

# It's a Mother Thing

MEDIA KIT • 2021



KEEP IN TOUCH

*Katie Reed*

KATIE@AMOTHERTHING.COM



## STATS

Facebook / @anotherthing 700,000+

Twitter / @anotherthing 7,000+

Instagram / @anotherthing 13,000+

Pinterest / @anotherthing 20,000+

Youtube / @anotherthing 3,000+

## AUDIENCE

Monthly Pageviews: 40,000

Monthly Unique Visitors: 25,000

85% Female 15% Male

Age 25-54 And 18-44

## ABOUT KATIE

Katie is a mother of four boys living a happy, loud life in the suburbs of Salt Lake City, Utah. She considers herself a writer, and her blog and social media reflect that. She is comfortable on camera and regularly appears in local television segments to speak on issues affecting mothers. Her candor is what draws people to her, and she is known for "keeping it real," which can often mean showing the messy side of her life.

## ABOUT THE BLOG

It's a Mother Thing started in 2010, though it was originally known as SnuggleBubby, a childhood nickname that didn't translate well online. A rebranding took place in 2013, and since then, the site has become a resource for mothers all over the world. It features crafts, family recipes, pregnancy diaries, product reviews and a ton of educational resources. The associated Facebook page and groups have taken off, as well, as they give a forum for women to talk to each other one on one.

## SERVICES OFFERED

- Sponsored Posts
- Custom Content Creation
- Web Banner Advertisements
- Brand Ambassadorship
- Social Media Campaigns
- Sweepstakes, Contests, Sampling
- Live Videos
- Edited Videos
- Sponsored Crafts
- Sponsored Recipes
- Newsletter Marketing
- Social Media Takeover

Have something else in mind? Contact me!

For all sponsored opportunities, payment can be made via PayPal or check

## PRESS & PAST PARTNERS

- Cricut
- Pampers
- Evivo Probiotic
- Similac
- Colgate
- Oral-B
- LG Electronics
- Best Buy
- HuffPost Parents
- TODAY Parents
- Scary Mommy
- BuzzFeed Parents
- Fox 13 The Place
- Fox 13 Good Day Utah
- ABC 4 Good Things Utah
- The TODAY Show

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## WHAT OTHERS SAY

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"I greatly appreciate you taking the time to respond to me, and I'm so honored by your honesty and vulnerability in your posts. You definitely have a new found fan in me!"

- Alex B.

"I follow some of your recipes on your website and in particular, my children have LOVED the BBQ Chicken Crescent Ring recipe since quarantine began almost a year ago. It has become one of our favorite recipes that I make at least a couple of times a month!"

- Briana H.

"I saw your segment on Fox this morning, and I am so excited to read your blog now! It's so awesome to see a "real" mom who knows the struggle of not being perfect. Thank you thank you thank you!"

- Emily R.

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## SPONSORSHIP PACKAGES

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*Newborn*  
**\$750**

This package includes social media marketing with targeted copy on three platforms. Up to three edited photos can be included, along with written copy targeted to specific platform audience. Link to brand's landing page of choice also included.

*Toddler*  
**\$1500**

This package includes a custom-written blog post of no less than 750 words, SEO optimized to maximize appearance in search results. It includes at least two photos, as well as edited versions optimized for social media. This package also includes everything in the Newborn package.

*Big Boy*  
**\$10,000**

This package is for a 6-month non-exclusive brand ambassadorship. It includes everything in the Newborn and Toddler packages once each month for six months. Brands can choose each month's feature product or allow us to choose focus based on our audience.

*Don't see exactly what you need?*

We can create a package specifically for you. Get in touch, and let's figure it out together.