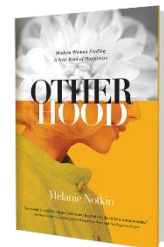




# MELANIE NOTKIN

KEYNOTE SPEAKER,  
MEDIA ENTREPRENEUR,  
LIFESTYLE PERSONALITY and  
NATIONAL BESTSELLING AUTHOR

SAVVY  
auntie®



As marketers historically focus on moms, Melanie Notkin cleverly uncovers the next marketing frontier: *Professional Aunts No Kids*, known as **PANKs®** and the **Otherhood®** – the non-mom. Savvy marketers call on Notkin – the only expert in America on this growing demographic – to exploit the multibillion dollar market of smart, savvy, discerning female consumers.

As a single, childless aunt, and former marketing and communications executive for L'Oréal USA, American Express, and The New York Times, Notkin felt ignored by brands and discovered this market gap. In 2008, she launched **SAVVY AUNTIE®**, the multiplatform lifestyle brand for PANKs, the term she coined for childless, child-loving women. Her 2011 book, *Savvy Auntie*, was a WSJ Bestseller. In 2014, Notkin released her second book, *Otherhood: Modern Women Finding a New Kind of Happiness*, for women who, often despite their deepest desires, remain single and childless.

Notkin has partnered on two renown national demographic studies: “The Power of the PANK” in December 2012 and “Shades of Otherhood” in April 2014.

## MARKETING TO THE “OTHERHOOD” and “PANKs” - PROFESSIONAL AUNTS NO KIDS

### GAME-CHANGING STATISTICS

- ❑ Non-moms spend 35% more per person on groceries, twice as much as mothers on beauty, travel abroad more and take longer vacations
- ❑ 75% of non-moms have at least some college education (mothers 67%)
- ❑ PANKs spend \$9 billion on children annually.
- ❑ 47% of U.S. women of a childbearing age are childless
- ❑ There are 19 million childless women in USA 20-44 years old.
- ❑ 23 million childless women over the age of 18 are aunts by relation or choice to friends’ children.
- ❑ PANKs are younger on average than mothers (36 vs 46)
- ❑ While PANKs have the same HHI as the average woman, they are most likely to be single and live alone.
- ❑ PANKs are 5-10+ points more likely to share info in many verticals, including: CPG; home goods; automotive; travel; electronics; health; pets; finance, and more.
- ❑ While non-moms have disposal income, they are also discerning shoppers, e.g. they are just as likely to use coupons as moms.

DATA DOESN'T TELL THE WHOLE STORY. MELANIE NOTKIN DOES.

### SENSATION ON THE LECTURE CIRCUIT

Melanie Notkin brings her quantitative and qualitative research - along with her wit and warmth - to Fortune 500 audiences on marketing to the misunderstood and often unacknowledged women without children. Whether to small groups or large audiences, Notkin reveals the jaw-dropping myths and truths about this demographic – and how savvy marketers can get it right.

It’s not unusual for audience members to keep the conversation going with Notkin after her speech and engaging Q&A. Often, her energizing speech is only the beginning of a very important marketing conversation.

To request Melanie Notkin to speak at your next event, contact:

Robinson Speakers | The Gold Standard For Keynote Speakers | 646-504-9849 | [info@robinsonspeakers.com](mailto:info@robinsonspeakers.com)



sparks & honey

AS SEEN ON (partial list)

