



# NEW MUMMAKIM

PARENTING  
FUN  
FOOD  
FASHION

# Media Kit

NEWMUMMAKIM.COM



## About

Kim Reddy is the mum and founder of New Mumma Kim. She's an experienced customer service adviser with five years experience in the broadcast media, digital media, sales and advertising industry, and has qualifications in business and management. Blogging since February 2015, Kim is breaking into the blogging field with many of her articles going viral, her best has been shared over 11,000 times, all whilst managing a busy 2.5yo!

## Works with



## Quick Stats

689 followers  
15,423 Reach  
814 Engagement  
71% women 25-44

Monthly Views: 1,100  
Monthly Page Visits: 758  
Monthly Unique Visitors: 645  
27.3% organic and direct search



421 followers

175 followers

64 followers

## Services

Product Reviews  
Sponsored Posts  
Video Opportunities  
Collaborations, Interviews, Guest Posts  
Guest speaker Opportunities  
Brand Ambassador Opportunities  
Advertising

June figures  
2016



## Partnership Rates

- \* Product Review Blog post \$100 + product and shipping
- \* Sponsored Post \$300
- \* Video Opportunities \$500
- \* Collaborations, Interviews, Guest Posts \$100
- \* Guest speaker Opportunities \$30 per hour + travel expenses
- \* Brand Ambassador \$50 per hour
- \* Advertising
  - Sidebar Ad: 300 x 250 px - \$60 per 30 days
  - Maximum 6 advertisers at any time
  - All ads appear in the right sidebar of the website
  - All ads are visible on every page
  - Artwork is to be supplied by the advertiser
  - All ads will be considered on an individual basis before approval

## Contact

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