



## 2019 MEDIA KIT

Founded in 2012, The Typical Mom is a lifestyle blog focused on creating easy recipes, crafts, and sharing the best travel destinations. With a family focus, tips are shared daily with bits of humor to reach a broad audience.

Justine has been featured in & partnered with All You Magazine, Country Living, People, Michelin, written for The Hershey Company, and many other popular brands.

### ABOUT HER READERS

With a loyal following of over 300K people, Justine reaches and connects with other moms & families. As girlfriends would talk about their favorite products, recipes, and activities they do with their children she has that same connection with her audience.

### DEMOGRAPHICS

- 93% are women
- 8% are 18-24
- 30% are 25-34
- 25% are 35-44
- 19% are 45-54
- 4% are 65+

### SITE TRAFFIC

Page Views	1,736,493
Unique Visitors	876,894
Sessions	1,348,373
Klout Score	80
Pages / Sessions	1.42

### SPONSORSHIP AND CAMPAIGN OPTIONS

From sponsored posts that seamlessly feature great products she loves, to “tasty style” videos and easy recipes as well as family friendly travel destinations, The Typical Mom provides a variety of sponsorship opportunities.

- Sponsored posts
- Recipe development
- Brand ambassadorship
- Product placement
- Video creation
- Events and travel



**47.0K Followers**

@thetypical\_mom



**171K Followers**

@thetypicalmom

@easyinstantpotrecipes

@thetypicalfamily



**109.6K Followers**

@thetypicalmom



**37.9K Followers**

@thetypical\_mom

**13.8K** Newsletter  
Subscribers

**1672** YouTube

YouTube/thetypicalfamily

RECIPE CREATOR | TIP JUNKIE | TRAVELER | MOM

