

# SLEEPING SHOULD BE EASY

## .....MEDIA KIT.....



Her writing has been featured in “So Glad They Told Me: Women Get Real About Motherhood,” a collection of short stories where she discusses life with twins. Besides this blog, Nina’s writing can be found in sites like Twiniversity, Scary Mommy, and Working Moms Against Guilt.

Nina was also interviewed for the book, “The Essential Habits Of 6-Figure Bloggers: Secrets of 17 Successful Bloggers You Can Use to Build a Six-Figure Online Business” where she shares the story of how she grew her business.

## ABOUT NINA

Nina is a mom of three boys living in Los Angeles, California. She is the author of several books, including the 5-star book, **Parenting with Purpose**: How to Prevent, Handle and Learn from Your Child’s Challenging Behavior.

Nina was invited to speak as a **parenting expert** on a webinar to the 100+ employees at CCS Fundraising where she talked about the challenges and solutions to life as a working mom. She was interviewed on the **It Takes a Village Podcast** to discuss the challenges of tantrums and children’s behavior. And she was went on **live videos** on Regalo Baby’s Facebook page to share tips on getting kids to sleep as well as time management for busy moms.

## ABOUT SSBE

Since 2010, Sleeping Should Be Easy has been a go-to resource for moms to get tips and advice on all things parenting, family life, pregnancy, babies, working moms and early education.

## PAST SPONSORS

Amazon, Babies R Us, Chuck E. Cheese, Diaper Genie, Enfamil, Hasbro, JCPenney, Johnson & Johnson, Penguin Young Readers, Scholastic, Tide, MomCozy, Baby Box University, Regalo, Aeroflow Breast Pumps, Reading Eggs Junior, Thistle, Bump Boxes, Tom’s of Maine, First 5 California, Owlet, TempTraq, and so many more!

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nina@sleepingshouldbeeeasy.com

# STATISTICS

(Updated August 2019)

Monthly page views: **410,301**

Monthly unique visitors: **371,282**

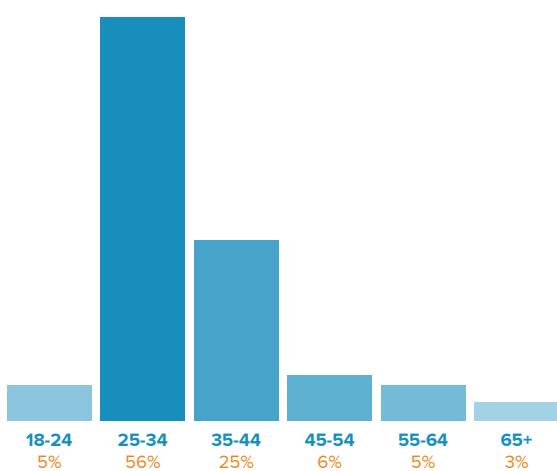
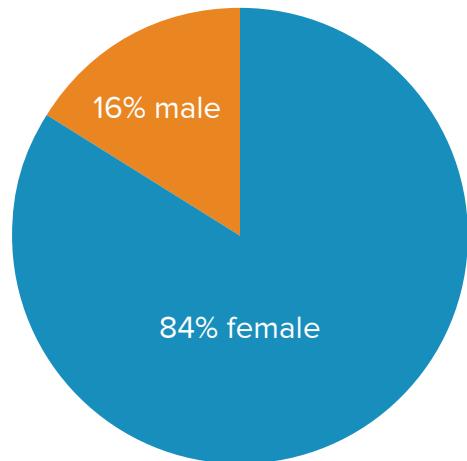
Email subscribers: **28,567**

Pinterest: **32,332** (1.1m monthly viewers)

Twitter: **5,054**

Facebook: **3,280**

# DEMOGRAPHICS



# SERVICES WE OFFER

- **Blog post:** Advertise your product, campaign or service in a full-length, personal post, complete with three images, social amplification and links to your website.
- **Newsletter:** Advertise your product, campaign or service in a newsletter dedicated only to your company or brand.
- **Social Media:** Promote your book, product, campaign or service on individual social media platforms.
- **Giveaways:** Host a sweepstakes for your product or service. Giveaways are only available with sponsored posts or on our weekly newsletter.

Many of our sponsored posts continue to garner traffic and readership, long past when the article was first published. For instance, articles continue to show up in **Google search traffic** due to our diligence in targeting keywords specific to your campaign.

Several sponsored posts also continue to get traffic through **Pinterest** YEARS after they've been published, thanks to Nina's unique and memorable pins and Pinterest keyword research.

And finally, our **newsletter email list** has been culled of all cold traffic, which means all of our subscribers are engaged readers who regularly open our emails. Our subscribers trust Nina's opinions, knowing she only vouches for products and services she believes in.

## BRAND TESTIMONIALS

“Nina, the article looks amazing and was very well written! **We have seen an increase in traffic throughout today** on our online media. We hope to work with you again in the future. You did an amazing job.” - **Nicole Kilgore**

**“It was a pleasure working with you.**  
Thanks so much for your time and effort on this program.” - **Amy Austin**

“I want to thank you for all your hard work on this campaign! I’ve truly enjoyed reading through your touching content. The client is **SUPER HAPPY with your work** and they appreciate your **fast turnaround.**”

- **Vanessa Vargas**

## AUDIENCE TESTIMONIALS

“First off let me say thank you!! Your articles have literally kept me from losing my mind some days and this morning was one of them. It feels good to know I’m not alone and **there are resources to help me grow as a mother**, and to help me through different seasons of life. Once again thank you for sharing the things that you have learned along the way. I am eternally grateful!” -**Windy Garner**

“Thank you Nina. I just want to say **there aren’t many resources or people in my life right now that I feel can relate to my situation**, but reading your emails and articles makes me feel so much less alone.

Thanks for all you do and for being a guiding light!” -**Jessica O’Donnell**

“Hi Nina, I’m really lucky to find your blog and newsletter. You have no idea how your shared articles and tips have been helping raising and looking after my first newborn. Even your emails are such a relief and lifesaver in these hectic day. **I can’t find enough words to express how I’m really grateful and thankful for all your hard and great work.** Since I’ve heard about you, I’ve been recommending your blog and Facebook page to my friends.” -**Krestin Z.**

“Hey Nina! I really love your posts and emails. You hit the nail on the head every time and make me feel so much better! I feel like such a failure every time I lose my patience or yell but **you really make me feel less alone and realize all of us moms go through it.** I’m working sooooo hard to be the best mom I can be and I’m really glad I found your blog!” -**Jeannie**

“Reading your post has really turned my life around. I cannot thank you enough. I have a highly spirited & at times defiant 2 year old girl. She is my life & it is a miracle that we even have her (that is another story for another time), but lately I have been struggling in dealing with her. A lot. A LOT. Reading your post gave me a whole new perspective on things. On reflection, I think my attitude had been a major factor in my struggle. Anyway, to make a long story short, I have started to enjoy being a Mummy again & I cannot thank you enough. **You have a fan forever!!!!**” -**Kellie**