

# SoCal Field Trips



## Who is SoCal Field Trips?

SoCal Field Trips is a lifestyle travel blog dedicated to active families who enjoy adventuring out of the home and into the world of hands-on learning.

### “Field Trips” is our middle name!

We regularly feature family-friendly destinations, events, products and giveaways that benefit the lives of our readers. SoCal Field Trips offers advertisers a unique perspective and access to thousands of families throughout Southern California.



## About Jilleen

Jilleen Butler is the founder of SoCal Field Trips and a professional field trip coordinator with over 15 years of experience.

Together with her husband, two children and a rescue dog named Field Trip Dog, they are always up for an adventure.

When she is not blogging, you can find Jilleen spending quality time with her family at the beach, visiting a children’s museum or traveling to some faroff location.

## What We Offer

### Exclusive Social Media Post

Your brand will be showcased exclusively in a social media share. This spreads the word about your brand or product quickly to thousands and is great for any budget.

### Sponsored Blog Post

A sponsored blog post is a great way to promote your product or brand. A completely unique post will be written showcasing your brand. A sponsored post includes links to our partner’s website and social channels in an evergreen post. Sponsored posts stay indexed on our site indefinitely and are shared with our email subscribers, as well as our Facebook, Twitter, Pinterest, and Google+ social channels. There are several options available.

### Brand Sponsorship





A brand sponsorship offers long term promotion on all platforms. Let’s talk about how we can work and grow together.






### Banner Advertising

Banner ads on SoCal Field Trips are visible on every page of our site. We also perform regular ad rotation to ensure our advertisers are all front-and-center. Our high profile ad placements ensure your messaging reaches the right audience.

### Giveaways

We host a limited number of giveaways on SoCal Field Trips as a part of sponsored campaigns.

	35,000-45,000 monthly page views
	24,500-35,500 unique monthly visitors
	women with 2+ children main audience
	25-48 years old age demographics

	5,800 socialfieldtrips
	14,300 socialfieldtrips
	5,500 socialfieldtrips
	5,800 socialfieldtrips
	150 socialfieldtrips

## Previous Partners

Disney, Hyundai, Kia, Aflac, Kellogg’s, Costco, Denny’s, Foster Farms, Burke Williams Day Spa, PBS, Yogurtland, Proctor & Gamble, Neutrogena, Pennzoil, Dramamine, Knott’s Berry Farm (Buena Park, CA), The Newport Dunes Resort (Newport Beach, CA), LEGOLAND California (Carlsbad, CA), Discover Cube OC/ LA (Santa Ana & Sylmar, CA), Pretend City Children’s Museum (Irvine, CA), The Aquarium of the Pacific (Long Beach, CA), Museum of Making Music (Carlsbad, CA), Columbia River Maritime Museum (Astoria, OR), Tillamook Cheese Factory (Tillamook, OR), Scottsdale Tourism Bureau and more.