

# FRUGAL EDMONTON MAMA

[LOCAL](#)[KIDS](#)[TRAVEL](#)[PARENTING](#)[RECIPE INDEX](#)[100 BOOKS IN 2015](#)[REAL LIFE](#)[ABOUT LORI](#)

## \\ABOUT Lori

[FrugalEdmontonMama.com](http://FrugalEdmontonMama.com) is an Edmonton based parenting and lifestyle blog that focuses on parenting, local content and family travel.

Frugaledmontonmama.com was created by Lori in 2009, to create a space where parents could learn to get the best bang for their buck without sacrificing quality, find out about local events and follow along in her parenting journey – getting inspired learning about what works for her.

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

Email [Frugaledmontonmama@gmail.com](mailto:Frugaledmontonmama@gmail.com)

Phone (780) 901 3922

## \\FEATURED roles

P&G Mom **2015**

Ford Canada Digital Influencer **2015**

Mattel Holiday Spokesperson **2014**

#KinderMom **2014**

#AventMom **2014**

## \\THE Numbers

UMVS | 105,000 (monthly)

PAGEVIEWS | 239,000

FACEBOOK | 18,100+

TWITTER | 6,200+

INSTAGRAM | 1,700+

PINTEREST | 2,500+

EMAIL SUBSCRIBERS | 3,100+

## \\PARTNER with me

**Sponsored Post** – 200-400 words written about your brand, products or services, including 1-2 text links with anchor text.

Minimum value in effect for review products, Editorial fee applies.

**Social Media Outreach** – Reach my social networks directly, with packages starting at \$150.

**Sponsored Content** – Highly engaging content written by Lori, 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. Ad formats include 300x250 (above the fold) and 160x600 (below the fold) for 30 day increments.