



Busy Creating Memories

a family, foodie, and craft site



Amber Edwards

Resides in the Odgen/Layton, Utah area just north of Salt Lake City, Utah. She is the mother of 2 boys ages 12 & 13 an 8 year old Special Needs girl and a 2 year old baby girl. She has an affinity for Dr Pepper, Popcorn, Chocolate, a great book, Science Fiction, Fantasy, and all kinds of family activities. Amber loves to work with her Canon 6D DSLR and has a passion for photography.

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Review Team

Busy Creating Memories has additional [contributors](#) that have a range of children over different age groups and with a variety of interests.

Stats / Social Media

Monthly Pageviews: 137,590
Unique Monthly Visitors: 105,604
Email Subscribers: 1552
[Facebook Fan Page](#) – 12,576
[Twitter @2creatememories](#)– 33,898
[Google+ Page](#) – 17,799
[Pinterest](#) –20,953
[Instagram](#) – 6464
[YouTube Channel](#) – 403
**stats current as of 9/29/17*

Busy Creating Memories is a Family Lifestyle, Recipe, and craft site. Our purpose is to help families discover they can create cherished memories each day through food, crafts, and experiencing everyday family activities. Content is weaved around evergreen resource topics for long term success. The majority of the audience is married women in the USA between the ages 22-64 with higher education and families- children and grandchildren

A few sample evergreen posts:

- Tech: [Amazon Fire Kids Edition](#) & [Sigma 18-300 mm Lens](#)
- Baby: [Graco Car Seat Highlight](#) & [Prevent Diaper Leaks](#)
- Food: [Snickerdoodle Cookies](#) & [Chicken Carbonara](#)
- DIY: [Hot Air Balloon Diaper Cake](#) & [Hot Air Balloon Party Favors](#)
- Recipe: [Eggnog Cookie cups](#) & [Strawberry Rhubarb Dump Cake](#)
- Kids Fashion : [Mini Boden fashion](#) & [Kohls Back to School](#)
- Home: [Benefits of a Weighted Blanket](#) & [Sensory Wall Art](#)
- Parenting:: [Bye Bye Binky](#), [Teach kids to clean](#)
- Craft: [Rustic Christmas Ornament](#) & [LEGO tray play station](#)
- DIY: [Dresser Makeover](#) & [Woodland Cupcake Stand](#)

Press Partnerships & Experience:

- Nature's Sleep Ambassador 2014
- Monroe and Main - [Fashion Blogger Spotlight](#), page 3 Spring 2014
- [Monroe & Main Fashion Blogger Spotlight](#) Fall 2013 page 6
- [Monroe & Main Blogger Spotlight](#) Fall 2014 pg 2.
- Weight Watchers Ambassador 2015 via SocialStars
- RootsTech Ambassador Feb 2015
- Kraft Kitchen Expert 2015
- Goldfish Ambassador 2015-2016 via SocialStars
- Leapfrog LeapSquad Mom Ambassador 2015-2017
- Chick-Fil-A mom Panel 2013-2015, 2016-2017
- Tide Ambassador 2017 via SocialStars

Sample of Brand Partnerships



Advertising Information & Rates

[We research each article for keywords/topics and articles publish fully optimized for SEO.](#)

Editorial Sponsored Post

Rate: \$450

An evergreen post with a minimum of 350 words. Includes one Facebook and Twitter social media promotion. A rush fee (\$100) applies for deadlines within 72 hours.

Recipe, Craft, DIY

Rate: \$600 + Product

An evergreen post with a recipe, craft, or DIY tutorial takes more work and supplies to complete, but are often the best performers on social media. Minimum of 500 words with at least 3 clear, full width images of the process and final project. Includes one Facebook, Twitter, Pinterest, and Instagram promotion.

Creative Video

Rate: \$600

An evergreen instruction or demonstration video created in either still motion or live action. Compiled with visual effects, text, instruction, and music. Video will creatively feature sponsored product in a manner that is pleasing to the purpose of the brand, but also natural enough to appeal to a typical reader and not feel like an advertisement. This option is currently open to Brand Ambassadorships, Recipes, DIY and Craft creations.

Visit our [Video Gallery](#) to see a demonstration of our creations.

This does not include a blog post. If you would like the video included in a blog post, you will need to purchase both the Recipe, Craft, DIY and VIDEO content.

Child Fashion Feature

Rate: \$400 + Product

A fashion focused story featuring more than the average number of photos. Include a minimum of 250 words. Includes one Facebook, Twitter, and Instagram promotion. Child genders & age ranges: Boys (ages 11-13) Girls - ages 7-9 and baby under 2.

Restaurant reviews

Rate: \$200-400 + Meal expense

A special feature of your restaurant & dining experience. You have the choice of sponsoring an Instagram only campaign or a Blog post/Instagram campaign. Restaurant reviews Include our own professional photos of the atmosphere, dining experience and food. Expenses should be covered by sponsor. Each Restaurant feature is unique and agreement will vary, contact me to discuss options and rates.

Travel & Destinations

Rate: \$400 value Min + expenses

An editorial article in nature that features your travel destination. Including photos you provide and if possible our own professional photos. Travel accommodations and expenses should be covered by sponsor. Each travel feature is unique and agreement will vary, contact me to discuss options and rates.

Social Media Outreach

Rate: \$varied based on platform

Social post on Twitter, Instagram, Pinterest and/or Facebook. Email for specific rates for specific platform you would like to be featured. Averages vary between \$50-175 depending on platform choice, and type of content.

Brand Ambassador

A multi-post campaign where your brand will be featured over a set period of time, typically 3, 6 or 12 months. Includes free 125x125 button sized ad space. Ambassador position can include editorial, recipes, crafts, social media outreach, travel, and other such projects as agreed upon. As the individual needs and agreement will vary, contact me to discuss options and rate.

Facebook ADs - All content is available for Facebook Ad/Boosting for an additional fee.

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