

Bloggy moms media

The Bloggy Moms Network connects social media influencers with brands as well as each other! Our network is comprised of digital influencers who are dedicated to sharing their knowledge with their peers and a worldwide audience. Our influencers come together on the network and at our annual event, Bloggy Conference, to discuss all things social media, technology, travel, and lifestyle.



STATS

| | |
|---------------------------------------|--------|
| Monthly Pageviews | 150K |
| UMVs | 32K |
| Social Media Following | 200K+ |
| Unique Email Subscribers | 8,000+ |

Online Presence & Social Media

| | |
|---|----------|
| Twitter Followers :: twitter.com/BloggyMoms | 123,000+ |
| Pinterest Followers :: pinterest.com/BloggyMoms | 12,000+ |
| Facebook Fans :: facebook.com/BloggyMomsNetwork | 9,800+ |
| Instagram Followers :: pinterest.com/BloggyMoms | 10,000+ |

Advertising Options

Would you like to get your brand in front of our audience and influencers? Our various marketing options will give you exactly that – and more! We have traditional advertising options as well as integrated campaigns and sponsored content. Below are the rates for standard marketing.

Bloggy Moms Insider Alert Email::

This is sent to our email subscribers on the Bloggy Moms network and contains the information, text, images, and links that you provide to us. Bloggy Moms Insider Alerts come with a dedicated page on Bloggy Moms that will remain indefinitely. We use this page to market the content of the email blast to our whole social media following via Twitter, Instagram, Facebook, and Pinterest. The Bloggy Moms Insider Alert is available at a rate of \$350.

Twitter Party::

Twitter Parties are a great way to generate buzz for products, brands and services. We announce the Twitter Party to our members via our Insider Alert system. Our members and social media following will be invited to join us for this event. We request a minimum of a week to promote the Twitter party. The Twitter party will be 1 hour in length and should include at least 1 prize. The main prize should have a minimum value of \$100. Additional prizing is suggested to intrigue more attendance and participation. The prize(s) are in addition to the standard fee. Twitter Parties are available at \$1,500

Instagram Challenge::

As an option that mirrors the Twitter platform's chats/parties. An Instagram challenge is a fun opportunity to engage followers and inspire them to participate in the giveaway by not only following your account but by posting photos throughout the challenge's time frame. These photos would be in direct response to our prompts/challenges that would fall in line with your messaging. We suggest the challenge run for two weeks, where at the end - a winner from the challenge participants is chosen. Instagram Challenges are available at \$2,000

Monthly Sponsor::

We offer a site-wide sponsorship that also includes month-long posting to our social media channels. This package comes with a combination of our other marketing offerings such as a Bloggy Moms Insider Alert, Twitter Party, site-wide ad placement and placement within our newsletter. Monthly Sponsorship is available at \$5,000 for a one-month period.

Underwritten Content::

Purchasing an underwritten post gives your business the opportunity to sponsor one of the longer, more in-depth posts written by the Bloggy Moms Network. We are happy to accommodate the length and any inclusions you find necessary for your unique marketing. Underwritten Content is available at \$1,000

Email Ads::

Purchasing a 2-week spot as an email advertiser with Bloggy Moms will quickly get your brand in front of our influencers and subscribers. Research shows that a reader needs to be shown an advertisement an average of 7 times before they take action. Because Bloggy Moms has multiple emails going out per week, readers will be seeing your add repeatedly, thus raising their awareness of your brand and increasing the probability of conversion. Email Ad placement is available at \$500 for a two-week placement.

GIVEAWAYS

A giveaway can be anywhere from 1 to 2 weeks. Bloggy Moms will run the giveaway on BloggyMoms.com and promote it via the Bloggy Moms Newsletter and our various social media platforms. The fee is \$325

Social Sharing Campaigns:

Integrated Campaigns:

Bloggy Moms will create buzz around your product, brand or service by utilizing not only our network and social media accounts – but the audience of our own members. Members will be chosen to create content around your product/service and then market it to their audience. Blog post campaigns are excellent at reaching a larger audience. Bloggy Moms Integrated Campaigns can be coupled with a Twitter Party where the campaign will peak. Bloggy Moms will host the party on the Bloggy Moms Twitter account. Pricing for an Integrated Campaign will vary based on the number of influencers needed, requirements and other considerations.

We offer two options for Integrated Campaigns:

- 1) Flat Fee Integrated Campaigns at \$205 per U.S. based influencer with a minimum buy of \$1,025.
- 2) Influencer Stats Based Pricing. This offer will attract higher quality influencers. It is a fee of \$105 per U.S. based influencer plus their negotiated. This is available at a minimum buy of five influencers.

Instagram Giveaways

Instagram Giveaways are available at \$350 and will be hosted on the Bloggy Moms Instagram account.

Social Media Posts

Twitter: Tweets via the @BloggyMoms account are \$150 per single tweet purchased. The @BloggyMoms Twitter account currently has 123,000+ followers.

Instagram: Images and content can be published via the Bloggy Moms account at the rate of \$300.

Posts to Facebook, Pinterest, and other social media are also available.

Holiday Gift and Activity Guide

We offer 3 options for including your brand or location in our annual Holiday Gift and Activity Guide. We will make reservations for this guide throughout the entire year. The features for the guide will begin launching in early November. Please email us for detailed information regarding this service.

TRADITIONAL ADVERTISEMENTS

BANNERS (300x250's)

This ad size is available in our right hand side column seen on almost every page of the network and is \$150 per month. This ad size is available on our main page at a rate of \$75 per month.

Leaderboards (728x90's)

This ad size is also available at the bottom of each post at the rate of \$100 per month.

Skyscrapers (160x600's)

This ad size is available in our right hand side column seen on almost every page of the network and is available at a rate of \$300 per month.

Text Links/Mentions and Paragraph Inserts

Text links are available in various locations throughout the site and our newsletter. These are shorter paragraphs that are inserted into relevant content – turning it into a featured and sponsored piece. Article and location will determine pricing.

Bloggy Conference

For information regarding our annual event, Bloggy Conference, please send a separate request for the Bloggy Conference media and sponsorship kit. Bloggy Conference 2022 (September 16 – 18, 2022) will once again be held at and co-hosted by Cedar Point Amusement Park and Resort in Sandusky, Ohio. Additional information can be found at BloggyConference.com.

We look forward to collaborating with you!

Contact us at tiffany@bloggymoms.com