

MEDIA KIT

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

2150+

Total Followers

385K+

TOTAL VIEWS

1000+

Comments & Conversations

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

PLATFORMS

1,377+

TIKTOK

555+

INSTAGRAM

150+

FACEBOOK

95+

Youtube

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	Secondary Audience
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 (TikTok)

All-time analytics since launch (March 2026):

75%

FEMALE AUDIENCE

35-44

CORE AGE GROUP

83.6%

BASED IN THE US

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

1,400 Profile Visits	565 Comments	287 Shares	1,381 Followers
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Gender	Age	Top Locations
<ul style="list-style-type: none"> Female: 75% Male: 24% Other: 1% 	<ul style="list-style-type: none"> 35-44: 34.8% 25-34: 23.8% 45-54: 19.7% 	<ul style="list-style-type: none"> United States: 83.6% Canada: 8.4% Australia: 1.4%

Instagram Snapshot

Since launch (Mar 13 - Jun 27),

559 Followers	115K Total Views	55K Accounts Reached	3,200 Total Interactions
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Gender Women: 72.5% Men: 27.5%	Age 35-44: 28.2% 45-54: 18.6% 65+: 21.8%	Top Locations United States: 58.3% United Kingdom: 26.1% Canada: 5.1%
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Content performs strongly with non-followers (94.6% of views), indicating strong discoverability and viral reach beyond the existing audience -- a key signal for brand visibility.

YouTube - Emerging Platform

- Launched June 2026
- 97+ subscribers in first 3 weeks
- 100k+ views generated through YouTube shorts

97 Subscribers	100K Total Views	130 Hours watch time
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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.

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

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	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

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Inclusive recreation Educational tools Autism support organizations Adaptive products	Anything inconsistent with inclusion and dignity
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Reach out to start a conversation about how we can work together.