



KiDS NEWS &
REVIEWS

Media Kit

MESSAGE FROM THE EDITOR



Kids News & Reviews is a curated early learning media platform dedicated to sharing trusted educational resources, meaningful stories, and creative learning experiences that support children, their families, and the early learning community.

As a licensed Early Childhood Educator and former Managing Editor of BC Parent, I have spent more than 10 years creating early learning and educational content with children, families, and educators. I have also contributed as a guest writer and blogger for parenting and youth-focused platforms, including Vancouver Mom, Kidzworld USA, and FindMyFriends.

The primary focus of Kids News & Reviews is to support social-emotional learning by helping connect parents, educators, and caregivers with meaningful resources that set children up for success. From books featuring strong characters to emotionally intelligent music, creative curriculum ideas to thought-provoking learning experiences in the classroom or through homeschooling, our goal remains to foster creativity, empathy, and emotional growth in children.

We welcome opportunities to connect with organizations, educational programs, services, and brands equally committed to supporting children, families, educators, and early learning communities through meaningful and impactful resources.

Lorrie Holmes Editor | Early Learning Content Creator

KIDS NEWS & REVIEWS

All of our collaborations are carefully vetted and contribute to the development of young children.

Visibility	Reach	Trust	Themes
 400+ Educational Blog Posts Published to date.	 129K+ Youtube Views	 10+ years Publishing early learning media.	 Day In The Life Classroom/School Reviews.
 Multiple Top Ranking stories ranking on Page 1 of Google.	 1.6M+ Youtube Impressions	 Professional team of creative professionals.	 Day In The Life Camps & Recreation Programs.
 381 Organic keywords driving search visibility.	 35K+ Combined Monthly Views	 Featured in Top 100 Kids Blogs on Feedspot.	 Playful Personalities Featuring Children's Artists.
 87 Referring website domains linking to our content.	 8.3K+ Instagram Followers	 Trusted by educators, families, and early learning community.	 Reviewing Children's Music and profiling Children's Artists.
 Views and videos ranging from hundreds to over 50K views.	 5.7K+ Monthly Pinterest Views	 All collaborations are carefully vetted before they are accepted.	 Expert Articles written by Early Learning Specialists.
 Strong, organic following that is engaged and collaborative.	 10K+ Combined Monthly Followers	 All collaborations offer valuable resources for child development.	 Reviews Books, Toys, and Curriculum.

TOP STORIES

Kids News & Reviews continues to grow as a trusted early learning resource through strong organic search visibility and educational content discovery across Google and social media platforms.

SEARCH VISIBILITY HIGHLIGHTS

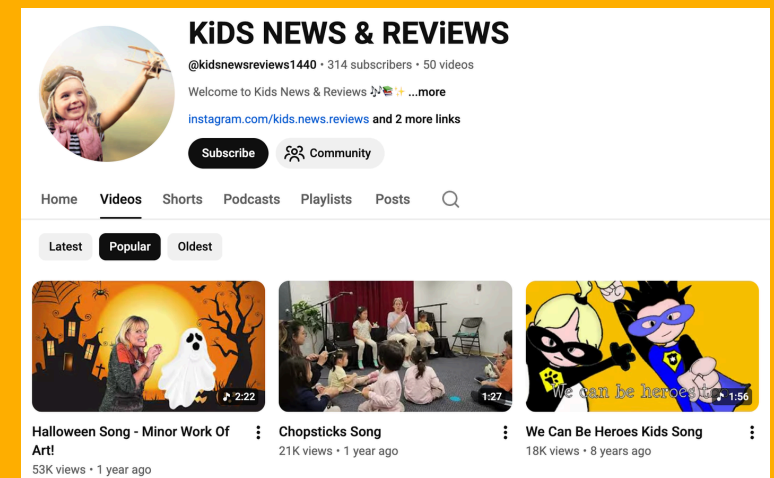
- Multiple first-page Google rankings
- Ranking keywords include songs about emotions and feelings, preschool music activities, music lesson plans, and creative play resources
- Educational content discovered through targeted searches
- 381 organic keywords currently indexed in Google search
- Content visibility supported by 149 backlinks and 87+ referring websites

TOP SEARCH PERFORMING TOPICS

- Emotions & Feelings Songs
- Preschool Music & Movement
- Music Lesson Plans for Preschool & Pre-K
- Creative Arts & Classroom Activities
- Friendship, Kindness & SEL Resources
- Early Learning Music Programs
- Dramatic Play & Creative Learning Ideas

GOOGLE SEARCH PERFORMANCE

- Top 3 rankings for multiple preschool music & SEL searches
- Top 10 rankings for high-interest educational keywords
- Educational stories and resources
- Evergreen content continuing to drive long-term traffic



49,690 views



39,275 views

KiDS NEWS & REVIEWS

Providing top vetted resources for those who work with and care for young children.



**EARLY BIRD
BOOKINGS**

**50%
discount**

on all bookings



10K+

Followers

87%

Women

35K+

Monthly
Views

4.6%

Engagement
Rate

RATES

Directory Listings	\$199.00
Article Inclusions	\$150.00
Sponsored Stories	\$500.00
Product Giveaways	\$50.00 + product
Social Media Posts	\$50.00 each

- *Social Media Posts include a post on our Instagram & Facebook feeds and stories, and are added to a Pinterest board.*
- *Additional opportunities to be featured on our channels through individual projects, which are quoted individually.*
- *We also provide FULL SCALE digital & print marketing services to our clients!*

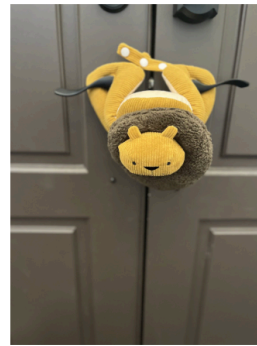
DIRECTORY LISTINGS

INCLUDES

- Logo
- 100 word description
- Photo
- Information
- Links
- Contact Info
- Quote from director



At Asland Academy, we follow the interests of each child but within the structure of our program. For example, if the children are interested in a certain aspect to a theme, we will delve deeper into it with them without interrupting the overall learning objectives that we have for each unit so the children gain exposure and satisfy their curiosity through inquiry and creative expression, while still also learning the prescribed outcomes we have planned, though this is done in a child led manner so we are able to hold onto the interests of our children and keep it fun and educational at the same time.



"The lion symbolizes strength, courage and integrity, and these are the characteristics we focus on instilling into our children as our foundation."
NATALIE QUI, SCHOOL MANAGER

PROGRAM: Reggio-Emilia Approach

AGES: 30 months to 5 years

CONTACT: Natalie Qiu, School Manager

LOCATION: Vancouver, BC

PHONE: 604.968.4501

EMAIL: nsun@aslandacademy.ca



STORY LiNEUP

STORIES BY KiDS & YOUTH

Stories & Reviews told by KiDS & YOUTH FOR KIDS & YOUTH. This program encourages kids and youth to share their thoughts, feelings, and opinions while being mentored to create their own featured stories and reviews to be published on our channels.

[VIEW STORY SAMPLE HERE](#)

STORIES BY YOUTH CHANGE-MAKER

Youth Change-Makers share their stories and other media (books, songs, PSA's, to inspire their peers and lead by example for our younger children to be inspired to follow.

[VIEW STORY SAMPLE HERE](#)

REVIEWS BY EARLY CHILDHOOD EDUCATOR

From reviews on curriculum ideas, toys, books, music and much more, to sponsored blog posts sharing How-To Teaching Tips. This content will be sure to offer many valuable resources for our teachers.

[VIEW STORY SAMPLE HERE](#)

Day In The Life Program Reviews

From Day In The Life Classroom Stories to Teachers & School Profiles. These stories will each have the goal to offer inspiring ideas to their fellow teachers.

[VIEW STORY SAMPLE HERE](#)

Expert Articles

From school staff to early learning experts to child development specialists, each of them share their expertise in dedicated stories.

[VIEW STORY SAMPLE HERE](#)

Curriculum Development

Sharing curriculum resources for early childhood educators and homeschooling parents.

[VIEW STORY SAMPLE HERE](#)

EARLY LEARNING CONTENT CREATORS

Did you know we are also a full-scale early learning digital media company?

We are a team of top media professionals, from writers to designers, music composers to photographers and video editors dedicated to creating content for early learning and kids brands.



- Print and Digital Ad Campaigns
- Social Media Campaigns
- Branding & Rebranding campaigns
- Customized Curriculum For Your School
- Classroom Videos & Photos
- Professional Development Content

**Let us help you create high-quality content
for your classroom or children's brand.**

[View our portfolio here](#)

LET'S WORK TOGETHER

*Thank you for taking the time to learn more
about Kids News & Reviews.*

*Together, we can help support children, educators,
caregivers, and communities by sharing
meaningful resources that inspire creativity,
learning, confidence, and connection.*

We would love for you to join us in this initiative.

