

MEDIA KIT

July 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

3300+

Total Followers

1M+

90 day views

12k+

Comments & Conversations

Rapid, organic growth since launch in March 2026 across TikTok, Instagram, Facebook & YouTube

PLATFORMS

1,500+

TIKTOK

700+

INSTAGRAM

900+

FACEBOOK

100+

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 from people 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, his mom 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 resource, 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
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Audience Demographics (TikTok)

All-time analytics since launch (March 2026):

75% FEMALE AUDIENCE	35-44 CORE AGE GROUP	75% BASED IN THE US	
2,100+ Profile Visits	720+ Comments	400+ Shares	1,540 Followers
Gender Female: 75% Male: 25%	Age 35-44: 33.1% 25-34: 26.3% 45-54: 19.5%	Top Locations United States: 75% Canada: 5.7% United Kingdom:: 4.3%	

Audience Demographics (Facebook)

All-time analytics since launch (March 2026):

81%

FEMALE AUDIENCE

35-44

CORE AGE GROUP

47.9%

BASED IN THE US

Our audience is highly engaged because the content is rooted in lived experience, practical support, and authentic autism parenting.

8k+

Profile Visits

5,900+

Comments

7400+

Engagements

980+

Followers

Audience Demographics (Instagram)

All-time analytics since launch (March 2026):

720+

Followers

140K+

Total Views

4,300+

Total Interactions

Gender

Women: 74%
Men: 26%

Age

25-34: 20.9%
35-44: 29.5%
45-54: 15.8%

Top Locations

United States: 59.9%
United Kingdom: 23.7%
Canada: 4.3%

YouTube - Emerging Platform

- Launched June 2026
- 96+ subscribers in first 3 weeks
- 99k+ views generated through Youtube shorts

100+	123K+	163+
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 lists 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
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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
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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.
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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.

This platform was built by a parent who went looking for a community after diagnosis and found spaces that didn't make room for her family -- and decided to build the place she couldn't find. That origin shapes every partnership: this audience trusts Loving Little Luca because it has consistently shown up for them in ways other spaces haven't.

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

Authenticity first — if I would not use it for Luca, I will 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 Sensory products Therapy resources Family travel Inclusive recreation Educational tools Autism support organizations Adaptive products	We Don't Promote Products we haven't used Fear-based messaging "Autism cure" narratives Anything inconsistent with inclusion and dignity
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