

Day by Day in Our World

Learning and Embracing Life as a Family

THE BLOG'S MISSION

Educate and inspire parents along the journey of raising kids.

ABOUT THE BLOG

For 8 years, Day by Day in Our World has been a resource for all aspects of family life, particularly for homeschoolers.

Reviews and featured posts for products and services of interest to homeschooling families have been the cornerstone of our content for the past 7 years.

Additionally, Day by Day in Our World provides a variety of posts which cover multiple aspects of family life including practical solutions for meal times, style, entertainment, and travel.

Pageviews/mo: 11,132

UMVs: 6,874

Email Subscribers: 5,000

MEDIA KIT



ABOUT LAURA

Laura is a wife and a homeschooling mother of 4 boys, one who is now in college. Her love of education and helping others started at an early age.

Time as an undergraduate chemistry student saw her tutoring and teaching labs. A shift from science to business led to a passion for marketing and public relations, particularly in the nonprofit community.

When not involved with her family or community, she enjoys past times such as reading, playing the piano, kitchen, and traveling to new places.

Location: Anchorage, Alaska

SOCIAL STATS

Date Update: 5/1/16



7,966



25,945



9,528



735



4,244

THE READERS

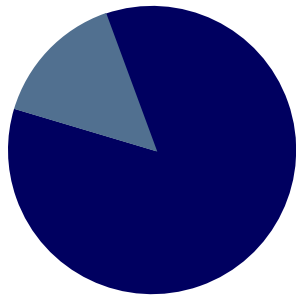
WHO THEY ARE

72%

of readers are between
25 - 54

“ Thank you, Laura, for again hosting this link-up; I am so blessed by it each year! ”

- Juanita, about 40 Days of Seeking Him meme



74%
are women

75%

earn between \$60,000 and
\$125,000 a year

**DAY BY DAY IN
OUR WORLD
READERS ARE:**



Cooking
Enthusiasts



Education

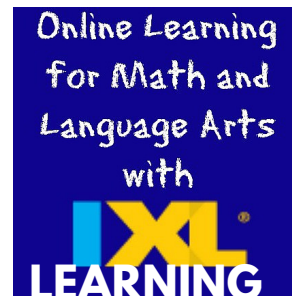
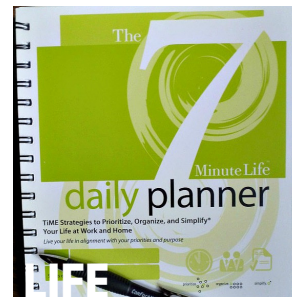
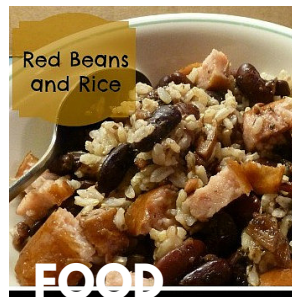


Entertainment

WHAT THEY LIKE

Our readers tend to favor posts that offer them simple solutions to every day problems.

- Informative articles on homeschool curriculum and services.
- Family friendly entertainment.
- Easy to make dishes that kids will eat.
- Travel posts, especially Alaska themed ones.



OPPORTUNITIES

BRAND PARTNERSHIPS

Our family loves to try new things and then share about our experience. We are happy to consider working with companies that are seeking to get the word out about family friendly products or services which both interest our family and our readers.

Fees are based upon the extent of coverage.

- Ambassadorships
- Editorial Content (feature product or service)
- Social Media Syndication (focused on particular channels, no blog post.)
- Reviews
- Giveaways
- Travel / Event Attendance / Press Junkets (Valid Passport available for Laura and her husband.)



“ Laura is a real gem. I would not hesitate to work with her again in the future! ”

- Kate Kessler,
The Old Schoolhouse Magazine

ADVERTISING

Static ads in the header or sidebar space are available. As with sponsored content, the company must be family friendly.

RATES:

125x125: \$20/month, \$50 for 3 months
250x300: \$30/month, \$80 for 3 or more months
728x90: \$75/month, \$200 for 3 or more months
Newsletter 500 width: \$25

PAYMENT: Payment for advertising is made via Paypal or alternative form of direct deposit.

728 x 90

300 x 250

125 x
125

LET'S TALK!

Get your brand in front of families, particularly homeschooling ones. Contact me and let's explore which opportunities work best for you and your budget.

Email:

daybydayinourworld@gmail.com

Phone (text okay): 907-575-6607