



Scraps of My Geek Life

[TECHNOLOGY FOR LIFE]



MEDIA KIT

ABOUT THE BLOG

[SCRAPS OF MY GEEK LIFE](#) was created in 2007 and has since grown to a community of over 80,000 people who are looking for advice on using technology to live, capture and share their daily life.

SCRAPS OF MY GEEK LIFE partners with brands who believe that technology should enhance, and not take over our lives.

SCRAPS OF MY GEEK LIFE helps families live a happy, healthy and safe digital lifestyle.

BLOG MISSION

Show families how to use technology to create the fun, happy and healthy stories of their life. Teach families to capture, share and preserve those life stories.

**Total Social Media Reach:
80,000**

**Pageviews/mo:
15,000**

**Unique Visitors/mo:
8,000**

PAGERANK: 4

SOCIAL STATS


42,000


18,000


3,000


4,300


1,400

*Click on icon to go to profile. ☑
Last updated: xxxxx*



**Michele McGraw
@ScrappinMichele**

Digital Lifestyle Blogger • Runner
PopSugar Most Influential TechMom

Michele is a 47 year-old Washington DC area blogger and mom of 4 kids ages 18, 15, 11 and 10. Technology has been a huge part of her life since her childhood. She met her husband on AOL 21 years ago and with each new life adventure, she turned to the Internet for support and guidance.

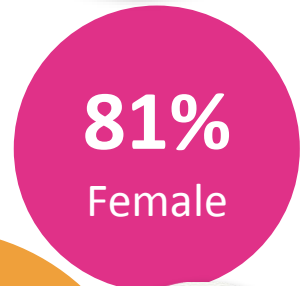
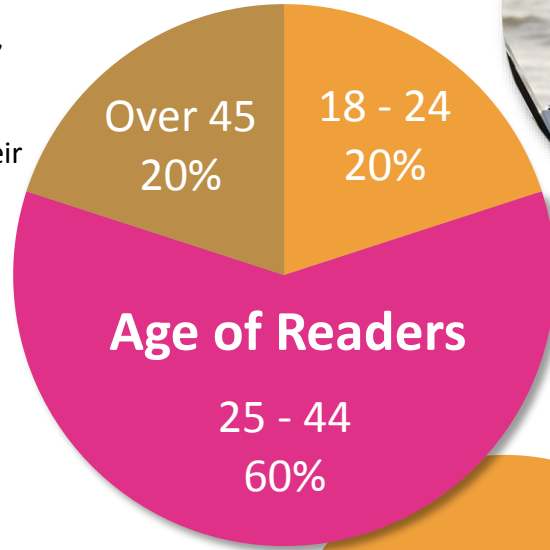
Michele has spoken at conferences sharing her love for technology and digital scrapbooking. Appeared in *Weight Watchers* & *Parenting* magazines.

For the last 18+ years, Michele has been helping women and families find support for their hobbies and lifestyles by sharing her experiences, knowledge and passions online. Her marketing degree has helped her grow her following to over 80,000.

Michele's Motto: *Digital over Diamonds, Gadgets over Gold.*

THE READERS

[Scraps of My Geek Life](#) readers are primarily female, have kids and are between the ages of 25 and 44 years. They are interested in technology, TV and movies, cooking and shopping. They find a lot of their information on Pinterest.



Digital Lifestyle

Living a life where technology simplifies or improves their daily lives. Being safe online is very important to them.



Preserving Memories

Preserving the stories and memories of their life for future generations. They share their everyday lives with friends and family online.



Healthy Lifestyle

Using technology to live a healthier lifestyle. Their tech should motivate them to eat healthy foods, exercise, have fun and be happy.



YEAR-ROUND TOPICS

These are topics that we generally cover every year with a tech twist.

Jan - March	April - May	June - August	Sept - Oct	Nov - Dec
CES Tech Valentine's Gifts Organizing/Planning Cleaning Tech SuperBowl Healthy Lifestyle	Earth Day Tax Day/Finances Mother's Day Gifts Graduation Summer Prep Nat. Scrapbook Day	Running Weddings Vacation/Travel Father's Day Gifts July 4th Summer	Back to School Gifts Online Safety Breast Cancer Teen Driver Safety Digital Scrap Day Creativity	Tech Gift Guides Family Technology Thanksgiving/Xmas New Year's Business Planning Goals/Resolutions



OPPORTUNITIES

BRAND PARTNERSHIPS

Reviews	Reviews must include product for testing purchases and will be kept after review is posted.
Sponsored Posts	Fees begin at \$100 and vary depending on requirements. Products may be substituted for payment. Contact us to discuss details.
Ambassadorships	Contact us to discuss a Brand Ambassadorship for your brand.
Custom Packages	Open to creating a custom campaign for your brand.

READERS: Scraps of My Geek Life readers enjoy discovering new tech products and services that will simplify or improve their life.

SOCIAL MEDIA: With any brand partnership, your message will be amplified to a combined social media audience of over 80,000 followers.

PINTEREST: Pinterest is our fastest growing network. Pins from Scraps of My Geek Life average over 15,000 daily views. Let's put together a custom Pinterest campaign for your brand.

DISCLOSURE: All links within reviews and sponsored posts are no-follow. Reviews will only be posted if we feel the product will help our readers. All posts conform to FTC guidelines. Review products will not be returned.



ADVERTISING RATES

300 x 250

\$50/month
(Sidebar- below the fold)

125 X
125

\$25/month
(Sidebar- below the fold)

LET'S WORK TOGETHER

Let's create a partnership to introduce your brand to the Scraps of My Geek Life community.

Email:
michele@scrapsofmygeeklife.com

Phone:
202-556-0161

Receive a 15% discount when purchasing at least 3 months. Ads are not rotated. Ads should be family-friendly. Ads come with one mention on Twitter.

PAYMENT: Payment for advertising is made via Paypal at time of purchase.