

## Frugal Edmonton Mama – Lori Godin

### ABOUT FRUGALEDMONTONMAMA.COM:

FrugalEdmontonMama.com is a lifestyle and parenting blog that focuses on shopping, parenting, local content and family travel.

Frugaledmontonmama.com was created by Lori in 2009, to create a space where parents can come together to learn how to shop, learn about local events and follow along in her parenting journey – learning what has worked, and what hasn't while getting tips to simplify a busy lifestyle.

As a mother of two, she's able to identify with parents and has become a trusted voice in recommendations for Edmonton and beyond.

### BRAND RELATIONSHIPS:



### PARTNERSHIPS & OPPORTUNITIES:

**Brand Ambassadorships** – Gain visibility while promoting your brand to an audience of western Canadian parents. Includes sponsored post + sidebar advertising. Currently accepting 12 month contracts.

**Social Media Outreach** – Reach my social networks directly, with packages starting at \$100.

**Sponsored Content** – Highly engaging content written by Lori, including high-resolution photos and the inclusion of a link and/or call to action for your brand.

**Banner Advertisements** – Advertise your brand in front of an audience of Western Canadian parents.

### BLOG STATS:

Avg. Monthly Pageviews: **182,000+**  
Avg. Unique Monthly Visitors: **70,000+**  
Google Page Rank: **PR 3**

### SOCIAL INFLUENCE:

Twitter Followers: **5,200+**  
Facebook Fans: **14,900+**  
Instagram Followers: **1,180+**  
Google + Followers: **240+**  
Pinterest Followers: **2,200+**  
Newsletter Subscribers: **3,100+**

### AUDIENCE DEMOGRAPHICS:

Alberta/Canada: **82% / 18%**  
Ages 25-34, Women

### WHAT PEOPLE ARE SAYING:

"You can really tell that your audience trusts your voice, we've already seen an increase in bookings for the upcoming month. Thank you!"

"I love the photos that you included of your girls. Thanks for taking the time to take thoughtful images that align with our story."

### ADS + RATES:

**125 X 125 Button Ad** – \$95/month

**Sponsored Post** – \$275/post  
200-400 words written about your brand, products or services, including 1-2 text links with anchor text.

**Reviews & Giveaways** –  
Minimum \$100 value for review products, Writers fee may apply.

**iOS App Review** – \$100

**Twitter Party Hosting** – \$750+