

CHINESE AMERICAN FAMILY

A CULTURAL PARENTING SITE

+1 (650) 776-5754
CHINESEAMERICANFAMILY.COM
WES@REDBEANCOMPANY.COM

OUR COMMUNITY

71% AGE 25-54
67% WOMEN
59% MOBILE USERS

AUDIENCE REACH

43K MONTHLY VISITORS
2K EMAIL SUBSCRIBERS
1K SOCIAL FOLLOWERS

For six months ending February 2019

OUR STORY

Chinese American Family is the best parenting site dedicated to helping American families proudly celebrate their Chinese heritage. Covering holidays, food, activities and language, the site reaches Chinese American parents, multicultural couples, adoptive families and other Americans with connections to China. Wesley Radez created Chinese American Family in 2016, after 15 years of corporate marketing and business development experience at companies like Sprint and Morgan Stanley.



CONTENT OVERVIEW



HOLIDAYS



RECIPES



ACTIVITIES



COMMUNITY

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ADVERTISING OPTIONS

STARTING AT
\$50 /MO

DISPLAY
ADVERTISING

STARTING AT
\$500

SPONSORED POST
CAMPAIGN

\$200 /HR

FREELANCE
CONSULTING

CAMPAIGN ASSETS

SPONSORED POSTS

BANNER ADS

NEWSLETTER BLASTS

SOCIAL MEDIA PROMOTION

PRODUCT REVIEWS

GIVEAWAYS

CASE STUDY

In February 2019, Lofty Sky Entertainment promoted the Miaomiao animated TV series and apps on Chinese American Family. The sponsored content campaign produced the following results:

- 387 views of an interview with the Executive Producers
- 28K desktop ad impressions and 123 clicks
- 4K newsletter sends & 3K social media sends
- 155 branded content downloads
- 101 giveaway entries
- Reviews on Amazon Prime & Apple iTunes store



AS SEEN ON

BICULTURAL
mama

Reader's
Digest

HapaMama

SAMPAN 華報

Asia Today
with Jeffrey Bingham
Mead

No Hands
But Ours

Marvels of China:
Pathways to the
Pacific Rim



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