

frugaledmontonmama.com

MEDIA KIT

//about Lori

FrugalEdmontonmama.com is an Edmonton parenting blog with a focus on local content, family travel and parenting.

Created in 2009 to teach parents to get the best bang for their buck, it has since evolved into the most trafficked parenting/lifestyle blog in Edmonton and Western Canada.

As an experienced mother of two, Lori is able to identify with parents and has become a trusted voice for recommendations.

//featured roles

Alberta Parks Ambassador
#RediscoverNature Ambassador
P&G Mom
Ford Canada Digital Influencer
Mattel Play Advocate
#Kindermom
Netflix #Streamteam

//social media stats

Facebook 19,700
Twitter 7,000
Instagram 2,600
Email Subscribers 3,200

//partner with me

Sponsored content – 400 words about your brand, product or message to highlight a promotion, press release, or service including 1-2 links with social media promotion.

Review – 400+ word feature editorial featuring product provided by brand, including unique images, call to action. Minimum value + editorial fee in effect.

Social media campaign – featuring message via video, image and text on three of my social media campaigns with a reach of 30,000+ western Canada reader

Banner Advertisement – Sidebar advertising (graphic provided) for increments of 30 days at a time.

*83% of readers reside in Alberta
90% of readers are female
82% of readers are aged 25-34*

//web statistics

UMVs 120,000/monthly
Pageviews 200,000/monthly

Contact Lori: frugaledmontonmama@gmail.com phone: (780) 901 3922