

# inRandom.com

Family, Flicks, Fashion & Fun

**MEDIA KIT 2014**

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## ABOUT INRANDOM.COM:

*inRandom.com is a lifestyle and family blog that encompasses educational products, recipes, crafts, family travel, fashion, beauty and more.*

*inRandom.com was created in 2011. It features stories, new ideas for family fun, information on early education/special needs and media entertainment.*

*inRandom.com has a focus on local entertainment in St. Louis, MO & Surrounding Area, however, there are contributing writers nationally as well as features for international family adventurers.*

## BRAND RELATIONSHIPS:



## PARTNERSHIPS & OPPORTUNITIES:

**Brand Ambassadorships** – Gain visibility while promoting your brand to a national audience of families with tots to teens. Now accepting 12-month and 24-month contracts.

**Conference Sponsorship** – Sponsor inRandom.com for an event and have your brand showcased in a private setting.

**Sponsored Content** – Highly engaging content written by inRandom.com, including high-resolution photos and the inclusion of a link and/or call to action for your brand.

**Banner Advertisements** – Advertise your brand in front of an audience of global parents and enthusiastic travelers.

## BLOG STATS:

Avg. Monthly Pageviews: **30,000+**  
Avg. Unique Monthly Visitors: **20,000+**  
Google Page Rank: **PR 3**

## SOCIAL INFLUENCE:

Twitter Followers: **8,683+**  
Facebook Fans: **6,481+**  
Instagram Followers: **1260+**  
Pinterest Followers: **3,413+**  
Newsletter Subscribers: **3,000+**  
Youtube Subscribers: **1148+**

## AUDIENCE DEMOGRAPHICS:

Female / Male: **80.5% / 19.57%**  
Mean Salary: **\$45,000-65,000**

## OUR PERSONAL FOCUS:

*Early Education*  
*Special Needs/Autism*  
*Recipes - Kid's Kitchen*  
*Family Travel (Local to StL & Orlando)*  
*Crafts - DIY (Do-It-Yourself)*  
*Fashion - Adults/Children*  
*Health & Beauty*  
*Books, Movies, Music, & More*  
*Product Reviews & Giveaways*

## INRANDOM.COM RATES:

250 x 125 Banner Ad – \$95/month  
125 X 125 Button Ad – \$50/month

**Basic Sponsored Post** – \$100  
200-400 words written about your brand, products or services. Price varies for recipes, crafts and videos.

## Reviews & Giveaways –

There are no fees for Reviews. Please adhere to Review Guidelines.