

CleverlyChanging.com

Media Kit



About Cleverly Changing:

“The only thing constant about parenting is change.”

CleverlyChanging.com is a lifestyle blog about helping families in different areas of their lives. Regularly featuring:

- [Reviews](#)
- Tips on [parenting](#)
- [Financial freedom](#)
- [Organizing home-life](#)
- [And related giveaways](#)

Although the [blog](#) is geared towards empowering parents, the information presented will inspire and inform anyone who desires to explore more about what life has to offer and think outside the box.

About Me

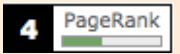


Contact Me

- I am a work-at-home mom (WAHM) of two twin girls.
- A wife, daughter, sister, and friend.
- B.A. in English, B.A. in History, and a paralegal certification.
- I started blogging to talk about the changes and challenges that parents encounter.
- My passions lie within education, literacy, healthy living, public service, and social media.

Social Reach

- Klout score: 42 (date data received 4/26/12)
- Google Page Rank: 4
- Alexa Traffic Rank in US: 296,514, Sites Linking In: 233 (date data received 2/14/2012)
- Over 3,140 Twitter Followers
[@CleverlyChangin](#)
- Interactive [Facebook fan page](#): 2,194
- Apart of other Networks such as: Pinterest, StumbleUpon, Youtube, Digg, BlogFrog and others.



Brands Cleverly Changing has worked with are:

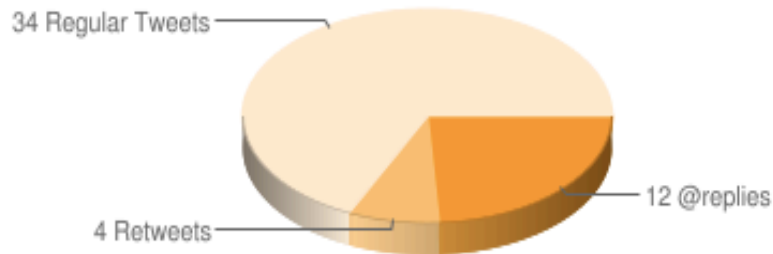
- Adobe Photoshop
- Alamo
- Carrabba's
- Child Up
- Clorox
- Huggies
- OWN
- Pillsbury
- Plastic Jungle
- Sears
- Staples
- Tommee Tippee
- Tiny Prints
- Vaseline
- And more

Twitter Reach for @CleverlyChangin

TweetReach for *cleverlychangin* Reached **36,378 people** via **50 tweets**

Searching a maximum of 50 tweets

Tweet Types



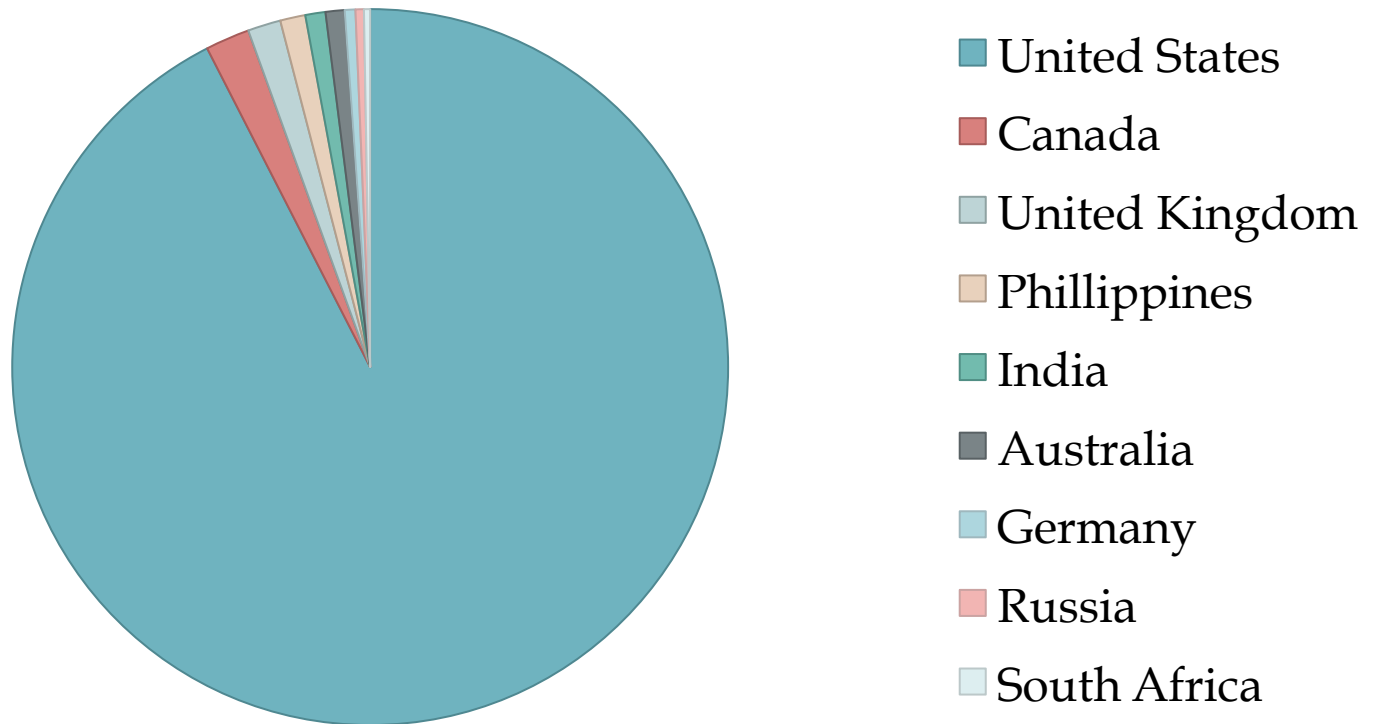
Exposure: 140,596 Impressions



Each pie slice shows how many people saw how many tweets

Visitor Locations

Visitor Location



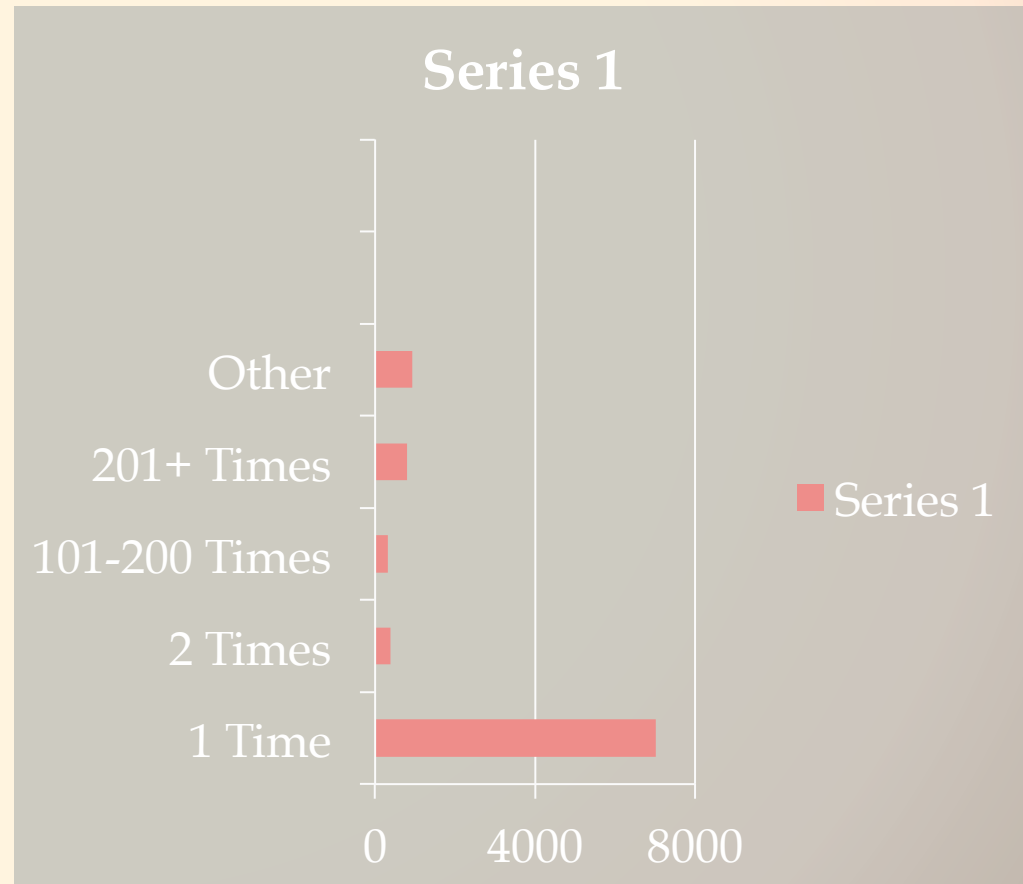
Visitor Stats

** Monthly average from Google Analytics*

8,715 people visited this site



Visitor Loyalty



Audience and Alexa Ranking

Cleverly Changing's audience is primarily females (almost 50% with and without kids).

Most are college educated and have a household income ranging between 30-60K and over 100K.

According to Quantcast, the majority of my readers are between the ages of 18-49. (See next slide for more demographics details.)

Cleverly Changing's audience wants to be educated, entertained, and given a good discount.

Statistics Summary for **cleverlychanging.com**

Cleverlychanging.com has a three-month global Alexa traffic rank of 910,769. The site's visitors view an average of 1.7 unique pages per day. About 59% of visits to it consist of only one pageview... [Show More](#)

Alexa Traffic Rank

 **910,769**
Global Rank 

 **378,128**
Rank in US 

Reputation

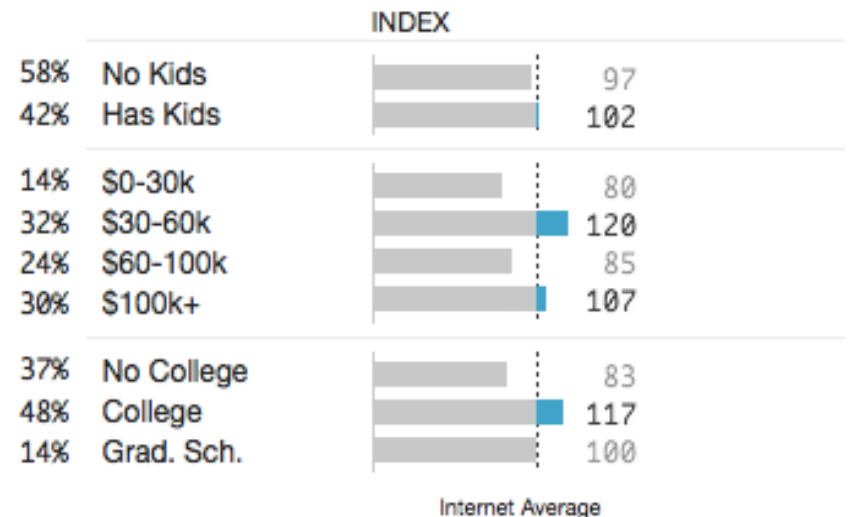
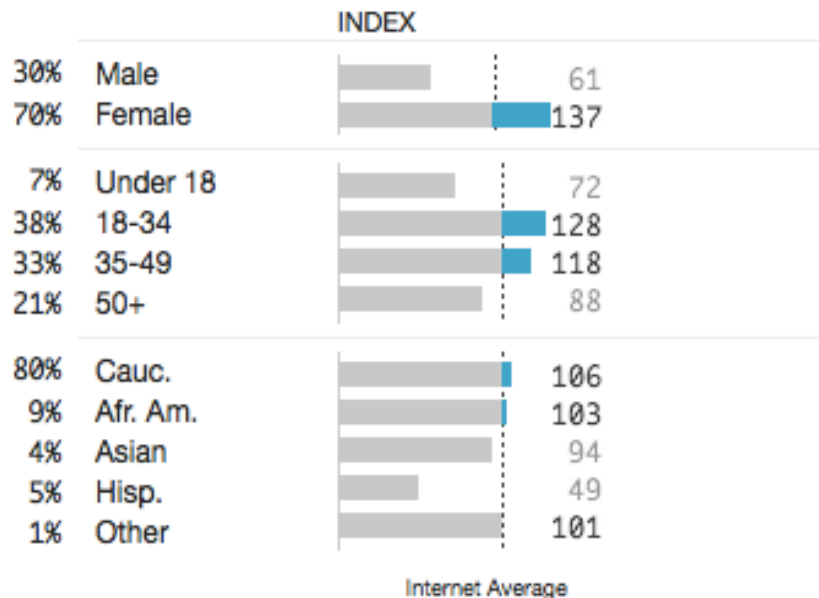
233
Sites Linking In 


(No reviews yet)

Cleverly Changing Reader Demographics from Quantcast

US Demographics ?

Updated Oct 15, 2011 • Next: Oct 26, 2011 by 9AM PDT



Reviews

- There **is no cost for most Reviews**, but a full-size product must be provided. The product will not be returned.
- Once I review the product it will be posted on Cleverly Changing. The review will contain links back to your website and the product page. It will also include photos when appropriate. A Video demonstration of the product being is an additional \$20. All post will automatically be advertised on Facebook, Twitter, and other social networks such as the blog frog.
- Products sent for reviews must be shipped directly to to me. Coupons for a FREE product are also acceptable when the store carrier is near my location.
- The review will be posted 2 to 6 weeks after the item is received; however, request for certain post dates will be considered.
- I encourage companies to provide discounts in conjunction with a review for more success.
- In the event of a negative review, I will contact you prior to posting to discuss the situation. My reviews are honest and do highlight areas of weakness but not without some positive feedback. Many of my reviews provide likes, dislikes, and room for improvement.

Giveaways

- Cleverly Changing promotes giveaways for FREE when associated with a product review. If no product is provided, the giveaway will be treated like a Sponsored Post.
- Giveaways on Cleverly Changing typically run for 2-4 weeks.
- The winner's information will be provided to the sponsor, and the sponsor will be responsible for shipping the prize.
- Giveaways will be promoted on Cleverly Changing's blog, Twitter, Facebook, other giveaway blogs and communities.
- Entry methods will encourage readers to visit your website and social media outlets.
- As per Facebook Promotion Guidelines, we cannot ask the reader to take an action on Facebook for an entry. However, liking your page is okay. Actions on the wall will not be used for additional entry options.
- Based on FTC Regulations purchases for bonus entries will not be allowed.
- Giveaways not associated with a review will be posted within a week of receiving payment.

Sponsored Posts/Advertising

Banner ad rates:

- **Sidebar or Footer (up to 250 x 250):**

1-month plan – \$50.00

3-month plan – \$200.00

- **Sidebar 125×125 button and text ads in the sidebar:**

1-month plan – \$40.00

3-month plan – \$75.00

- **Sponsored Posts (Links, Ads, and widgets):**

30 day plan (length of time the link will appear) – \$35.00

1- year plan (length of time the link will appear) – \$500.00

Guest Posts for advertising purposes are a minimum of \$25.

- **Each month a portion of the proceeds goes to [World Vision](#) to sponsor a child in Tanzania.*