MEDIA KIT

August 2026 • LOVING LITTLE LUCA

loving little luca

a softer place for autism families

Real Life. Real Autism. Real Family.

"One year ago, autism changed our path. Loving Little Luca was born from everything I wish someone told me next."

Growth Highlights

2.3M+
Peak 28 Day Views

675K+
Top YouTube Reel

100%
Organic Growth

Launch in March 2026 across TikTok, Instagram, Facebook & YouTube

PLATFORMS

1,700+
TIKTOK

900+
INSTAGRAM

4000+
FACEBOOK

200+
Youtube

Partnership Inquiries
info@lovinglitteluca.com • LovingLittleLuca.com

Our Story & Mission



Hi, I'm Stephanie

I'm a working mom, autism advocate, and Luca's mom. When Luca was diagnosed with autism, everything changed -- not because he changed, but because we did. I went looking for community members who understood our journey. When I couldn't find the space I needed, I created Loving Little Luca.

Why Loving Little Luca Exists

After Luca's autism diagnosis, I discovered how overwhelming and isolating the journey can feel. The information was scattered, the community was hard to find, and the emotional weight was immense. Loving Little Luca was created to be the source, encouragement, and community she wished she had on day one.

Mission

To help families feel less alone after an autism diagnosis by sharing real-life experiences, practical support, education, and honest moments from our autism journey.

Vision

A world where autistic children and their families are met with understanding instead of judgment, inclusion instead of isolation, and support instead of having to navigate the journey alone.

Who We Reach

Loving Little Luca connects with families, caregivers, and professionals seeking trusted support, resources and community.:

Primary Audience

- Parents of newly or recently diagnosed autistic children
- Caregivers navigating early intervention & therapies
- Autism parents seeking honest community
- Primarily based in the U.S., reaching families across the country

Secondary Audience

- Educators and school staff working with autistic students
- Extended family members learning to support autistic loved ones
- Advocates for autism acceptance and inclusion

Audience Demographics (Facebook)

28 Day Performance

86%
FEMALE AUDIENCE

35-44
CORE AGE GROUP

59.7%
BASED IN THE US

Recent organic content has generated multiple 100k+ posts, with individual posts driving hundreds of new followers and thousands of engagements.

1.4M+	30,000+	1300+	474K+
28 Day Views	28 Day Engagement	Net New Followers 28 Days	Top Post Views

Audience Demographics (TikTok)

28 Day Performance

73%
FEMALE AUDIENCE

35-44+
CORE AGE GROUP

59.2%
BASED IN THE US

70K+	88.9%	21.2K+	226K+
Video Views	For You Page	New Viewers	Top Video

Audience Demographics (Instagram)

30 Day Performance

75%
FEMALE AUDIENCE

35-44
CORE AGE GROUP

55.8%
BASED IN THE US

98.9%	74.8k+	3,900+
New Audience Reach	30 Day Views	Total Interactions

YouTube - Emerging Platform

Launched June 2026

200+	932K+	1166+
Subscribers	Total Views	Hours watch time

Early-stage channel with strong momentum

Audience Values

This community prioritizes authenticity over perfection. They are parents, caregivers, family members, educators, and advocates looking for practical support, honest experiences, and a sense of connection.

Followers respond to brands that prioritize inclusion, accessibility, sensory -friendly products, family wellness, communication tools and resources that make everyday life easier. Trust matters deeply within this audience, and recommendations are often shared through personal experience and word of mouth. .

Content & Partnership Opportunities

Content Pillars

Content built around the moments that connect everyday life with Luca to a larger emotional truth -- this is where the audience responds most.

Everyday Life with Autism What autism actually looks like day to day -- grocery stores, vacations, bedtime, the "autism looks different at the..." series	**Family & Relationships** How autism shapes the people who love Luca -- siblings, marriage, grandparents, and the family dog	**Progress & Milestones** Celebrating wins others might overlook -- first words, PECS successes, therapy breakthroughs	**Education & Awareness** Helping people understand autism -- early signs, sensory needs, nonverbal communication, myths
Autism Journey & Diagnosis The emotional reality of receiving and living with a diagnosis -- grief, gratitude, and how it changed our family	**Advocacy & Inclusion** Changing how people think about autism -- school inclusion, community acceptance, "are we ready?"	**Resources & Support** Helping newly diagnosed families navigate next steps -- provider questions, therapy explainers, Maryland resources	**Hope & Perspective** The heart of the brand -- "love needs no words," lessons Luca has taught us, finding joy in small moments

Why Brands Partner with Us

Trusted by newly diagnosed families during one of life's most important transitions	Authentic storytelling that influences real family purchasing decisions.

Families turn to Loving Little Luca for guidance during one of the most overwhelming seasons of their lives -- which means recommendations carry real weight here. This audience doesn't just watch; they research, ask questions, and make family purchasing decisions based on lived experience, not ads.

Partnership Opportunities

Loving Little Luca collaborates with brands and organizations whose mission aligns with family wellness, autism support, and inclusive living. All partnerships are thoughtfully integrated to maintain authenticity and audience trust.

Partnership Types	Brand Fit Examples
Sponsored posts & dedicated videos	Sensory-friendly toys & clothing
Product reviews & honest testimonials	Therapy tools & AAC communication devices
Affiliate & ambassador programs	Family wellness & mental health services
Resource features on LovingLittleLuca.com	Children's educational products & apps
Community giveaways & awareness campaigns	Autism-affirming organizations & nonprofits

Our Values in Every Partnership

Authenticity first — if I would not use it for Luca, I would not promote it. Every brand collaboration is disclosed transparently and woven into storytelling that feels natural to this community. Loving Little Luca's audience trusts this platform because it has earned that trust through honesty, and that is the most valuable thing we protect in any partnership.

Brand Alignment

We Love Working With	We Don't Promote
Sensory products	Products we haven't used
Therapy resources	Fear-based messaging
Family travel	“Autism cure” narratives
Inclusive recreation	Anything inconsistent with inclusion and dignity
Educational tools	
Autism support organizations	
Adaptive products	

Formatted Table

Ready to Partner?

Reach out to start a conversation about how we can work together.

Formatted Table