

## ABOUT LORI & FRUGALEDMONTONMAMA.COM

*FrugalEdmontonMama.com is a lifestyle and parenting blog that encompasses shopping, local entertainment and events, product recommendations and family travel.*

*FrugalEdmontonMama.com was created by Lori in 2009, to create a space where parents can come together to learn how to save on everyday items, local events, simple recipes and share in her parenting journey – learning what works for her, and what doesn't.*

*As a mother of two, she's able to identify with parents and has become a trusted voice in recommendations for Edmonton and beyond.*

## BLOG STATS:

Avg. Monthly Pageviews: **160,000**

Avg. Unique Monthly Visitors: **45,000**

Google Page Rank: **PR 3**

## SOCIAL INFLUENCE:

Twitter Followers: **5,100+**

Facebook Fans: **13,600+**

Instagram Followers: **1,100+**

Google + Followers: **1,800+**

Pinterest Followers: **2,300+**

Newsletter Subscribers: **3,100+**

## AUDIENCE DEMOGRAPHICS:

Alberta/Other: **80% / 20%**

Age Range: **25-44**

## BRAND RELATIONSHIPS:



## WHAT PEOPLE ARE SAYING:

*"Thanks for the post. From the response and questions, you can tell that your audience trusts your judgment and we've already seen an increase in bookings."*

*"I love the photos of your children. Thanks for taking the time to curate images that align with our brand"*

## PARTNERSHIPS & OPPORTUNITIES:

**Brand Ambassadorships** – Gain visibility while promoting your brand to a national audience of parents and Moms in charge of shopping.

**Social Media Campaign** – Share your message through popular social media feeds, including tagging of posts to reach 20,000+ fans and followers.

**Sponsored Content** – Highly engaging content written by Frugaledmontonmama.com, including high-resolution photos and the inclusion of a link and/or call to action for your brand.

**Banner Advertisements** – Advertise your brand in front of an audience of Western Canadian parents.

## ADVERTISING RATES:

**300 x 250 Banner Ad** – \$160/month

**125 X 125 Button Ad** – \$75/month

**Sponsored Post** – \$250/post

300-400 words written about your brand, products or services, including 1-2 text links with anchor text.

**Reviews & Giveaways** –

Giveaways must meet a minimum of \$100 value. Fee may apply.