like Boys' Names Dads Like More Than Moms, and Antiques Ready For Restoration that just might inspire."

...**Cool Mom Picks**

(Cool Names for Babies) Book of the Month

...**www.primababy.co.uk**



demographics

- 150,000+ unique monthly visitors
- 2 million page views a month
- 1 million unique visitors in our first year
- Traffic quintupled in first year, up average 15% per month
- 3500 daily email subscribers
58% female, 42% male
- 60% college-educated (13% post-grad)
- 60% are parents while 40% are expecting their first child
- 63% American, 10% British, seen in every country on the globe
- 86% aged 18-49
- 45% household income \$60k+
(23% \$100k+)