

## ABOUT THE BLOG

All Things Mamma is a premier digital resource for simple, delicious recipes that help nourish the entire family. The website also provides tips and tricks to make life easier for busy moms such as recipe shortcuts, stress-free substitutions and savvy ways to upgrade time at the dinner table. All Things Mamma's recipes are simple and easy to follow that anyone can make with a few simple ingredients and always delicious - GUARANTEED!



## HI, I'M KASEY

I write for busy moms—because I'm one of them too. I have three (human) children and three (furry) children. Would you believe they all want to be fed? When I'm not in the kitchen or working on All Things Mamma, you can find me featured on sites such as Today.com, BetterHomesAndGardens.com, Wayfair.com and more. I'm also a published author who has been on the top ten Amazon list as well as featured on The Today Show and Dr. Oz.

### DEMOGRAPHICS

91% are women  
 21% are 25-34  
 30% are 35-44  
 62% have an income between 50-150K  
 74% are college educated or higher

### SITE TRAFFIC

<b>400,000+</b> Monthly Page Views	<b>230,000+</b> Monthly Unique Visitors
<b>12,500+</b> Newsletter Subscribers	<b>7,000,000+</b> Monthly Reach



### SOCIAL MEDIA



**14,700+ Followers**  
 @allthingsmamma



**13,950+ Likes**  
 @allthingsmamma



**61,250+ Followers**  
 @allthingsmamma



**2,175+ Followers**  
 @kasey\_allthingsmamma

## SPONSORSHIP AND CAMPAIGN OPTIONS

We are looking for fun, innovative or delicious items for moms and their families to feature on our site and companies to represent. A sampling of how we can work together to highlight your brand include:

- Sponsored Posts
- Recipe Development
- Brand Ambassadorship
- Product Placement
- Social Media Shares
- Events and Travel

## CONNECT

Let's get the conversation started. I'll help you brainstorm ways to showcase your brand in a creative, inspiring way.

### EMAIL:

allthingsmammapr@gmail.com

PHONE: +1 271-371-4514

## A MOM ON A MISSION

All Things Mamma is a blog full of family-favorite recipes that are easy to make using simple, everyday ingredients. It is our mission to help women to fight against the daily struggle of the local drive-through menu and instead turn to easily replicable, cravable meals.



## TOGETHER WITH BRANDS

Together with the right brands, All Things Mamma drives women to nourish and feed their families in a low-stress way. From party-worthy appetizers to decadent desserts, we firmly believe that every mamma can excel in the kitchen—especially as we are with her every step of the way.

## TOPICS THE AUDIENCE LOVES

Over 230,000 monthly readers tune in to learn how to make simple and quick recipes that leave kids asking for seconds. They love:

- Simple Ingredients
- Quick Meals
- Recipe Hacks
- Trying New Products
- Kid-Friendly Options
- Holiday Recipes and Ideas

## PAST COLLABORATIONS

- Kellogg's & Dannon
- Coca-Cola
- Philadelphia Cream Cheese
- Bertolli
- Oscar Mayer

## WHAT OUR READERS SAY

*"The recipes on All Things Mamma are great! They're always easy and no fuss. Kasey gives me ideas that I never thought of before. Her books & website are a go to for fun ideas for our busy family."*

- Ashley Packet, reader

*"I love Kasey and her site, AllThingsMamma.com! I go there anytime I'm looking for a new recipe and I also like to go there during the holidays for great ideas on sides and desserts - especially! Kasey has the best blog! It's my #1 go-to site!!"*

- Kari Miller, reader

## Want to Work Together?

If your brand wants to showcase new products, educate consumers, and create new recipes all while encouraging and uplifting moms across the U.S. and the world, let's chat. We offer flexible options and solutions to meet your need and ensure a message that's on-brand is delivered seamlessly to our readers.

Email: [allthingsmammapr@gmail.com](mailto:allthingsmammapr@gmail.com)

Phone: 217-371-4514



## SPONSORSHIP OPTIONS

### SPONSORED POST - \$2350

Highlight your brand or product with this package:

- original photography
- an expertly written post
- multiple social media shares
- inclusion in subscriber newsletter

### SOCIAL MEDIA SHARES - \$550

Pick and choose three shares from your favorite social media.

Posts will be boosted for maximum exposure.

- Facebook
- Instagram
- Twitter
- Pinterest

### SUBSCRIBER EMAIL MENTION

Put your brand right in the inbox of your target audience:

- product name mention woven into email - \$250
- brand or product mention with a link - \$300
- dedicated email about your product or brand - \$500

### VIDEO

Take your target audience deeper with video. Videos will be uploaded to Facebook, Instagram, and YouTube.

Additionally, video can be included in blog post.

- add on to sponsored post package - \$1000
- stand-alone video - \$1500

### LIVE VIDEO

Live video gives us a chance to pull back the curtain a bit and be super real with our audience (and they love it!).

- 5-10 minutes - \$300
- 11 - 20 minutes - \$450

### OTHER SERVICES

We can work together to develop a custom plan for your brand that's out of the box, with brand outreach such as:

- brand ambassador
- press trips

**All sponsored posts are clearly marked and disclosed in accordance with current FTC standards.**

