



THE MOMMY DIARIES

Product Reviews, Giveaways, and My Adventures in Mommyhood



The Mommy Diaries

Product Reviews, Giveaways, and My Adventures in Mommyhood

Media Kit

Jemma (Ally) E.

ally@themommydiariesblog.com

<http://twitter.com/TheMommyDiaries>



THE MOMMY DIARIES

Product Reviews, Giveaways, and My Adventures in Mommyhood



Overview

Thank you for your interest in The Mommy Diaries. The blog was started on January 2009 to feature stories about my baby girl. It has since grown and has been featuring reviews and giveaways of family-friendly products. My readers consist mainly of mothers, with at least 1 child in varying age groups (newborn to late teens). Our family works very hard to test and provide honest reviews for products for the family. Sponsoring a product review or giveaway on The Mommy Diaries is an effective way to bring your product to people's attention.

Audience

Metrics:

- Absolute Unique Visitors (per month): **800**
- Page Views (per month): **5,810**
- Average Time on Site: **5.11**
- Bounce Rate: **4.67%**
- Feed Subscribers: **302** (email and RSS feed subscribers)
- Alexa Ranking: **793,714**
- Google Page Rank: **3**
- Google Friend Connect Followers: **336**

Demographics:

- Age: 20-45
- Marital Status: Married
- Children: 1-3 (newborn to late teens)
- Educational Background: College/University graduates
- Employment: SAHM, WAHM, Business owner, Working full-time

Social Media Footprint

Twitter:

- Twitter Followers: **337**

Every post I make is automatically posted on Twitter. When I have a product review with a giveaway, I retweet regularly to maximize the exposure until the end of the giveaway. As a bonus entry to every giveaway, I also have the option for everyone to tweet the post as well, sharing the link to the entrants twitter followers.

Facebook:

- Likes (Fans): **101**
- Friends: **187**

Again, like Twitter, every blog post is automatically posted on these 2 pages' walls.



Ad Formats/Pricing

Pricing:

Ad Size	Monthly Rate	3 Month Rate	Ad Placement
125 x 125	\$15.00	\$40.00	Sidebar, above the fold
125 x 125	\$10.00	\$25.00	Sidebar, below the fold
250 x 250	\$25.00	\$65.00	Sidebar, above the fold
250 x 250	\$20.00	\$55.00	Sidebar, below the fold
Text link	Contact for details	Contact for details	Sidebar, below the fold

Payments:

Payments accepted via PayPal only.

Discounts:

Discounts may be available for advertisers buying multiple ad units, and for advanced payments for multiple months. Please contact me for details.

Ad Policy

- No refunds on ads.
- Advertising will be placed on a first-come, first served basis.
- I reserve the right to refuse any ad based on content of the ad or the product or site being promoted.
- All ads must reflect the values of The Mommy Diaries.



Review/Giveaway Policy

The Mommy Diaries does not accept payment for reviews. We do require a sample product, so we can thoroughly test it before writing our review. Please note that sample products will not be returned, and you will be responsible for all shipping costs.

Available reviewers are:

- Adult Females: ages 32, 64, 40, 30, 25
- Adult Males: ages 30, 68
- Female Toddler: age 2.5

Another way to promote your product and site is to sponsor a giveaway contest. This is not a requirement; we will still provide honest reviews of your product. The giveaway will always be posted at the end of our review. Every participant will be required to visit the sponsor's site before entering.

I would request that the company send the prize directly to the winner. Please note that the samples provided will not be used as the contest prize, as these will be used extensively. I prefer that the contests always be open to Canadian entries since I am in Canada, but I will always check if the sponsor has any preferences regarding mailing address of winners before posting the contest.

I will provide a 125 x 125 ad space for a month, free of charge, if your product's value is \$100.00 or more. Please provide the button.