



## *Blonde Mom Blog*

PONTIFICATING ABOUT POOP & PINOT NOIR FOR A DECADE.

### **Media Kit**

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I launched **BlondeMomBlog** in 2005. I am a writer and editor with more than 20 years of experience. My blog has evolved from one that was strictly “blogging between deadlines and diaper changes” and a creative outlet to a lifestyle blog sought out for collaborative social media campaigns by national companies such as **Tuesday Morning** and **Nissan**.

I am 46-year-old work outside the home suburban mom from Nashville. My husband is a busy entrepreneur in the IT managed services industry. We have Nashville two daughters (11 and 14.) I love writing about fashion, travel, technology, parenting, and our pets.

I have been invited to attend social media events hosted by such national brands as Chrysler, Honda, Nissan, Coca-Cola, Ford, and GE and I work regularly with Nissan to test drive family vehicles.



*Interacting with Nissan during a recent family road trip review.*

## Who reads BlondeMomBlog.com?

- College-educated married moms in their 30s and 40s
- National readership, with some emphasis on the South

My background in PR, corporate communications, and writing and editing uniquely positions me to work with companies on social media campaigns as I understand both sides of the business.



*Honda Variety Magazine Power of Women luncheon in Beverly Hills.*

## Stats

15,000 page views per month

Google page rank: 4

6,426 Twitter followers

1,886 likes on [Facebook](#)

4,204 followers on [Pinterest](#)

1,436 followers on [Instagram](#)

931 followers on [Google+](#)



*I was one of a handful of Southeast and East Coast bloggers invited by Coca Cola to the Conversations with Coca-Cola conference in Atlanta.*

## Past partnerships include

- Tuesday Morning blogger 2015
- P.S. Aeropostale for Kids VIP Blogger, 2014-2015
- Verizon #ConnectedLife Ambassador 2014-2015

- VeggieTales Everelist 2014-2015
- Dryel Ambassador 2015
- Past quarterly contributor, Vanderbilt Children's Hospital [Wishing Well blog](#)
- Co-founder, Nashville Women Who Blog Facebook Group
- Nominated for best local (Nashville) blog on Nickelodeon's Parents Connect website, 2009
- Past contributor, TravelingMom.com

## Sponsored blog opportunities

Sponsored blog post customized to your product or service start at **\$300** (includes amplification on social media channels).

## Sidebar advertising

**\$50** per month for a 250 x 300 ad or 3 months for **\$100** when paid in advance



*Attending an Opry Mills fashion event with Nashville fashion guru Milton White.*