

# SHY THOUGHTS TO SAVAGE CONTENT



## MEDIA KIT & RATE CARD

[HTTP://WWW.ACHIEVHERPERFECTION.COM](http://www.achievehisperfection.com)

*“You only have two choices in life. You either do it or have someone do it for you. Which gives more fulfilment?”*

*-Cia Edwards*



# WHAT TO EXPECT:

**Media Kit**

**Rate Cards**

# Media Kit

## What should be in your media kit?

### Blog info

1. Start with a picture of yourself , and your contact information
2. Include a blurb about yourself, how long you've been blogging, and what kind of categories you write about.
3. Include your blog theme. Include your weekly/monthly series that performs well. Think about including your top performing blog post as well.

### Statistics

1. Monthly Page Views
2. Monthly Unique Visitors
3. Audience Demographics (Top countries, gender, and age of readers)
4. Instagram, Facebook, Pinterest, and Twitter Followings
5. If there are numbers that aren't impressive leave them out and show your growth trends instead

## Past Collaborations

1. Brands that have performed best for you
2. Features in notable publications (e.g. mentioned in Vogue)
3. Past notable partnerships
4. If you've had a great relationship with a sponsor, try asking for a testimony to increase your authority

## Rate Card

Our rate card is a price list that includes your rates for working with brands and prices. This is great if you would like to remain fair with your brand partners.

Rate card should include:

1. Fee for a blog post + round of social (Facebook, Pinterest, Instagram, etc.)
2. Fee for 1 Instagram post
3. Fee for 1 Facebook post
4. Fee for 1 Pin
5. Fee for IG Story
6. Fee for Video (YouTube)
7. Fee for an event appearance (rough estimate)

# Examples of Media Kits:

## MOMMY OF Two Little Monkeys

### About The Blog

Since 2010, *Mommy of Two Little Monkeys* has been helping moms with easy to make recipes, reviews of local and national travel destinations, crafts for the "uncrafty" and family friendly product reviews.

Mommy of Two Little Monkeys reaches an audience of approximately 50,000 + readers who want to learn about new family friendly products, find new recipes to make for the holidays, and crafts that they can make with their children.

### About Amanda

**Top Parenting Blog - E-CollegeFinder**  
**Blogger + Content Creator + Brand Ambassador**

Amanda is 34 years old, a wife of 7 years, born and raised in Kansas City, Missouri and a mom to her two children.

In 2007, after her son's diagnosis of a peanut and tree nut allergy, she has become a food allergy advocate and created a passion to share her life experiences through writing.

Amanda has contributed to the Sunluzer blog and to the Griffin Report for Food Marketing.

### Social Stats

					Monthly Unique Visitors XXXXXX
24,527	15,247	8,174	2,615	1,604	Monthly Pageviews XXXXXX

Last updated: XXXXX

### The Readers

- 85% Are located in the United States
- Average age 25-34
- 93% of readers are women

My go-to site for delicious and kid-friendly recipes is my go-to site for delicious and kid-friendly recipes.

— Melissa M., SippyCupMom.com

### Partnerships

springfree, Popsicle, NETFLIX, kraft foods, SEA-LIFE

With any sponsorship opportunity, your brand's message will be amplified to a combined social media audience of 50,000 followers.

Our next creative campaign or would like to discuss an idea, please reach out directly to Email: [amanda@mommyoftwolittlemonkeys.com](mailto:amanda@mommyoftwolittlemonkeys.com)

## KIDS ON A PLANE

Exploring the world with kids without losing your mind or your money!



### ABOUT CHERYL

**Blogger + Freelance Writer + Social Media Consultant**

Cheryl Leung started Kids On A Plane in September 2012 as a way to encourage parents to get out there and travel with their kids - across the globe or in their own backyard.

Drawing upon her former career as a Digital Marketing Project Manager, Cheryl has built a loyal following that draws over 25,000 pageviews each month.

Cheryl has been named one of Toronto's Top 30 Mom Bloggers and has been featured in The Globe and Mail, National Post, Trekker.com and MomandFun.com/kims.ca.

"I get inspired to travel with my family after reading travel stories on KidsOnAPlane.com. I love Cheryl's honesty and sense of humour." — Jennifer C. Reader

### ABOUT KIDS ON A PLANE

Travel Tips | Destination Profiles | Theme Parks | Hotels & Attractions

Kids On A Plane is a family travel blog that is devoted to helping parents get the most value for their money when traveling with children.

Kids On A Plane's readers are interested in memorable and unique family travel experiences in North America and the Caribbean.

- XX,XXX Pageviews/month
- XX,XXX Unique Visitors/month
- X,XXX Facebook Fans
- X,XXX Twitter Followers
- X,XXX Pinterest Followers
- XXX Instagram Followers

Last updated: xx/xx/xx

### PAST PARTNERSHIPS

Niagara, KIMPTON Hotels & Restaurants, PGoverday, Fairmont, CityPASS, CAA, visitRochester, And More!

### Statistics

- xx% USA
- xx% Canada
- xx% UK
- xx% Male
- xx% Female
- xx% Are 25-44 Years Old

Most of our readers say they do extensive online research before committing to a family trip.

Many of our readers travel 3 to 4 times a year with their family outside of their hometown.