

# MCM Acquires All About Parenting to Expand Content Portfolio and Strengthen Ownership of Digital Media Channels

*Expanding its media footprint, MCM acquires All About Parenting to enhance content, strengthen digital channels, and grow its impact in parenting media.*

AUSTIN, TX, UNITED STATES, March 18, 2025 /EINPresswire.com/ -- [MCM](#), a leader in digital media and content innovation, has officially acquired [All About Parenting \(AAP\)](#), a premier platform dedicated to parenting insights, expert advice, and family-focused content. This acquisition aligns with MCM's broader strategy to scale, grow, and make a positive impact by investing in and creating its own content, further solidifying its position as both a media powerhouse and content creator.



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We are thrilled to welcome the AAP brand and team into the MCM family. This acquisition is another step toward our goal of establishing MCM as a premier content producer, manager, and distributor.”

*Elliott Pittman*

By integrating All About Parenting into its portfolio, MCM is expanding its content offerings while advancing its commitment to owning and managing its own digital channels. The move represents a significant step in MCM's long-term vision of producing and distributing content both for itself and for strategic and joint venture partners.

“All About Parenting is an incredible brand that has built a trusted community of parents looking for insightful, high-quality content,” said Elliott Pittman, CEO and Founder of MCM. “We are thrilled to welcome the AAP brand and team into the MCM family. This acquisition is another step

toward our goal of establishing MCM as a premier content producer, manager, and distributor—not just for our own brands, but for others as well.”

The deal in question is for the US and UK divisions of the company. All About Parenting will retain its own brand identity and continue serving its dedicated audience, with MCM planning to invest further in its content development to enhance its value and reach.

With additional investments and acquisitions on the horizon, MCM continues to differentiate itself by uniquely managing and producing content both for its own platforms and other brands, setting it apart from traditional media companies.

The terms of the deal remain undisclosed.

Elliott Pittman  
MCM

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The logo for Michael Curtis Media features the name "MICHAEL CURTIS" in a bold, uppercase, sans-serif font. Below it, the word "MEDIA" is written in a smaller, uppercase, sans-serif font. The text is centered within a light gray rectangular frame that has a thin border and is open at the top and bottom.

MICHAEL CURTIS  
MEDIA

MCM

The logo for All About Parenting is set against a dark blue background. The words "all", "about", and "parenting" are stacked vertically in a white, lowercase, sans-serif font. A thick, light purple curved line arches over the word "about".

all  
about  
parenting

All About Parenting

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