



smart moms are prepared for anything

## ABOUT THE BLOG

At MomPrepares our goal is to help educate and support women who wish to get back to the basics.

Whether that's starting a brand new homestead on acreage in the country or raising chickens and a garden in her backyard, MomPrepares readers are moms and grandmothers who enjoy simple living through crafting, cooking, raising animals and growing gardens.

MomPrepares recipes, tutorials and guides are written *by* real women who do these things, *for* women who want to learn!

Pageviews:  
62,796

Unique Visitors:  
40,672

PR: 3

Newsletter Subscribers:  
1,656

Last Updated:  
04/21/14

## SOCIAL STATS

FACEBOOK  
3,714

TWITTER  
1,140

PINTEREST  
14,195

HOMETALK  
81

Last updated:  
04/21/14



## ABOUT THE WRITERS

Erica Mueller - owner/contributor  
Jendi Pagano - editor/vlogger  
Tricia Edwards, Debbie Williams,  
Aprille Ross, Brenda Priddy,  
Karen Stephenson and  
Andrea Dautrich; contributors

MomPrepares.com is a group of women on journeys to live more self-sufficient lifestyles, sharing their adventures with you!

MomPrepares' owner, Erica Mueller, was raised on a farm. As the oldest of eight children living on 10 acres (then moving to 200 acres!) she's been-there-done-that when it comes to self-sufficient living. What's more? She *loves it*.

Erica acquired MomPrepares in 2012 and quickly realized she'd need help to keep up with the demand for great content. She's searched high and low to bring expert contributors to the blog and is really excited about the team she's built.

Meet them all at [momprepares.com/meet-the-writers](http://momprepares.com/meet-the-writers)

# THE READERS



MomPrepares readers are educated women who pride themselves in their self-sufficiency. Ever-learning, these women are powerful influences in their families and communities.



## DIYers

From sewing on their own buttons to making their own household cleaners, these women do it all!



## Environmentally Aware

Ever aware of their carbon footprint, MomPrepares readers reduce, reuse and recycle in every way possible.



## Healthy Tastes

MomPrepares readers cook from scratch, preserve their own food (most of the time grown themselves) and use home remedies.

**61%**  
have children

Average  
age  
**35**

**89%**  
of readers are  
female

“ THIS IS A GREAT ROUNDUP, ERICA! I \*JUST\* BOUGHT FIVE SWEATERS FROM THE SALVATION ARMY LAST WEEK AT \$2 A PIECE, AND NOW I HAVE SOME DIRECTION TO GO WITH THEM! :) ”

Kristi, in response to our post on  
Upcycling Sweaters



**How to  
Heat a Small  
Room  
Inexpensively**



**Crock Pot  
Desserts**



**How to  
Care for  
Cast Iron  
Cookware**



**How to  
Preserve  
Tomatoes**

## WHAT THEY LIKE

MomPrepares readers enjoy and share simple tutorials and how-to posts, round-ups of favorite easy recipes and budget friendly emergency preparedness ideas.

Some other favorites include:

- Duck Breeds for the Backyard Farm
- Rocket Stove 101
- How to Distil Water
- 11 Must-Have Prepper Books
- Easy Upcycled Christmas Gifts



# OPPORTUNITIES

## BRAND PARTNERSHIPS

Advertising on MomPrepares is a personalized experience. We work with your brand to bring you the perfect combination of advertorial content, ad placement and even giveaways if you desire.

We love family friendly brands that align with our site's goals to educate and support the self-sufficient lifestyle. If you have a product or service that would excite our audience, we would be honored to introduce you to our readers!

From sidebar ad space to sponsored posts, giveaways and special newsletter features, MomPrepares will show your brand a loyal and excited audience.

DISCLOSURE: All sponsored posts will be labeled as such. Our readers trust us and we are always open with them about our monetization methods.



## WHAT'S AVAILABLE

- Giveaways
- Ambassadorships
- Reviews
- Sponsored Posts
- Customized Packages

“ THANK YOU FOR YOUR EMAILS. I REALLY APPRECIATE HOW YOU'VE RUN THIS PROMOTION. ”

Jeff Wise, BerkeyCleanWater.com

## ADVERTISING

MomPrepares offers graphic ad space in the sidebar and below posts. Rates listed are per month and payment is due before placement.

### RATES

125x125: \$45  
250x300: \$75

### BELOW POSTS

468x60: \$60

## LET'S WORK TOGETHER

We'd love to discuss your brand's goals and discover how we might work together!

Email Erica Mueller:  
momprepares@gmail.com

Call Erica:  
214-233-5872

PAYMENT: Payment for advertising is made via Paypal or check.