

Organized Mom

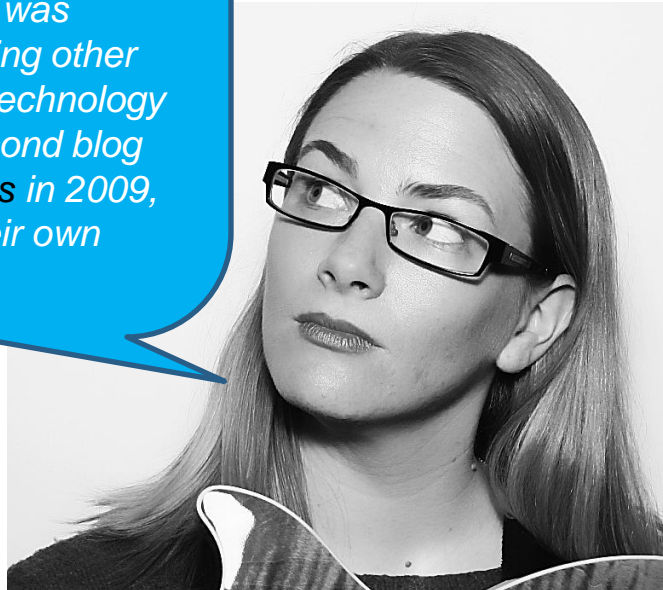


SARAH KIMMEL

2014 Media Kit for Technology for Moms & Organized Mom
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About

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.



Spotted on...



TheParentingConnection.com

Johnson
A FAMILY COMPANY



STARTUP PRINCESS

Connections, Resources & Coaching for Women Entrepreneurs



Social Media Footprint

facebook

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



Owner at Bloggers Help Desk
Studied at Brigham Young University
Lives in Lehi, Utah



Google+

twitter

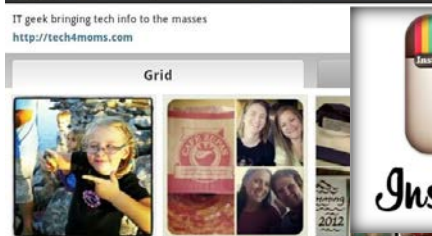
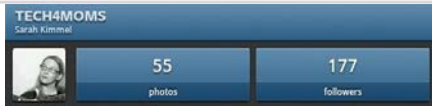
Organized Mom
@theorganizedmom
Sarah Kimmel is known as the Organized Mom, she knows all about getting organized! currently working on a campaign with Verizon and Palm Pre Plus.
Utah <http://www.organizedmom.net>
Followed by Natalie Wright, MOMconnected, Larisa and 271 others.

1,915 TWEETS
703 FOLLOWING
3,367 FOLLOWERS

Sarah Kimmel
@Tech4Moms

Blogging about tech for the masses, and fixing other people's blogs on the side check out my service for Blogger's at www.bloggershelpdesk.com
Utah <http://www.tech4moms.com>

9,379 TWEETS
1,855 FOLLOWING
4,969 FOLLOWERS



In your circles 406 people



Have you in circles 283,567 people

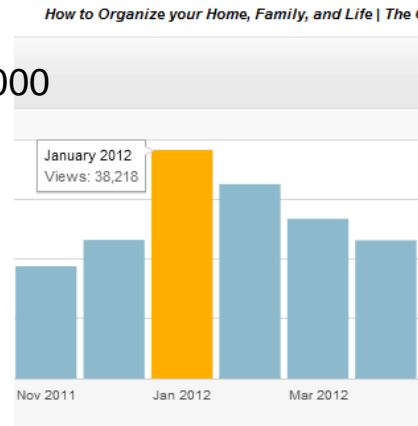


Instagram

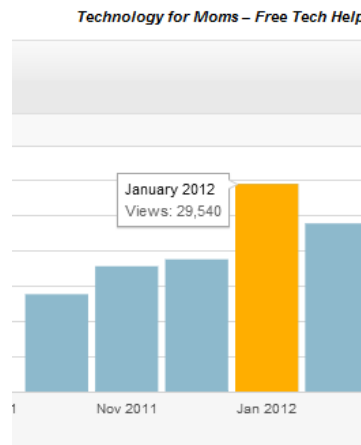
About My Readers

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

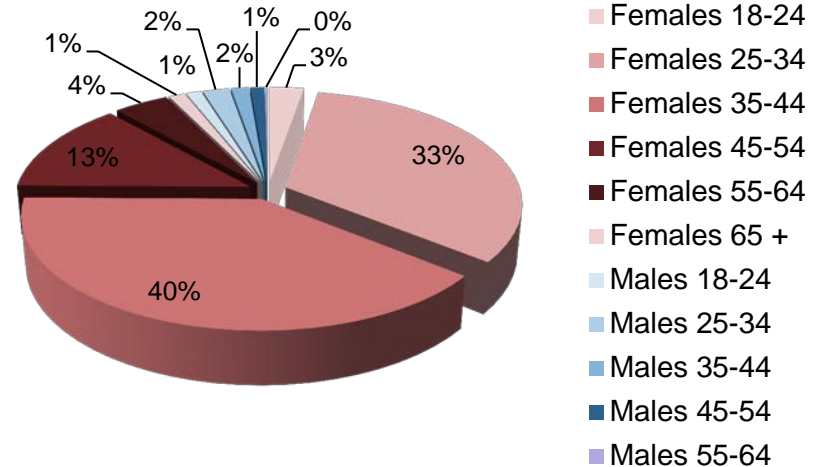
Organized Mom averages about 30,000 pageviews a month



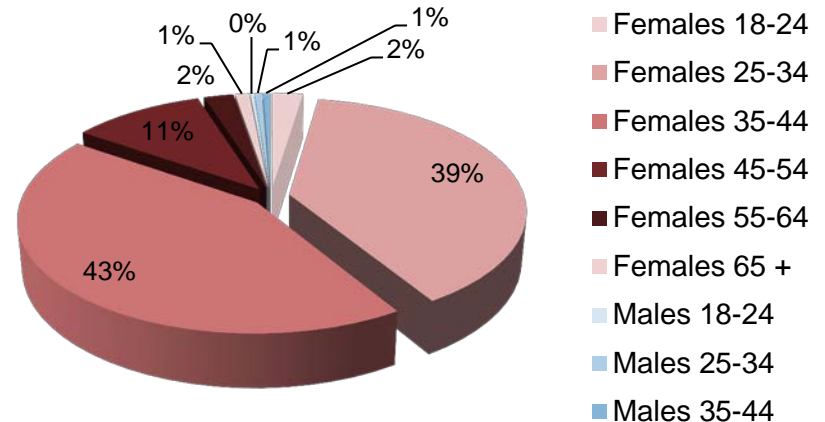
Technology for Moms averages 25,000 pageviews a month



Tech4Moms Readers



Organized Mom Readers



Brand Relationships



A FAMILY COMPANY



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

The image shows a screenshot of a website sidebar. A blue dashed arrow points from the text 'You can be HERE!' to the 'Ad Rates' section. The sidebar content includes a 'Sign up for Free!' button, 'BlogHer Publishing Network' logo, 'Advertise | Privacy Policy | AdChoices' links, a 'More from BlogHer' section with links like 'No Screen Time Under Two', 'How to make a bookmarklet and be cool', 'Lift your day with Photo Booth Effects', and 'Would You Like to Visit Connecticut? Enter to Win!'. Below this is a social media sharing bar with icons for Twitter, Facebook, LinkedIn, about.me, and Messenger. At the bottom, there are icons for RSS, YouTube, and SoundCloud, and a 'Coupons by Answers.com' banner.

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](https://www.skype.com/people/tech4mommies)

Twitter: [Tech4Moms](https://twitter.com/Tech4Moms)

Twitter: [TheOrganizedMom](https://twitter.com/TheOrganizedMom)

Facebook: facebook.com/TheOrganizedMom

Facebook: facebook.com/Tech4Moms

Pinterest: pinterest.com/tech4moms