Organized Mom

SARAH KIMMEL

2014 Media Kit for Technology for Moms & Organized Mom
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When I left the corporate world as an IT Manager, after having my first child, I knew that I needed something to help get my family organized. I created a software program called Daily Home Planner, and the blog to go with it... Organized Mom in 2006, to help busy moms get their family, home and lives organized. When I figured out that my true passion was technology and helping other women understand technology I also started my second blog Technology for Moms in 2009, to help friends fix their own technology issues.
Social Media Footprint

- Personal FB Friends – 666
- Tech4Moms FB Fans – 2793
- Organized Mom FB Fans – 7612
- Tech4Moms Twitter Followers – 6161
- Organized Mom Twitter Followers – 4002
- Pinterest Followers – 1,539
- Instagram Followers – 605
- Google+ Followers – 283,567
- Google+ T4M Followers – 3,060

Updated 1/29/2014
About My Readers

Both Organized Mom and Technology for Moms readers are typically females aged 25-44. Most often they are also in the United States.

Organized Mom averages about 30,000 pageviews a month

Technology for Moms averages 25,000 pageviews a month

Tech4Moms Readers
- Females 18-24
- Females 25-34
- Females 35-44
- Females 45-54
- Females 55-64
- Females 65 +
- Males 18-24
- Males 25-34
- Males 35-44
- Males 45-54
- Males 55-64

Organized Mom Readers
- Females 18-24
- Females 25-34
- Females 35-44
- Females 45-54
- Females 55-64
- Females 65 +
- Males 18-24
- Males 25-34
- Males 35-44
Brand Relationships

Cisco

Dell

Snapdragon by Qualcomm

Bosch

Sony

Windows Phone

The power to do more

3M

quietly brilliant

Ford

HTC

SC Johnson

A Family Company

T-Mobile

Epson

Exceed your vision

Intel

Rubbermaid
Rates & Policies

Review Policy -
We gladly accept products for review. Sending us product does not guarantee a mention or a favorable review. We also accept sponsored reviews, where we guarantee that we will write a post about your product, but again there is no promise of a favorable review. We will discuss with you before publishing an unfavorable review. We will always be honest in our opinions about products.

Giveaway Policy -
As a general rule we do not run giveaways on our site (there can be exceptions throughout the year, but not many). We do one massive giveaway at the end of each year in coordination with our Holiday Gift Guide. If you are interested in being considered for our Holiday Gift Guide please contact Sarah@Tech4Moms.com

Ad Rates –
Text Link in Sidebar (1 site) - $30/month or $330/year
Text Link in Sidebar (both sites) - $55/month or $630/year
Sidebar Image Ad (125x125) (1 site) - $50/month or $500/year
Sidebar Image Ad (125x125) (both sites) - $80/month or $900/year
Sidebar Image Ad (300x any length) (1 site) - $70/month or $700/year
Sidebar Image Ad (300x any length) (both sites) - $100/month or $1100/year

Text Link within a post (remains up for the life of the blog) - $300 flat rate
How we can work together

Social Media Strategy
- Help you develop and create a program
- Help implement programs already designed

Blogger Outreach and Engagement
- Ambassador Programs
- Host or Attend Brand Events
- Blog Reviews

Public Appearances
- Speak at blog conferences as a sponsored speaker
- Attend conference as a sponsored attendee (sponsorship proposals will be written for each situation)

Advertise
- Rates are included in this packet
Contact Info & Links

Sarah Kimmel

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www.OrganizedMom.net

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Skype: tech4mommies
Twitter: Tech4Moms
Twitter: TheOrganizedMom

Facebook: facebook.com/TheOrganizedMom
Facebook: facebook.com/Tech4Moms

Pinterest: pinterest.com/tech4moms