

# Stay a Stay at Home MOM

Reduce Expenses  
Stretch Your Dollar  
Supplement Income

with  
Rayven Perkins



## Media Kit

Thank you for your interest in partnering with *Stay a Stay at Home Mom*, a website and blog designed to help mothers live off one-income in a two-income society, without sacrificing the “good things” in life. Please visit the website at [Stay a Stay at Home Mom](http://Stay a Stay at Home Mom).



*Stay a Stay at Home Mom*'s creator and webmaster is Rayven Perkins. Rayven is the mother to two teens, an author, and a three-time gestational surrogate mother.

She has done a myriad of things in her efforts to stay home with her children over the years including been an extreme couponer, ran an in-home daycare, been a professional mystery shopper, been a community college instructor and a top-earner in network marketing.

## Media Appearances

Rayven has participated in many interviews and publications related to her websites. She has been featured in magazine and news articles, along with radio shows and television. Here are some of her appearances.

- [Living the Dream Mom Talk Radio](#)
- [Interviews Live with Abigail Mahnke](#)
- [Babble – Why I was a Surrogate Mother](#)
- [She Knows – Pregnancy and Baby](#)
- [Sun Media – Parenting by Proxy](#)

## Demographics

Most visitors to the *Stay a Stay at Home Mom* website/blog are women, between the ages of 25-50. They have some college education and are married. 85% are from the United States.

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## Site Statistics

### Alexa Ranking:

Worldwide – 56,817

US – 12,497

### Google Page Rank:

Main website PR3

Blog Subdomain PR2

### Google Analytics Statistics:

UMV – 51,738

Pageviews – 120,277

### Statistics Summary for **stay-a-stay-at-home-mom.com**

Stay-a-stay-at-home-mom.com has a three-month global Alexa traffic population, the site appeals more to women; its visitors also tend to

#### Alexa Traffic Rank

**56,817**  
Global Rank

**12,497**  
Rank in [US](#)

Rep

### 51,738 people visited this site

Visits

**61,513**

Pageviews

**120,277**

## Social Media Statistics

[Facebook Fans](#) – 20,575

[Twitter Followers](#) – 10,929

[Pinterest Followers](#) – 7,164

[YouTube Subscribers](#) – 4,745

YouTube Video Views – 107,904

Mailing List Subscribers – 8,758



Stay a Stay at Home Mom

Timeline

Liked

**Overview** Likes Reach Talking About This

All dates and times are in Pacific Time

Export Data



Total Likes<sup>?</sup>

**20,575** 1.27%

Friends of Fans<sup>?</sup>

**6,215,863** 1.85%

People Talking About This<sup>?</sup>

**938** -0.95%

Weekly Total Reach<sup>?</sup>

**16,215** -1.19%

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## Advertising

There are several advertising options available with *Stay a Stay at Home Mom*. If you have any questions, do not hesitate to contact [rayven@stay-a-stay-at-home-mom.com](mailto:rayven@stay-a-stay-at-home-mom.com).

**Business Directories** - For other moms looking to market their direct sales and network marketing businesses, [directory listings are available](#). These include listings on the directory pages, as well as call outs via social media and newsletter promotion.

**Guest Posts** - Guest blog posts are available. A 400 word guest blog post (plus an additional 100 word bio) with up to 3 nofollow links, and an image is \$35. Guest blog posts will be designated as such on the post, and will be disclosed as a sponsored post.

**Sponsored Posts** –Posts written by Rayven Perkins for inclusion in the *Stay a Stay at Home Mom* blog are also available. A 300-400 word sponsored post with one image and up to 3 nofollow links starts at \$50. Disclosure will be made that the post is sponsored.

**Text Links** – For companies looking to market via a text link on a page on *Stay a Stay at Home Mom* (either main website or a blog post), the charge is \$30/m with a one-year commitment. This gives a nofollow link. Follow links are not available.

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## Product Reviews

Participating in blogger product reviews can be a great way for companies to get exposure to their products, increase their social media standing, and increase sales. *Stay a Stay at Home Mom* participates in product reviews and coordinates multi-blogger giveaway events.

Here are some important notes about product reviews:

- Product reviews are free for the sponsor if product value is \$99 or more.
- Full-sized products are required for review and products will not be returned.
- Stay a Stay at Home Mom is not responsible for shipping fees of products.
- FTC guidelines and compensation disclosures are adhered to for every review. All opinions are my own and I take full responsibility for anything I write, both positive and negative.
- Product reviews are done ethically and honestly. Both positive and negative features will be addressed. In the event that a product cannot be positively endorsed, the sponsor will be notified before the review is posted to give them the option of not running the review.
- Allow up to 8 weeks for review to be posted. If product review needs to be made in a shorter timeframe, every attempt will be made to comply if discussed in advance.

**Giveaways** – Combining a product review with a multi-blogger giveaway event can greatly strengthen a sponsor’s traffic and social media presence. *Stay a Stay at Home Mom* works with an extensive group of bloggers to promote giveaways. Entrants are required to visit sponsor’s website as well as follow them on social media. The minimum value of a product for a multi-blogger giveaway event is \$99.

[Example of Multi Blogger Giveaway Event coordinated by Stay a Stay at Home Mom](#)

Sponsors who wish to participate in a giveaway without providing a product to review will be considered on a case-by-case basis, depending on the relevance of the product to *Stay a Stay at Home Mom*’s target market, and the value of the prize. Administrative fees may apply.