

# Teaching Mama

playing, creating, and learning at home

## About Teaching Mama

TeachingMama.org is a blog focused on hands-on learning activities for babies, toddlers, and preschoolers. Teaching Mama features tip on keeping toddlers busy, how to teach preschool, ways to make learning fun, sensory activities to engage little ones, and words of encouragement to moms of little ones. The mission of Teaching Mama is to provide creative and engaging learning activities to moms of little ones as well as early childhood teachers. Teaching Mama readers are primarily women ages 25-44, who have an interest in early childhood education.

## Opportunities Available

**Evergreen Posts** – This opportunity is my favorite way to feature brands. I love to write evergreen content because it has proven to create organic traffic and loyal readers to my blog. All my posts contain high-quality photos optimized for social sharing. My goal is always to bring traffic and sales to you!

**Sponsored evergreen posts are \$1,000**

**Product Review Posts & Giveaway** – I will write an honest review about your products on my blog and offer a giveaway for my readers. Before committing to working with a brand, I make sure it fits my audience of teachers and parents.

**Product Reviews are \$500**

**Review Eblast** – My review eblast is an honest review of your product that is sent out to my 50K email subscribers. Brands provide me with up to 3 high-quality graphics, a short description, and then I finish out the eblast with a personal review of the product. I will highlight up to 3 things that I have found to be helpful for me. My newsletter eblasts spots are limited to one per month.

**Eblasts are \$750**

**Banner Promotions in my Newsletter** – I offer opportunities for brands to purchase banner promotions to be included at the top of my newsletter, which is 50K subscribers.

**Banners are \$200 per newsletter**

**Social Media** – I offer stand alone posts on my Facebook and Instagram page. This would be a picture, a caption with my opinion using my voice, with also a link to your website.

**Facebook - \$300/post**

**Instagram - \$100/post**

## Monthly Stats

Unique Visitors:	220,000+
Pageviews:	500,000+
Subscribers:	50,000+
Facebook:	100,000+
Twitter:	2,000+
Pinterest:	45,000+
Instagram:	2300+



Angela Thayer is a former teacher and now stay-at-home mom to 3 boys. She has a huge passion for educating young children. Angela lives in Iowa, where she completed her Bachelors

of Science in Elementary Education, specializing in literacy education. She is the author of *The Preschool Journey* and *The Toddler Journey*. Contact [angela@teachingmama.org](mailto:angela@teachingmama.org) with questions or ad inquiries.