

Our Mission

Fun and Frugal Solutions for Work-at-Home Moms

Provide a space for all things simple, fun and frugal – parenting, home, work and life. The Mom Writes is all about providing affordable, reliable and effective solutions to moms.

About The Mom Writes



Perna Malik –a wife, a problogger, social media maven, freelance writer and a woman – is also the mom behind The Mom Writes. She’s all about for sharing the goodness of having fun and living affordably.

Whether it is bonding with you baby, exploring creativity with your toddler, taking baby steps to go green or manage your time effectively, the focus of The Mom Writes is to make life as a mom, home manager, and professional a positive and productive one.

About Our Readers

The Mom Writes readers are engaged, involved parents, mostly moms who wish to stay organized, balance life at home, find time for themselves, live on a budget or have more active fun with their preschoolers.

Demographics

Women, moms and homemakers as well as work-at-home writers, account for 95% of the traffic.

The **average age of the reader is 22-32 years**, with nearly 90% with at least one child.

Statistics

Monthly pageviews are over 10,000 and the average reader at The Mom Writes visits multiple pages on the website (2.02 pages per visitor).

The site has a Google PR of 2, a MOZ rank (similar to a Google Page Rank) of 4 with a Website Grade (from Website Grader) of 99/100.

The site's Twitter account has over 2400 followers.

Advertising and Promotion Opportunities

The Mom Writes has a range of advertising and promotional opportunities to suit your promotion budget.

Tier I

For \$30 a month, you'll receive a 125x125 button ad in the sidebar (below-fold).

Tier II

For \$60 a month, you'll receive a 125x125 button ad in the sidebar (above-fold) and a short 300-350 word write-up about your products, services and company, with a link back to your website.

Tier III

For \$125 a month, you'll receive a 125x125 button static ad in the sidebar (above-fold) and a short 300-350 word write-up about your products, services and company, with a link back to your website.

You'll also have me tweeting about your products and services regularly to over 2400 followers, 2 times a day, thrice a week.

In addition, I'll be happy to host a guest post or interview with a spokesperson from your company or guest post on your business website.

New in 2011!

The Mom Writes is delighted to announce sponsorship options through posts, series and eBooks.

For Sponsored Posts: The post will be on a topic relevant to your product, will be written and promoted by me and will have a “Sponsored by:” line at the end and your Logo as well. *Cost: \$65*

For Sponsored Series: The series will consist of 4 posts plus one Giveaway post. Each post will be on a topic related to your product. All four posts will be interlinked and will include the “Sponsored By:” line and logo at the end. Plus, you’ll get to display your ad banner in the side bar too. *Cost: \$200*

For Sponsored eBook: For exclusive sponsorship of a 10-page eBook that you can give away for free to your subscribers or followers, please contact me for details.

Promotion through Reviews and Giveaways

If your budget does not allow for advertising, *The Mom Writes* will be happy to review your products as long as they fit our editorial guidelines –family friendly and of value to our readers.

I do *not* review books or products that are unhealthy, harmful to the planet or promote violence or aggression.

Reviews are free and so are giveaways. However, shipping the giveaway item will be your responsibility.

for more details:

contact Prerna at prerna@themomwrites.com