

Media Kit



Godless Mom (Courtney Heard)

**170K+
Followers**

**12+ Years
of Writing**

**2 Kids
Raised**

About Godless Mom

Godless Mom is a secular lifestyle brand built around intelligence, taste, and living well without compromise. What began as a writing platform has grown into a multi-channel presence with a deeply engaged audience that values clarity, independence, and substance over trends. The content blends culture, books, fitness, and everyday life in a way that feels lived-in and credible, not performative. Because the relationship with the audience is built on trust and consistency, recommendations land naturally and drive meaningful engagement for brands that align.

"Sharp, funny,
and brutally honest."



Previous Partnerships



Why Godless Mom?

26% of Americans identify as religiously unaffiliated.

No lifestyle brand speaks to them.

The Unseen Demographic

The "nones" are the fastest-growing demographic in North America. Disproportionately educated, urban, and high-income, they are largely ignored by mainstream lifestyle marketing.

The White Space

The lifestyle influencer space is saturated with faith-based creators and a "blessed" aesthetic. Secular consumers have money and taste but no representation in the luxury lifestyle space.

Godless Mom is the only established brand positioned to fill this gap.

**76
million
"nones"**

**\$100k+
Earners**

**1 in 3
Young
Adults**

Stats & Audience

120
million
views

170+k
followers

5.4
million
interactions

Non-Follower Reach: 39%

Nearly 40% of views come from new discovery, meaning your brand is constantly put in front of fresh eyes.

The Demographics

Age: 35-54

Country: 63.7% USA

Men: 54%

Women: 46%

Top City: New York, NY



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