Introduction

My BabyManual is a new, comprehensive online resource for authoritative and trust-worthy advice and information about pregnancy and babycare.

The launch of the My BabyManual website is following in the footsteps of *Mi Manual Del Bebe* (MMDB), the established and successful Latin American brand offering a similar online resource to parents in South America.

In setting out its proposition, My BabyManual has expanded the offerings of MMDB by introducing an IVF and assisted pregnancy microsite, that will contain comprehensive guidance and advice for parents struggling to conceive. We also plan to have a diverse range of experts’ articles published on the website, whereas MMDB contains articles from gynecologists only.

Information, articles and blogs on My BabyManual will be written by experts in relevant professions: to include nurses, GPs, paediatricians, nutritionists and midwives. This is a central aspect of the proposition and makes it unique among its peers. No other website within this space will contain the same level of trusted information written by relevant sources. The website will, as a result, establish itself as the go-to and comprehensive online resource for mothers (expectant and prospective) seeking health and parenting answers.

Expectant mothers can also subscribe to a regular weekly newsletter, which is packed with useful information about the growth and development of their unborn baby. We also plan to develop a
forum, thus creating a community of mothers/prospective mothers, where they can share their experiences, concerns and knowledge within a supportive, current and respected environment.

Our objective is to build a volume of website traffic around authoritative expert content and in turn monetise this traffic through sponsorship and advertising packages of web pages, sold to relevant brands.

Advertising revenues are derived from click-through from an advert placed adjacent to an article and are charged on a per-click basis to the advertiser by My BabyManual. This revenue is shared with the experts who have written the content adjacent to the advertisement.

Sponsorship works slightly differently, in that revenue is determined by the number of page impressions. Sponsors may prefer to sponsor an article/several articles written by a particular expert. However, the revenue is shared between the expert and My BabyManual in the same way as advertising revenue.

Revenue is split on an 82/18 basis between My BabyManual and the expert, where the expert has written only one article. If the expert submits up to five articles which are published, the expert will receive 21% of revenue. This increases to 23% for those experts who have submitted ten articles within a 12-month period.

How do I get started?

Please ask us for a copy of our Revenue Sharing Agreement – this is designed to regulate the relationship between us, as well as determine how much you get paid for the articles you submit which are published. You should read this carefully, sign it and send it back to us at: My BabyManual Ltd, St John's House, St John's Street, Chichester, West Sussex. PO19 1UU.

Once we have your signed agreement, we will get in touch with you using the contact details submitted in the agreement.

What should I write about?

We will be prescriptive about the topics we need articles/content written about and will liaise with you as to your specialist areas of expertise and the subjects you believe you can write about authoritatively.
How long should each article be?

Each article should be longer than 400 words. However, it is important to note that we are looking to build the best pregnancy and parenting resource online and there is no limit imposed by us as to the length of each article. We will not publish articles that we do not believe to be sufficiently authoritative. It is important to consider that successful content marketing is massively dependent upon the quality of the article. The higher the quality, the more revenue will be generated by that article. There will also be a cumulative effect of there being several authoritative articles being published around a particular subject.

As gatekeepers of the content, we will ensure that quality standards are maintained at the highest levels throughout each of the pieces published on the website.

Can it be an article that I have written and published elsewhere before?

Unfortunately, we cannot accept any content that is available to view on any website other than www.mybabymanual.co.uk. If the article has not been published elsewhere online, you may submit it under the Revenue Sharing Agreement.

How should articles be submitted?

Please send your completed article to articles@mybabymanual.co.uk.

How many articles should I write?

Please write as many as you like as long as they are of the highest quality, informative and will be of interest to our audience. Above all, they must convey authority from a medical experts perspective. The more articles you write, the more revenue you will generate. If ten articles are written within a
12-month period your share of the revenue increases to 23%. We will let you know when we have enough articles about a particular subject and we will work with you to decide on what you should write about.

**How fair is the revenue share?**

As an expert, your commitment is a one-off task of producing a high-quality article.

My BabyManual's commitment involves:

- Building and operating the website, keeping the website secure and current
- Building quality content, imagery and functionality around the expert content
- Sourcing experts and liaising with them in relation to the production of suitable articles and content
- Fostering and maintaining relationships with brands for advertising and sponsorship
- Billing advertisers and collecting advertising revenues
- Calculating, reporting and distributing advertising revenue to our experts
- Optimising the expert’s content so that it gets indexed prominently by the search engines
- Marketing the website to our prospective customer base
- General day-to-day administration of business operations

We believe that the revenue apportionment represents an equitable split in relation to each party's commitment and is designed to provide a balanced reward between us and our valuable expert partners.

**When will my articles begin to get monetised?**

My BabyManual is a new concept and will launch in the summer of 2017. It will take a little while before the website gains traction and generates a large volume of traffic. We expect revenues to start small, but eventually will grow into a very healthy revenue stream for us and the experts who have contributed content.

**Contact information**

If you would like to write articles for My BabyManual, please contact us at:

**Website:**  
[www.mybabymanual.co.uk](http://www.mybabymanual.co.uk)

**Telephone or Email us:**  
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**Write to us:**  
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