



About Our Blog Sponsorship Policy

Thank you for your interest in featuring Maternitique on your blog! We're really happy that you're pregnant and thrilled that you found Maternitique! We'd be proud to be part of your pregnancy journey and to support your healthy pregnancy and your healthy baby.

Due to the numerous requests for blog sponsorship that we receive, we've created a blog sponsorship policy to help us develop partnerships with bloggers that are mutually beneficial and high quality.

As a retail store, Maternitique offers a wide selection of unique products to support your skin care, pregnancy symptoms, nutritional and wellness needs, birth and postpartum recovery. Our expertly selected products work to safely enhance your experience of pregnancy. Our mission: *to help moms look their best, feel their best and do their best for baby during motherhood.*

Because we're a small, independent retail store based in Portland, Oregon that's mom-owned, Maternitique serves women personally and lovingly. Our two employees work hard to make women feel special, cared for, and supported through pregnancy and motherhood. And it's working—we have customers around the United States and Canada who rely on us and trust us and refer us to friends. Our quality selection and service has even attracted several celebrity moms from New York City to Beverly Hills.

In the four years since we opened, we've found that distributing free products to bloggers hasn't resulted in quality storytelling about Maternitique, in particular the unique selection for body and skin care and personal service that sets us apart from big box retailers or other online stores. The best blog post someone ever wrote about Maternitique was a customer who blogged about finding us, shopping with us and getting her goodies in the mail. We didn't solicit the review; she didn't tell us she was doing it. But her comments were sincere and it meant a lot to us.

A year later, when she wanted to host a giveaway for a breastfeeding awareness campaign, she approached us for a sponsorship. We were more than happy to oblige.

That experience is the inspiration for our new policy.

www.maternitique.com

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Please note: Requests for giveaway sponsorships and product reviews will only be accepted from current Maternitique customers. To request a giveaway or product for review, please provide your most recent Maternitique order number.

If you haven't tried shopping at Maternitique yet, and you're interested working with us to review maternity products or host a giveaway, let's get to know each other! Send us an email (ps@maternitique.com works) and let us know:

- who you are
- how many of your friends and family are pregnant or planning to be
- how you found us
- and include 2-3 examples of your best examples of reviews

Selection Criteria

We're not interested in a certain demographic. Your sex, race, sexual orientation, religious beliefs, and political views don't matter to us. We want bloggers who write from the heart to connect with readers. We're not interested in supporting blogs that offer little content other than giveaways and reviews. Instead, we want to build a relationship with you if you're truly captivated by pregnancy and parenthood and share that experience with your audience.

Selection Agreement

Select bloggers will receive a promotion code for a percent discount off your order with us. You'll be able to share that discount code with your readers in the blog post you write in review of your shopping experience.

In order to receive this promotion code, we'll ask you to agree to:

1. Spell Maternitique correctly.
2. Use ONLY the logo, badge, photos and imagery provided by Maternitique.
3. Include a permanent, active and search engine readable link (i.e., no-follow is invalid) from your site to ours either within the blog post or in a resources section.
4. Write an HONEST review, in your own words, of shopping at Maternitique. This blog post must be no less than 250 words and must NOT contain more than 1-2 sentences copied from our site. (We prefer that you don't use any language from our site, but instead, use your own voice to describe what you see and perceive.)

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