



# Crazy, Funny, Fabulous, Motherhood

## ABOUT MY LIFE AND KIDS

Helping moms feel better about their crazy, funny, fabulous lives.

My Life and Kids is a high-traffic humor blog, providing moms with practical tips and tricks related to parenting, health and home – with a huge dose of humor mixed in.

From sharing tips on how to get rid of muffin top (in two minutes or less ) to confessing a top secret cleaning tip - readers are sure to gain useful information, while trying not to laugh out loud.

<http://mylifeandkids.com>

## ABOUT ANNA

Anna launched My Life and Kids in 2011 after working in the corporate world for 10 years doing technical writing and social media management.

Her humorous outlook on everyday life, coupled with her past work experience have led to a successful career in blogging and social media consulting.

Anna lives in Cincinnati , Ohio with her husband and their three kids (ages 3, 5 and 6).

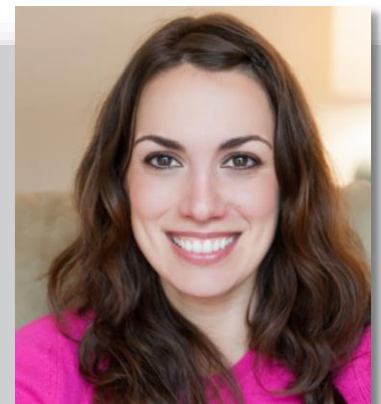
## FEATURED ON

Parents



redbook

HUFFPOST PARENTS



Anna Luther  
Editor, My Life and Kids



38,000



33,000



4,300



1,400

Last updated: xxxxx

## AVERAGE PAGEVIEWS

xxxxx/month

## UNIQUE VISITS

xxxxx/month

# THE READERS

## WHO THEY ARE

The average My Life and Kids reader is a mom who is seeking practical tips and advice to be a healthier, more effective parent.

However, she never takes herself too seriously and appreciates humorous, light-hearted content.

“ ANNA – I SO NEEDED A LAUGH TODAY. AND YOU NEVER FAIL ME. THANK YOU! ”

-Tamena Stewart

**85%**  
of readers are  
college-educated moms

## WHAT THEY LIKE



### LAUGHS

Helping moms feel better about their messy, crazy, fabulous lives – one blog post at a time.

#### POPULAR POSTS

[Cure for Muffin Top](#)

[Failing Kindergarten](#)

[The Coffee Shop](#)



### PARENTING

Tips, tricks, advice and IDEAS to help parents do their best. Even when it's hard.

#### POPULAR POSTS

[Tips for Tired Moms](#)

[Labor & Delivery Tips](#)

[Be Good Enough](#)



### ACTIVITIES

We teamed up with Productive Parenting to feature amazing kids activities.

#### POPULAR POSTS

[Keep Toddlers Busy](#)

[Nature Crafts](#)

[Just for 2 Year Olds](#)



### RECIPES

YUM! From crockpots to cocktails – delicious recipes you'll want to try today.

#### POPULAR POSTS

[Simple Pie Crust](#)

[Simple PB Cookies](#)

[25 Simple Soups](#)

# OPPORTUNITIES

“ ANNA HAS BEEN A HUGE SUPPORTER AND WONDERFUL PARTNER FOR WEESPRING; SHE IS A GEM! ”

Melissa Post, WeeSpring



Readers trust the recommendations made by Anna and My Life and Kids.

## BRANDS I'VE WORKED WITH



## SPONSORSHIP PACKAGES

### 1 CLASSIC

Sponsored blog post written in signature My Life and Kids style.

- Promoted on Facebook two times
- Pinned to Pinterest
- Emailed to 25,000 subscribers
- Option to do a giveaway

### 2 MORE

Want to get creative? The sky's the limit – but here are a few options:

- Social media “contest” to engage readers.
- Month-long series tied to brand message.
- Travel opportunities and more!

### 3 TEAM UP

We've teamed up with Productive Parenting to offer more sponsored opportunities, including:

- Dedicated email sent to over 85,000 Productive Parenting subscribers – moms of children ages 0 - 5
- Ads in Productive Parenting activity emails – over 600,000 sent each month
- Licensed content and app from Productive Parenting

**Let's Work Together!**

**Email:** [mylifeandkids.anna@gmail.com](mailto:mylifeandkids.anna@gmail.com)