



Bringing *mom*s together in community

Media Kit January 2012

about us

Janice Croze and Susan Carraretto

Janice Croze and Susan Carraretto are identical twins, work-at-home-moms, and founders of the top Mom Blog, **5 Minutes for Mom**.

5 Minutes For Mom is an essential, go-to site for moms that entertains and informs, while promoting the rising online mom community. The www.5MinutesForMom.com website has been ranked independently as the Top Family Blog (*Technorati*) and 2nd Top Parenting Blog (*Technorati* and *Wall Street Journal*).



Headshot available on Flickr

<http://www.flickr.com/photos/5minutesformom/4833609406>

What sets us apart

As true pioneers of the “momosphere”, **5 Minutes for Mom** has shaped much of what “Mommy Blogging” is today. They lead the way in producing meaningful articles and in working with major brands to create unique and interesting content campaigns, all the while maintaining their credibility, integrity and honesty. Many of the methods brands use to promote themselves on Mom blogs were created and developed at **5 Minutes for Mom**.

As experts in Social Media promotion, Mom Blogging, Web Community Building and Content Syndication, both Janice and Susan are often asked for interviews, to attend media events and speak at conferences, and featured on videos, webinars and teleseminars all over North America.

2nd Top Parenting Blog
(*Wall Street Journal*)

Ranked as the Top Family Blog and
2nd Top Parenting Blog
(*Technorati*)

about us

The personal connection with their readers is a theme that runs throughout the site and has fostered an extremely loyal community that visits regularly, often daily. Product reviews are written from a personal parenting perspective and the writers often involve their families in campaigns and advertising promotions.

Janice and Susan also often work as spokespersons for companies such as SC Johnson, Olive Garden, and Tylenol, participating in national televised media campaigns and media tours.

As “mom/parent bloggers” Janice and Susan are regularly called upon to represent the mom perspective and/or give parenting tips and expertise.

Together, Janice and Susan have extensive on-camera experience, including approximately 45+ live television interviews during Satellite Media Tours, 40+ live radio interviews, a nationally syndicated TV spokesperson segment, and various video campaigns, as well as hundreds of video interviews.

Janice and Susan, who are co-hosts of Disney’s Social Media Mom Conference and on the advisory board for Blissdom Canada, have also been called upon to speak at many of the leading Social Media conferences and events, including Blissdom, Mom 2.0 Summit, Underground, BlogWorld, and Type-A Mom Conference.

“Janice is a dynamic speaker who effortlessly shares useful information while charming her audience with humorous anecdotes.”

- Alli Worthington, *Co-Founder at Blissdom*

Satellite Media Tour with Olive Garden including 29 TV & Radio interviews, reaching an audience of over 2.2 million viewers during the project.

http://www.youtube.com/watch?v=CI-FMbTDFGk&feature=player_embedded

Ten episode Video Package with Walt Disney World

<http://www.5minutesformom.com/7157/10-days-of-disney-video-tour/>

<http://www.5minutesformom.com/7171/day-3-disney-video-tour/>

companies we've worked with

Some of the household name brands that have chosen to be spotlighted with 5 Minutes for Mom's unique Integrated Content Campaigns.

TOSHIBA
Leading Innovation >>>



HUGGIES BRAND



Feel better,
TYLENOL



LANDS' END



KRAFT
Bagel-fuls



Libby's

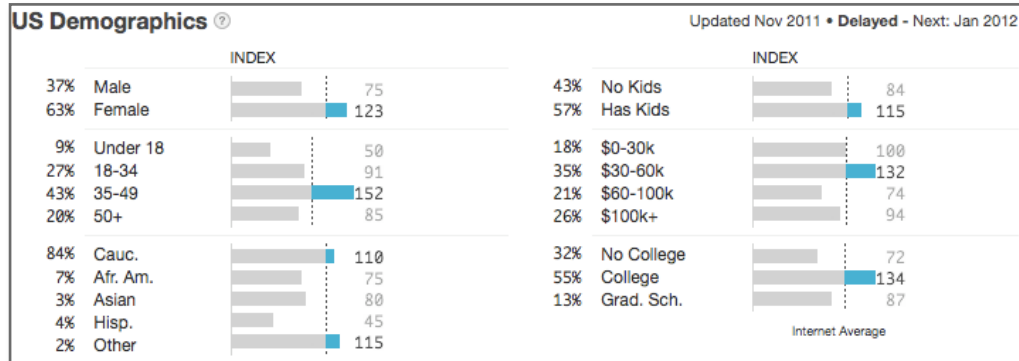
"Our partnership with **5 Minutes for Mom** was extremely successful...We enjoyed working with the **5 Minutes for Mom** team and would recommend them to others."

- Edelman Public Relations

bringing *mom*s together

Jennifer Sikora: info@5minutesformom.com or 270-839-4923

about our site



Demographic Information courtesy of Quantcast.com (January 2012)

While demographics and statistics are important, 5 Minutes for Mom's primary focus has always been connecting with their readers on a personal level. Not only do they connect with their readers, but they also connect with their community through Social Media.

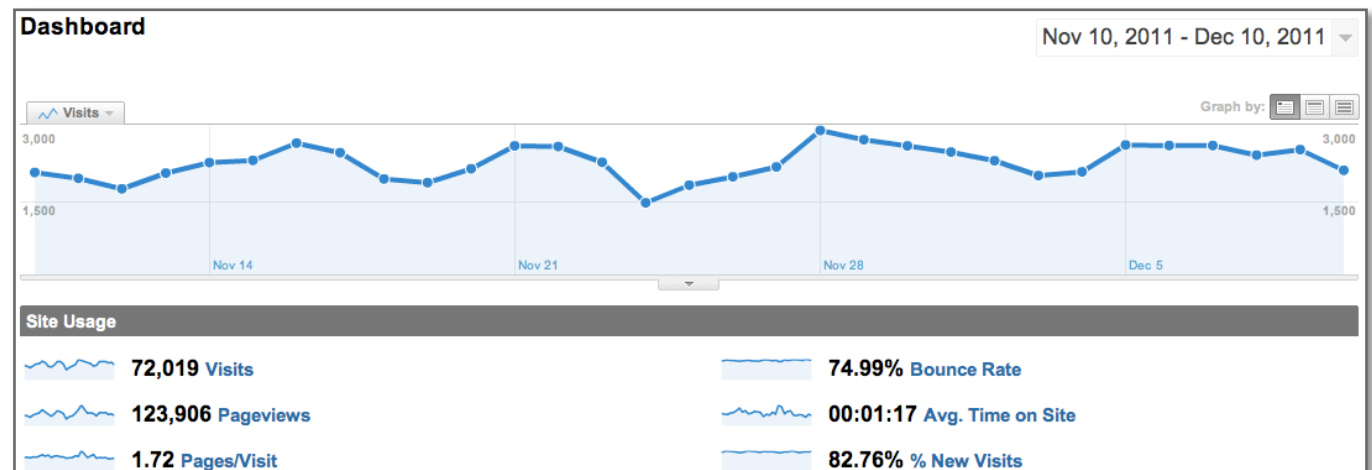
Twitter followers: 26,000+
(@5MinutesforMom, @SusanCarraretto, @JaniceCroze)

Facebook fans: 12,300+
(5MinutesforMom, SusanCarraretto, JaniceCroze)

RSS Reader: 9,625

Weekly Newsletter subscribers: 5,300+

Site statistics courtesy of Google Analytics (December 2011)



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what we do

Personal Mom Blog

5 Minutes for Mom.com is a go-to site for moms to find the best in blogging, shopping, parenting and entertainment but it is also a Mom Blog where they actively participate in the mom blogging community.

Writers share their personal parenting stories and opinions, along with photographs and videos of their children.



Product Reviews and Giveaways

5 Minutes for Mom runs giveaways for a variety of companies, ranging from large companies such as Huggies, Kodak, Kraft, Lands' End, HP, Toshiba, etc. to small Mom-owned and Family-owned stores. One of the main purposes of 5 Minutes for Mom is to promote Mom-owned business and sites, which are featured as often as possible.

Product Reviews and Giveaways are run two basic ways:

1. Standard Reviews & Giveaways

These reviews and giveaways are typically run for two weeks and readers enter by leaving a comment on that post. Posts are written from a personal parenting perspective, giving our honest and authentic opinions.

2. Integrated Customized Giveaways

The 5 Minutes for Mom team specializes in customized giveaways that incorporate the entire 5 Minutes for Mom social media reach. These giveaways often include multiple posts (with photos & possible video clips), unique contest entries (photo, video, or story submissions), Twitter parties, or In-Real-Life events. Your giveaway campaign will be tailored to your product and company to create a unique and fun event!

5 days of HUGGIES

Susan and Janice

CONNECT WITH US

Twitter Facebook Newsletter RSS

The Best of Times...

I often say that life with a two year old is the best of times and the worst of times.

Their sweet, unconditional love is as powerful as they are delicate. As our angelic babies learn to talk and express their thoughts and feelings, well, a mama's heart just can't melt faster.

Yet it is also a time of "full contact parenting" — chasing the escaping toddler down the street, prying her off the monkey bars she is too young to master, or holding her as she screams, kicks and punches in a fit because you flushed the toilet — that can be so exhausting there are moments you look forward to it all ending.

But when I think about it, parenting as a whole is the best of times and the worst of times. There is no high on this planet greater than loving and being loved by your child. It is inexpressible. But the lows — the fears for your child, watching your child suffer, the agony of loving that hard — well those can sometimes cut deeper than a human should ever hurt.

We can't let ourselves linger in the lows, (or the fear of the lows,) our children need our optimism, our hope, and our joy.

So we treasure the best of times. We pull them out and remember them in the hard times. And we cherish them as it all flies by so quickly.

Today, in our last day of **5 Days of Huggies®**, our five days of incredible giveaways sponsored by Susan and my favorite diapers, **Huggies®**, we want to celebrate the best of times!

If you haven't entered each fabulous giveaway make sure you do! There is a list of all of them below and on [Day 1](#). Entries are open until June 4th, 2010. One entry per person, per giveaway. So that means you can enter all five giveaways — but only leave one entry at each one.

What are your "Best of Times?"

Find Out First about Future Events

Name:

Email:

[We respect your email privacy](#)

NEW! 5 Minutes for Mom

Topic: Writer, Families Saving Money

Heads, we have a blog that talks to families and one of the solutions is tips and education on how to save.

\$25/hr

Writing Project

I am looking for writers to create G&A's for 500+ products. Qualified to use. Daily individual payment.

www.5minutesformom.com/22547/5-days-of-huggies-day5/

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what we do

Videos

Professionally produced video is now a regular, ongoing component of 5 Minutes for Mom.com. With online video booming, 5 Minutes for Mom is continuing to provide their readers with high quality, cutting edge content.

In addition to including video segments in their regular posts, they have also been featured in video packages for Travel Destinations (<http://www.5minutesformom.com/7193/day-7-disney-video-tour/>) and branded content campaigns for companies like Pledge and HP, as well as producing their own interview series with top women bloggers while at some of the most popular blogging conferences, including [BlogHer](#) and [Mom 2.0 Summit](#). These video interviews give readers a chance to “get to know” these other amazing bloggers in a new and unique way.

You can watch our videos at <http://vimeo.com/user538920> and at <http://www.youtube.com/user/5minutesformom>.

Ultimate Blog Party

It is one of the most anticipated events at 5 Minutes for Mom and in the “momosphere” - the [Ultimate Blog Party](#). The Ultimate Blog Party is an annual event where bloggers link up and “party “ together in a blog carnival style, visiting each other’s sites, getting to know each other, and even winning a few prizes.

The Ultimate Blog Party has not only grown in participating blogs (hitting more than 3000 blogs in 2011), but it has also “grown” in the variety of ways online “partiers” are connected in real life events -- from live personal concerts featuring Chris Mann to webcast chats.

Directories

With their experience in e-commerce and search engine optimization, Janice and Susan understand the value of targeted traffic and quality links.

To most effectively promote the online mom community, Janice and Susan developed extensive directories that feature Mom Owned Stores, Mom Run Sites, and Mom Blogs on 5 Minutes for Mom and pass on powerful page rank and links.



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what we do

charity

As active members of the “momosphere”, 5 Minutes for Mom is often rallying to support other bloggers and promote online efforts to fundraise and raise awareness for worthy causes. Mom bloggers have an incredible opportunity to positively impact the world.

They regularly use their reach to promote other bloggers in their goodwill efforts, as well as implement their own campaigns to help others.

Some of the 5 Minutes for Mom Community Outreach projects include:

Under the Tree - An annual toy drive, ran in conjunction with the Christmas Giveaway event that matches needy children with presents donated by the companies featured in the giveaway event.

Blogs Can Change Lives - An on going outreach at 5 Minutes for Mom where they work with companies to positively impact individuals' lives, while creating valuable advertising and PR opportunities. The companies get their products and their messages in front of the 5 Minutes for Mom readers, while earning the readers' loyalty and respect.



Our Network

5 Minutes for Mom.com now offers a growing network of family-friendly sister sites, run by popular bloggers who have joined the 5 Minutes team as managing editors.

The 5 Minutes for Mom sister sites:

[5 Minutes for Books](#)

[5 Minutes for Going Green](#)

[5 Minutes for Parenting](#)

[5 Minutes for Special Needs](#)

[5 Minutes for Faith](#)



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promoting your brand

Site-wide Sidebar Ads

Located in the right sidebar on every page in large, medium or small sizes.

- Ads are not rotated with other advertisers
- Ads can include text, static image, or animated gif (subject to approval and additional cost)
- Ad placement is based on a first-come-first-served basis

	1 Week	1 Month
Large 300x250 pixels	poa	poa
Medium 300x125 pixels	poa	poa
Small 125x125 pixels	n/a	poa

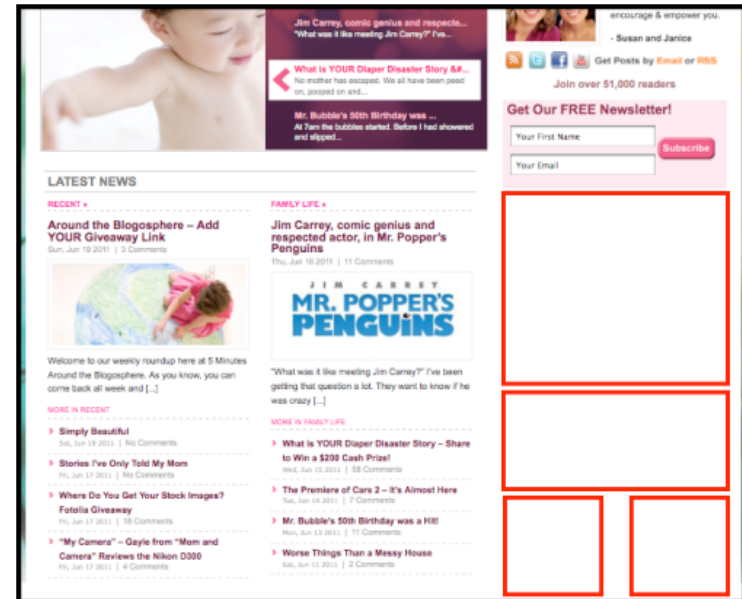
Note – pay for 5 months in advance and get **one month free**

Homepage Ads

Located on the home page, category home pages and directory home pages.

	1 Week	1 Month
Small 125x125 pixels	n/a	poa
Mom sites listed in directory		poa

Note – pay for 11 months in advance and get **one month free**



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promoting your brand

Post Sponsorship

Post Sponsorships

Permanently embedded into an individual post, between the end of the article and the author signature. It will also appear in the RSS Feed.

Ad Size 600x150 pixels
Or mix of image and text

poa



Strip Ad

Our special strip ad appears at the top of every page and on the mobile site. Text only, this space is extremely attractive with great click rates for the right offer.

Ad Size 600x150 pixels

noa



Giveaways

- Written and researched by our writer
- Featured on main site and 5MinutesForGiveaways.com
- Mentioned again in Sunday's 'Around The Blogosphere'

Custom Giveaway

poa

Mom sites listed in directory

poa

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promoting your brand

1. Conference Sponsorships

As a conference sponsor, 5 Minutes for Mom promotes your brand both online and at the event with all the top blogger and social media influencers. Sponsorship can include the following and more...

- Dedicated posts before and after the event
- Thank you mentions and/or “*sponsored by...*” with logos and links on conference related posts
- Optional Giveaway contests designed to highlight conference sponsorship
- Mentions, links and giveaways on Twitter both before and after event
- Facebook updates and links
- Live Tweets during event, with frequent company mentions
- Ad placement on www.5MinutesforMom.com
- Ad placement and contest promotion in our weekly newsletter
- Additional video series sponsorship

2. Speaking & Consulting

As pioneers in mom-blogging, Janice and Susan are both energetic, passionate speakers who love to communicate their enthusiasm and knowledge about blogging, social media, internet marketing, e-commerce and more.

Janice’s background in public speaking has her feeling at home when she is teaching and empowering audiences. She loves sharing her experiences in the online mom community and social media to both moms and marketers.

Susan’s experience in software design and business consulting, along with her e-commerce, internet marketing, SEO and technological background, make her an incredible resource for teaching and speaking on a vast array of subjects.

Both, Janice and Susan, are available for a wide range of consulting and speaking services and can work with you in person, online, or over the phone.

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let's talk

To discuss how you can successfully promote your brand with the team at **5 Minutes for Mom**, please contact:

Jennifer Sikora

Marketing and Communications

info@5MinutesForMom.com

Phone: (270) 839-4923

"In my line of work, finding a reliable, quality Mom/Parenting site is not the easiest task. I sift through hundreds of sites on a daily basis and 5 Minutes for Mom is the one site that I keep at the top of my list.

Anytime I need to find a partner that I can count on to be professional, thorough and fair, 5 Minutes for Mom is the no-brainer go-to site.

If you want a site that is going places that you can trust and that will always impress, 5 Minutes for Mom is hands-down your best option. Thank you, Janice and Susan you two make my job immeasurably less stressful."

- Sean Carroll, Social Marketing and Digital PR, New Media Strategies

"I can't say enough good things about working with Janice and Susan. They are extremely creative and always find ways to seamlessly integrate our products with their editorial content.

The campaign we recently launched was executed flawlessly and we saw great results. It was a fantastic outcome and I am very happy, and so are many of the 5 Minutes for Mom readers from what I read from their comments. Not to mention that Janice and Susan are an absolute pleasure to work with.

- Tony Obregon, Vice President of Digital Marketing, Cohn&Wolfe