



# inspiration FOR MOMS

LAURA TUSKEN  
INSPIRATIONFORMOMS@GMAIL.COM

## EVERYDAY LIFESTYLE BLOG

Inspiration for Moms is a lifestyle website that began in 2009 from a deep desire in Laura's heart to inspire other women to be creative in their own day-to-day lives. We all have been blessed with amazing gifts and talents, sometimes we just need a little nudge to step out of our comfort zone. Through her own experiences, DIY projects and step by step tutorials, Laura strives to inspire and empower other women to create a home and life that reflects their unique style. Get inspired and see what I'm up to today at [inspirationformoms.com](http://inspirationformoms.com)

### DEMOGRAPHICS



**99%**



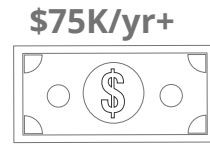
**87%**



**89%**



**82%**



**81%**



**71%**

My audience is made up of mostly well-educated, working, married woman age 25-44. They are homeowners (80%), pet owners (60%) and make more more than 75K/yr. They're looking for products, resources and services to help them care for their homes, meet their families needs and inspire them to explore their creative talents.

### WEBSITE

**77k**

Unique Visitors

**112k**

Pageviews

**188k**

Total Reach  
(unique/social/email)

### SOCIAL



**41k**  
Followers



**34k**  
Followers



**16k**  
Followers

### FEATURED



BuzzFeed



### A FEW PARTNERS

Wilsonart®



LAMPS PLUS®

PERGO®

COST PLUS  
WORLD MARKET®  
Unique, authentic and always affordable.

Hilton



WAGNER

MOEN®

## BLOG POST - IFM HOSTED

\$2000

My most common partnership option, this is an article written by Laura and hosted on inspirationformoms.com. Partnerships are disclosed at the beginning of each sponsored post and can contain multiple links throughout. **All articles include a post on Instagram, Facebook and Pinterest**, with Twitter available by request.

## BLOG POST - PARTNER HOSTED

\$1250

I can write unique articles for your website or blog. I work with you to develop topic and angle, and handle the writing from there. The fee for a self-hosted article is **\$2.25 per word with a \$1250 minimum**. **Neither photography or social sharing are included.**

## INSTAGRAM POST + STORY

\$550

Posts are one-time and are never deleted from our feed unless requested. and stories include up to four frames with a \$50 charge for each additional frame required by sponsor. Frames added at my discretion will not incur additional charges.

## PRODUCT GIFTING

NO FEE

If you have a product you would like me to try, you are welcome to send it to:

Laura Tusken  
466 Lara Ct  
Loveland, CO 80537

Without paying a partnership fee, I cannot guarantee that your product will be featured. That said, if I feel the product fits organically with my content and will provide value to my followers, I'm more than happy to feature it. Proper credit will be given and the product will be disclosed as a gift.

## BUNDLED SPONSORSHIPS

BY QUOTE

Every campaign is a little different, and I want to provide you flexibility without burning your budget. Choose the sponsorship options you want to execute as part of your campaign and I will build you a custom quote, with calculated discounts based on scope. My promise is to be fair to you, mindful of my readers, and dedicated to creating high-quality, valuable content.

To get started on a campaign with Inspiration for Moms, send your request to [inspirationformoms@gmail.com](mailto:inspirationformoms@gmail.com). I will respond within 1 business day and begin working out the details of your campaign. I'm confident in my ability to create quality content that's valuable for my readers and a solid investment for you.

Please email me with any questions and I look forward to working with you soon on a successful campaign!