SIMPLY SWEET DAYS

Sweet discoveries that make every day count

www.simplysweetdays.com
nikki@simplysweetdays.com
1 (760) 201-6303



2018 Media Kit

Thank you for considering a partnership with Simply Sweet Days! My name is Nikki Stevens and I have been writing this blog for almost 6 years.

On my blog, I offer my readers positive stories and creative activities. I share busy mom hacks, organization and time management tips, as well as recipes that families can enjoy together. I want women to know that they don't have to have it all together. Some seasons in life just feel crazy. But during this time you aren't alone, and you can always find something sweet to brighten your day.

ABOUT OUR READERS

As a parenting and lifestyle blog, the content on Simply Sweet Days appeals to a wide variety of readers. While dads and grandmas also frequent our site, the majority of our readers are women between 24-38 with children.

DEMOGRAPHICS

92% are women

28% are 25-34

19% are 35-44

84% are from U.S.

6% are from U.K./CA

SITE TRAFFIC

Page Views	24,000
Unique Visitors	6,000

12k Followers
@SimplySweetDays

1900 Likes
@SimplySweetDays

1100 Followers
@SimplySweetDay

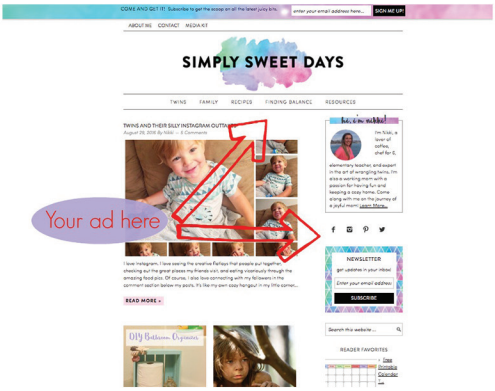
22K Followers
@Simply_Sweet_Days

SPONSORSHIP AND CAMPAIGN OPTIONS

We offer several standard sponsorship and campaign options for your marketing team to choose from. These are open to customization and fnegotiation. We value your partnership. Working out a mutually beneficial agreement is our main goal.

- Sponsored Posts
- Recipe Development
- Brand Ambassadorship
- Product placement
- Banner ads
- Events and Travel

SIDEBAR OR HEADER AD



RECIPES | FAMILY | DIY | WORK-LIFE BALANCE | MOTHERHOOD







SIMPLY SWEET DAYS

Sweet discoveries that make every day count

www.simplysweetdays.com
nikkiannstevens@gmail.com
1 (760) 201-6303

SPONSORSHIP OPTIONS

SPONSORED POST

A custom-written minimum 400-word blog post. Includes bright, relevent photographs. Images are sized for Facebook, Twitter, and Pinterest optimization. 4 social shares on Simply Sweet Days platforms (Instagram, Facebook, Pinterest, Twitter). $300

SPONSORED SERIES

3 blog posts, each a minimum of 400 words. Includes original photos taken by me, sized for optimal social sharing, and 4 social shares per post. Duration of series to be determined between Brand and Simply Sweet Days. $825

SOCIAL MEDIA CAMPAIGN

Run a campaign or giveaway on social media. Campaign includes 2 social posts including images, campaign-specific text and call to action.
Facebook/Instagram Campaign $150

CONTESTS & GIVEAWAYS

A custom-written 400-word blog post which includes relevent images. Brand's messages and product highlights are woven into the content of the post. Includes a minimum of 6 social shares. $250

LEADERBOARD - 738 x 90px

$100/ month
$250 / 3 month package
1 Slot available

STANDARD - 125 x 125px

$60 / month
$150 / 3 month package
4 Slots available

RATES ARE VALID UNTIL 10/31/2018

AD REQUIREMENTS

Simply Sweet Days appreciates your sponsorship! While samples are not required, they can help facilitate an honest review of a product. Any images provided by the Brand must be in jpeg form. Ads on Simply Sweet Days run for a period of 30 days.

2017
ALL® & AVEENO



2018
KIDZ BOP



OUR PAST COLLABORATIONS

- KIDZ BOP ambassador
- Barbie+Tynker
- Chick-fil-A Mom panel
- Curamin Pain Relief
- Neutrogena®
- ALDI
- All®
- Quilted Northern®
- Starbucks®
- Samsung Chef Collection

Sample Recipe

Sponsored by Real California Milk

Blog Post

Don't you just love a saucy casserole dish after a long, busy day? We make this dish year-round, it's that good! This cheesy pasta casserole is great for a family dinner and it's really easy to make. I sowish it could be a one-dish meal but, alas, it needs a side of veggies. I suggest serving it up with some zucchini or yellow squash in keeping with the Italian theme.



HOW I MAKE MY CHEESY PASTA CASSEROLE

I make this so often, I have all the steps down to a science. If you need a printable recipe card, it's at the bottom of this post.

You start by cooking the pasta and ground beef. I have these going on the stove simultaneously to save time.

The ricotta mixture is what adds plenty of creamy goodness to this dish. I mix the ingredients together one at a time in a medium-sized bowl.



There's nothing like the scent of fresh basil. Even though I use a prepared marinara, it doesn't quite bring a full Italian flavor. My marinara has plenty of oregano, so adding in some fresh basil gives the dish more flavor.

Everything blends together before it goes in the baking dish.

Adding some marinara to the bottom of the casserole helps to ensure that the pasta mixture won't stick to my cookware, plus you get that zesty marinara on all sides!

More marinara goes on top, followed by cheese. Then into the oven it goes!

CHOOSE YOUR INGREDIENTS WISELY

If a name brand item isn't called for in a recipe, I usually just get whatever brand is most appealing to me at the time. When it comes to dairy products, however, I always stick to the ones with the "Real California Milk" seal on them. These products are made with 100% real California milk from California dairy farms.



Social Shares

Twitter/Facebook



Pinterest



CHEESY ITALIAN PASTA CASSEROLE



CHEESY PASTA CASSEROLE

www.simplysweetdays.com/cheesy-pasta-casserole/

Sample Tutorial

Sponsored by all® free clear

Blog Post



Stay sun safe

Young children need plenty of sun protection. Use sunscreen with an SPF of at least 30 that is waterproof and protects from both UVA and UVB rays. Babies and toddlers should wear a swim shirt and hat for added protection.

Let there be shade

Bring a UV-blocking shade or umbrella to give your hot little kiddos a break from the sun. We have this great little tent (I mentioned it in this post about keeping babies sun safe) that we'll bring if we're going to be at the beach all day. It's lighter and easier to carry than an umbrella, and all 3 little guys can fit inside.



Take care of your little one's feet

Water shoes are great for babies and toddlers because the hot sand can burn their little feet. But when sand gets in these shoes it can cause blisters. Our 3 year olds wear flip flops to walk across the hot sand. When they get to the cool, wet sand by the water they are fine in their bare feet.

Stay cool and hydrated

Bring water for everyone, and make sure they drink it! You can freeze one water bottle the night before to use as an ice pack, then as it thaws it's great for a refreshing drink.

Protect your valuables

Keep your cell phone free of sand and water damage by storing it in a zip-top bag while you're at the beach. Other small things like keys and jewelry can be zipped up as well to make sure they don't get lost in the sand.



Social Shares

Twitter/Facebook



Pinterest



TIPS FOR A FANTASTIC BEACH TRIP

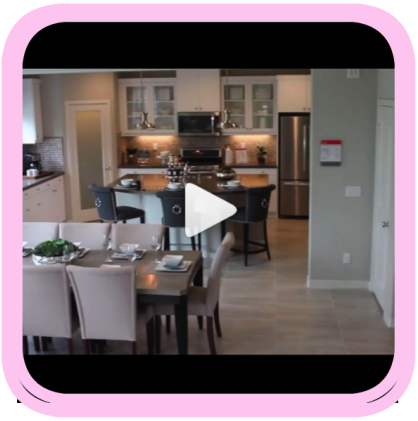
www.simplysweetdays.com/tips-for-a-fantastic-beach-trip/

Instagram Campaigns

Oonies by Moose Toys



Beazer Homes Video



Dr. Oetker Pizza



Wanu Water



Great American Milk Drive



Samsung Appliances

