



## OUR MISSION:

To provide an essential, go-to site for parents that entertains and informs, while promoting the online mom community.

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## OUR STATS – May 2017:

- Pageviews: 110,000
- Users: 72,500
- Twitter Followers: 83,900
- Facebook Fans: 29,000
- Pinterest Followers: 39,000
- Instagram: 8,500
- Google+: 11,100

Janice Croze and Susan Carraretto are identical twins, running 5 Minutes for Mom and raising their kids tag team style, two blocks apart from each other in Greater Vancouver, BC.

Since its 2006 launch, 5 Minutes for Mom has consistently been recognized as a top mom blog, even being listed by The Wall Street Journal as the 2nd top parenting blog.

Janice and Susan have extensive speaking, teaching and on-camera experience, including 60+ live television interviews during Satellite Media Tours, 45+ radio interviews, a nationally syndicated TV spokesperson segment, and various video campaigns, as well as hundreds of video interviews.

Janice is a professional photographer, providing high quality images for 5 Minutes for Mom's projects.

*"I enjoy working with Janice and Susan immensely. They bring a wealth of passion, character and experience to every project -- not to mention boundless energy!"*  
 Kristina Libby, Global Consumer PR Lead, Microsoft

## SPONSORSHIPS and AD CAMPAIGNS

Customized components include:

- Spokesperson
- Content creation
- Recipe creation
- Professional photography
- Freelance writing
- Consulting and blogger outreach
- Giveaways
- Sponsored posts
- Videos
- Twitter parties
- Events
- Webinars and hangouts



## OUR AUDIENCE:

- 93% women
- 66% are ages 25-44
- 74% are married
- 68% completed college
- 70% live in USA, 8% in Canada

*"If you want a brand ambassador who is enthusiastic, thorough and will go the extra mile - Janice is your girl. I've had the pleasure of working with 5 Minutes for Mom on several campaigns over the years and I can always expect them to bring authenticity and creativity to our partnerships."*  
 Monica Fineis, Senior Digital Influence Strategist, Mekanism

