

# Sleepless Nights



## Media Kit

Sleepless Nights offers a range of opportunities for companies wanting to work with parenting bloggers.

Veronica Foale is available for consultancy, but also does a range of other things, including sidebar advertising, public speaking, event organisation and brand work.

## **Why you should advertise on [Somedaywewillsleep.com](http://Somedaywewillsleep.com)**

Sleepless Nights is written by blogger Veronica Foale and has been live for over four years now and has had over half a million page views.

Veronica Foale is a well known Australian blogger, who was one of the founders of Aussie Mummy Bloggers (now Digital Parents) as well as organising the inaugural Australian Bloggers Conference. She has also spoken at the University of Tasmania about Blogging and New Media, as well as Ethics in Media - Playing Nicely With New Toys.

Sleepless Nights is her first and main blog and has grown in popularity and size consistently. The audience are engaged and interested in what Veronica is writing, which means that trust capital is high.

Sleepless Nights was one of five finalists for Best Australian Weblog in 2009. Sleepless Nights was named a Kidspot Top 50 Mummy Blog in 2010 and is Circle of Mom's eighth most Inspiring Family, as well as being one of Home Loan Finder's Top 25 Australian Mummy Bloggers.

Sleepless Nights is listed on the Parenting Squad list of Best Parenting Blogs globally.

Sleepless Nights is a blog about a range of topics, but generally parenting, motherhood and life in Tasmania are its forte. It also touches on health, disabilities, autism and blogging.

Sleepless Nights offers a range of advertising opportunities, including text link ads, graphic ads and in-content promotion of a product\*.

### **Traffic Stats:**

- Over 500,000 page view total
- 20,000 page views in January '12
- 15,000 unique visitors
- 12,000 first time visitors.
- 820+ RSS subscribers
- 3200+ followers on twitter
- 740+ Facebook Fans
- Google Page Rank of 4

### **Audience:**

- 77% Australian
- 14% United Kingdom
- 85% Parents

## Graphic Ad pricing:

Ads are based on the following sizes and amount is charged per month. I provide a 10% discount for advertisers who buy 4+ months ads in advance.

Square Button	125x125px	\$50
Rectangle Button	200x125px	\$90
Small Skyscraper	160x300px	\$150
Large Square Button	250x250px	\$200
Large Skyscraper	160x600px	\$300

Each advertiser is to provide their own ad graphic and link they'd like to be used.

## Text Link Ads

Text link ads are charged at a rate of \$50 per month, per link. No links to anything deemed offensive by the author.

## **Product Promotion/Sponsored Posts**

Sponsored posts are available and can be organised. If you would like your product promoted, then this is the way to do it.

Sponsored posts are tiered, depending on what you would prefer and what works best for your business. If a sponsored post is dependent on a review, then the review product must be provided. Review products will not be returned, unless an agreement is reached beforehand. All sponsored posts are promoted through Facebook and Twitter.

### **Sponsored post option 1**

Includes three photos, two links and 600 words

\$450

### **Sponsored post option 2**

Includes two photos, two links and 400 words

\$300

### **Sponsored post option 3**

Includes one photo, two links and 250 words

\$200

## **Interested?**

All enquires should be made to

Veronica Foale

[veronica@somedaywewillsleep.com](mailto:veronica@somedaywewillsleep.com)

<http://somedaywewillsleep.com>