

ADVERTISING & MEDIA KIT

www.atgrandmasplace.com



Anne
Johnson

I'm an Australian blogger with a growing audience and presence across multiple social media platforms. I have three grown children with their own young families. My seven energetic grandkids, aged between 2 and 13 years, fill my days with fun and excitement.

Before becoming a blogger and family-fun writer, I worked full-time in children's ministry. On top of being a mother and grandmother, I am a qualified, registered teacher & tutor with a Cert. IV in Training & Assessment. And...I've run a florist and craft business.

About At Grandma's Place

In 2014, I founded my family blog, At Grandma's Place, and since then have continued to develop and grow my readership.

At Grandma's Place shares family fun ideas, crafts, books, resources, tips, tutorials, inspiration with a large dose of encouragement for grandparents and families. All of my articles, reviews and ideas come straight from personal experience.

As a wife, mum and now, a grandparent, along with a teaching background and years of involvement in hands-on family ministry, At Grandma's Place is a place to find encouragement, inspiration and family-fun ideas.

My readers are your consumers.

My demographic is largely female and predominantly between the ages of 35 and 64.



43,000

Monthly
Web
views

12, 550

Monthly
Unique
Visitors

3.5

Pages/
visit

91



55



55



55



519



1, 316



Current at 01/12/2016

Sponsored Posts, Ad Prices & Services

Thanks for your interest in At Grandma's Place. I can't wait to partner with you.

I offer a number of services: sidebar ads, sponsored posts, reviews, social media promotions, giveaways, project sponsorship, brand ambassadorship.

Are you interested in a sponsored post?

Articles posted on my blog At Grandma's Place include, as much as possible, these features and actions:

- Catchy headline
- Well-designed heading image (suitable for using on FaceBook & G+)
- Well-written article in a conversational tone
- 3 or more other images or other visual media
- Pinterest image
- Subheadings
- Call to action + content upgrades (worksheet, infographic, checklist etc)
- Appropriate links
- Shared on FB twice, 5 x Twitter, Instagram and G+
- Pinned on Pinterest

Payment via PayPal or invoice



Options

\$25

Option One:

You provide everything—the content, upgrades, headline, headline image and other images plus links.

\$75

Option Two:

You provide the content, and I create and include all the other features listed.

\$150

Option Three:

I create everything needed to post the article. You supply any talking points/ images needed and links.

Contact

Website: www.atgrandmasplace.com

Email: anne@newchapter.com.au

Ad Prices & Services

Thanks for your interest in At Grandma's Place. I can't wait to partner with you.

I offer a number of services: sidebar ads, sponsored posts, reviews, social media promotions, giveaways, project sponsorship, brand ambassadorship.

- Sponsorship begins on the first of the month. Ads are placed in a prominent position in the sidebar, within the website.
- Sponsors are billed via invoice. Payment of invoice will indicate a continuation of the sponsorship period; non-payment will indicate an end to the sponsorship period. Payment must be made 5 days before the sponsored month begins. Sponsorship is non-refundable and no guarantees can be made regarding the success of the placed ads.
- Ad and corresponding link must be provided within 3 days of start date in JPG format.
- New sponsors/products will be highlighted in the weekly 4 Favourite Finds for Friday list post on the blog.

Size	125x125 pixels	250x250	250x300
Rate	\$10/month	\$20/month static \$15/month rotating	\$35/month

Rotating ads have a maximum of 6 ads per widget and are displayed in a random order for each page view so all sponsors get top billing equally.

Want At Grandma's Place to review your product?

.... love to!

Reviews will always have honest feedback. A product is required in order for a review to be produced. No product will be returned to the sender. Sending a product for review also gives you the option to host a giveaway at no charge.

Cost of a review of your product?

\$50 .. Includes blog post and promoting your product on social media platforms.

Contact

Website: www.atgrandmasplace.com

Email: anne@newchapter.com.au

Twitter: @annesnewchapter

Facebook:

www.facebook.com/atgrandmasplace