



For women who celebrate living life well.

## about the blog

The Sweet Spot Blog is a lifestyle blog for women in their 40's who feel like they have finally hit 'The Sweet Spot!' Women who no longer live paycheck to paycheck. Women who use a break-even analysis when deciding between doing a project themselves or paying a professional. Most of all, women who just want to be happy.

The Sweet Spot Blog covers topics which make women's lives easier, prettier, and simpler. The blog shares tips for Organization, Green Living, Decor, Food & Drink, Motherhood (children, dogs, cats, *and* husbands), as well as, Simple Technology Solutions.

It is a blog for women who celebrate living life well. A community of 40-something women where the good things in life--including family, friendship, food, and design--are appreciated.

page views/mo:

58,566

subscribers:

4,608

uniques/mo:

45,969

## social stats

FACEBOOK  
4,154

TWITTER  
4,532

PINTEREST  
7,391

GOOGLE +  
408

INSTAGRAM  
1,604

Last updated:  
xxxxxx



## about Corinna

Project Manager • Brand Advocate  
Blogger • Social Media Guru

IT Project Manager by day, blogger by night. • Well-educated, with two undergraduate degrees and one graduate degree. • Traveled extensively throughout North America and Europe. • Spent over twenty years in corporate America, climbing the ladder...all the way to the glass ceiling. • Left corporate America to pursue a dream of her own business. • After selling her start-up business, she downsized from a 5,000 square foot house to a 500 square foot loft. • Finally finding happiness in work-life balance and learning to savor family and friendships.

# our readers

Our reader profile is comprised of women—ranging from 33 to 52 years old—who have finally reached a comfortable place in life. They are single, married, or single again, and may or may not have children.

## educated

They are college educated and may have a graduate degree. They expect their children to go to college as well.

## financially secure

Their families are secure and independent. They spend less than they make and invest in the future.

## tech-savvy

They can afford the latest in technology, but they purchase gadgets that will simplify their life or solve a problem.

75%

Family income  
over \$100,000  
a year

Average  
age  
37

89%  
women

“ You went through some good tips. It’s the details that count! Thanks Corinna! ” - Quick Home Buyers

### How to Sell Your House Fast! Series

### Banana Bread Muffins

### I Want to Be a Cowboy

### Shoe Closet Organization

## how-when-where

Our readers are busy. They want the right information, quickly. They use mobile devices such as cell phones and tablets whenever they have a spare minute to get caught up.

Their internet reading habits:

- Want information short and to-the-point.
- Use Pinterest to save helpful tips, tutorials, and recipes for later.
- 76% access content on mobile devices.
- Seek advice from trusted women.



# opportunities

## brand partnerships

The Sweet Spot Blog brings your brand to a loyal audience of 40-something women dedicated to living life well.

If your brand seeks to reach real women, looking for real solutions to everyday challenges, then you have come to the right place. These women are busy, and do not have the time, nor patience shopping around for the best deal. They want the perfect product without hassle. They are brand-loyal, share information with other women, and become your best advocates.

All sponsorship opportunities include social media amplification with a total reach of over 20,000 followers. Several messages are shared throughout the day to ensure total coverage over an array of busy schedules.

DISCLOSURE: The Sweet Spot Blog conforms to the FTC disclosure guidelines. All links within product reviews and sponsored posts are no-follow unless otherwise stated.



what's available

- Giveaways
- Ambassadorships
- Reviews
- Sponsored Posts

“Thank you so much for your participation in the [ChocolatRouge](#) campaign! Your incorporation of ChocolatRouge Wine into the holidays was exactly what we were looking for!!”  
- Jess Harp, Social Fabric

## advertising

Month to month advertising rates are listed below. 3-month and 6-month agreements are also available at a discounted rate.

### rates

- 125x125: \$20
- 180x150: \$30
- 300x250: \$35
- 160x600: \$45

PAYMENT: Payment for advertising can be made via PayPal, corporate check, or money order.

## let's work together

Get your brand in front of women who are looking for the perfect solution.

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Phone:  
214-686-3556