

**SIMPLE
LIVING**
media.com

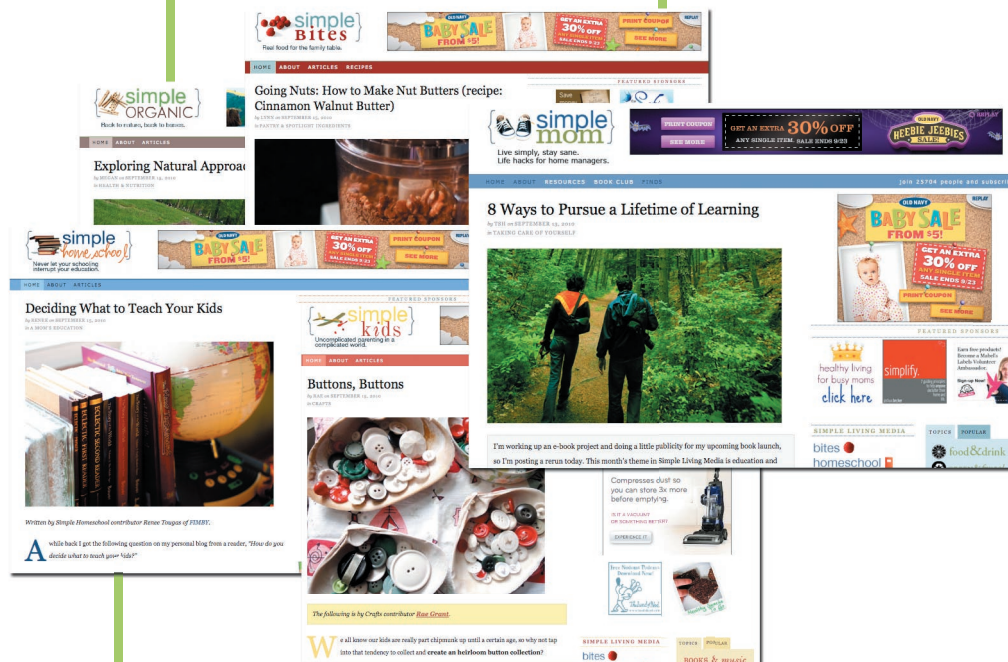
2012 advertising opportunities

our mission

In all our endeavors at Simple Living Media, our mission is the same: to help people live simply.

Eco-friendly living with a family-friendly purpose. All about simple environmentalism, mindful living, wise stewardship, and natural health.

Delicious, nourishing food for everyone in the family. All about seasonal cooking, menu planning, eating fresh, whole foods, and healthy preparation.



Intentional living. All about productivity, organization, money management, and taking care of yourself and your relationships.

Straightforward education from the home, for the family. All about curriculum choices, academic inspiration, and uncomplicated homeschool ideas.

Uncomplicated childhood in a complicated world. All about delightful innocence, kids' activities with a purpose, and healthy family living.

about us



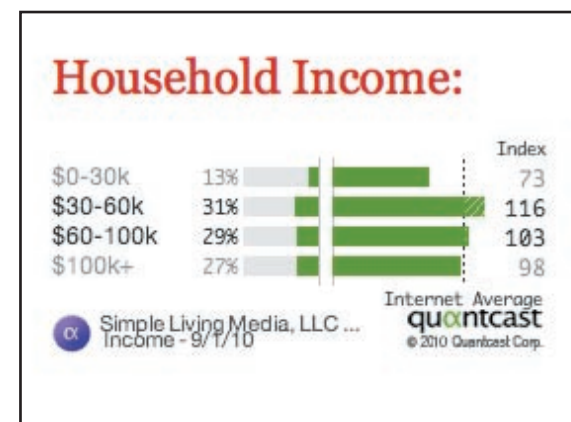
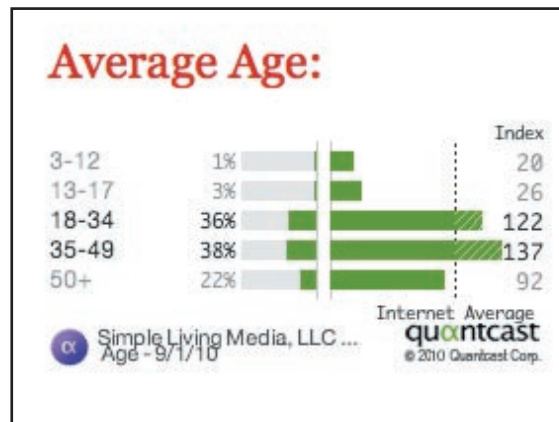
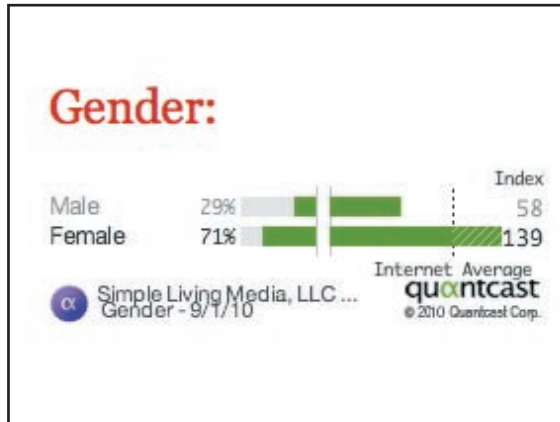
We are a team of five women, each editing one of the Simple Living Media blogs.

We are all mothers, wives, and friends, each with a uniquely directed passion to help other families live more simply.

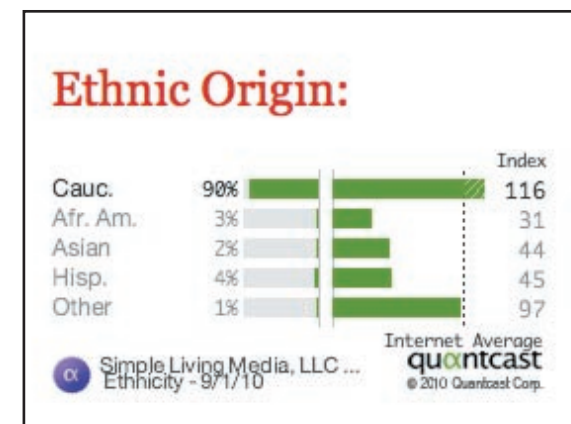
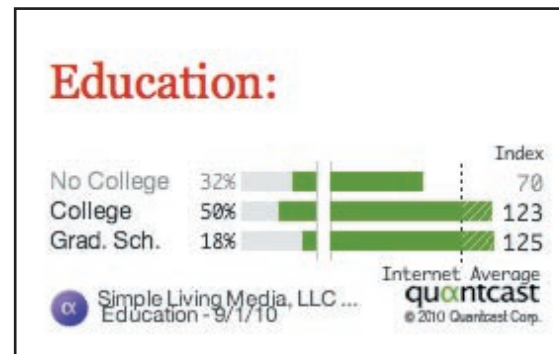
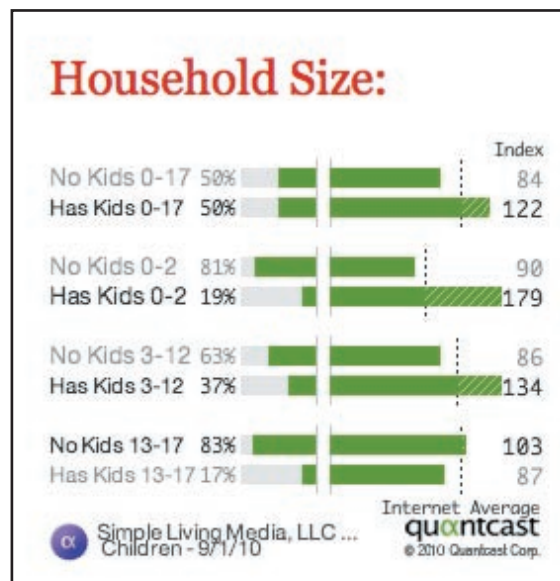
Combined, the Simple Living Media family has over 25 men and women contributors living worldwide, from Texas to California, Montreal to the West Virginia country.

The founder of SLM is Tsh Oxenreider, editor of Simple Mom and author of the book Organized Simplicity and One Bite at a Time: 52 Projects for Making Life Simpler.

about our readers



For the most updated information, head to simplelivingmedia.com/advertise/demographics



what others are saying



“Sometimes I stumble upon a blog that knocks me off my feet. SimpleMom.net is that blog. ...I am not a mom, but I’m in love with this blog. ...I love the way the blog is organized and designed. I love the simple writing and inspiring ideas.”

- Leslie Judson, HGTV

“[This] easy-to-navigate site is loaded with tips for clearing clutter, getting healthy dinners on the table, paring down paperwork, and finding time for yourself.”

- Better Homes & Gardens, July 2009 issue

“I consider Tsh my blogging mentor. Tsh is the most intentional, organized and forward thinking blogger that I know. She is highly influential and has earned the trust of thousands of people. I consider it a privilege to be associated with her and Simple Living Media on any level.”

- Nester, TheNester.com

“From public speaking to the business of digital publishing, Tsh Oxenrider is one of the most talented women I have been fortunate enough to work with. She is personable, smart and always over delivers. Tsh, and her brands, are known for excellence. SLM is a smart choice for brand partnership. Working with Tsh and her properties will continue to be priority for BlissDom and Blissful Media Group.”

- Allison Worthington, AllisonWorthingtonMedia.com

“SimpleMom.net is the best online community for ideas, insight and inspiration. I’ve advertised regularly with Simple Mom and have been overwhelmed with the response. It’s a great investment for web based advertising.”

-Lisa Leonard, LisaLeonardOnline.com

“Aimee Wimbush-Bourque, a busy mom of two boys, is a tireless kitchen goddess of the foodblogosphere. Her delicious food blog, Simple Bites, emphasizes the importance of bringing the whole family together around the table on a daily basis.”

-Babble.com

“It’s no wonder that Simple Mom has such a large, loyal fan base: the content is both phenomenal and relevant. We were thrilled to partner with Simple Mom, and found that the traffic generated by our ad exceeded our expectations by far.”

- Lisa Albrecht, LaundryTree.com

“I can’t say enough good things about being an advertiser with Simple Living Media. Like the Simple Living blogs, the readers are thoughtful, appreciate aesthetics and detail, and are willing to invest in quality products that make their lives better. That’s exactly the kinds of person I want to reach out to. Simple Living Media has provided – hands down – the best value for our advertising budget. ...As a small business operating in a tight economy, we have a limited advertising budget, so every dollar counts. The ROI we’ve seen from advertising with Simple Living Media has been amazing.”

- Charie Park, PearBudget.com

“Pragmatic and nurturing, Simple Mom is my go-to blog for learning how to manage my home with efficiency and grace. The inspiration you’ll find there is like vitamins for weary homemakers.”

- Julia Cho, Ohdeedoh.com
(ApartmentTherapy.com)



2012 editorial calendar

Each month the network has a different theme, with each channel covering that theme about twice per week with its unique angle. Other topics will be covered in the mix, but having an overall theme unifies our network and provides a great way to prepare and promote products.

	network	Mom	Kids	Bites	Homeschool	Organic
jan	health	living holistically, evaluating priorities	fundamentals of parenting, simplifying childhood, winter	stocking your pantry; real food	evaluating the school year & goals	green goal setting; real food
feb	living on and with less	money mgmt basics, making yearly goals	teaching the basics of life—stewardship, giving	one pot meals, menu planning	educational priorities & philosophies	homemade cleaners & personal care
mar	nesting, nurturing	cultivating a heart for home, prioritizing people	creating a kid-friendly home, rhythm and routines	comfort food, kids & nutrition	nurturing homeschool environment, putting family first	natural parenting, preparing a garden
apr	organizing, spring cleaning (literal & figurative)	home spring cleaning, paperwork	organizing & caring for kids' spaces, natural baby & child care, spring	organization & productivity in the kitchen	balancing home & school, decluttering	repurposing, turn off your TV, eliminate toxins
may	relationships, community service	saying no, outside the home, self care	family relationships, children as citizens	breakfast, sourcing local ingredients	learning as a family, giving to others	community gardens, CSAs, farmers markets
jun	travel, family time	vacations, staycations, low-key summers	family reunions, kid-friendly travel, summer	cooking with the family, quick bites	a global mindset, educational vacations/memories	eco-friendly travel, agritourism, staying healthy during travel
jul	the outdoors	outside for health, family outdoor ideas	connect with nature, fitness & outdoor activity	outdoor entertaining, picnics, & grilling	nature study, science, unplugging	natural health tips for being outside
aug	life preparation, goal making	family life documents, jan goal checkup	developing practical life skills, family mission statement	seasonal eating, preserving summer	character education, benefits of homeschooling	home energy efficiency, jan. goals checkup
sep	education & lifelong learning	making school goals for kids, adult education	back to school, making educated parenting choices	cooking school: back to basics; batch cooking	learning goals for parent & child, motivation	public library systems, turn off your TV, women's health
oct	autumn, seasons (literal & figurative)	seasons in parenting, nature enjoyment	ages and stages (child development), autumn	celebrating harvest, slow-cooked meals	phases of learning, educating w/ the seasons	staying healthy in flu season, vaccinations
nov	holidays, extended family, gatherings	extended fam r'ships, hostessing	family history/family trees, manners and expectations	bakeshop pro, homemade edible gifts	keeping school simple & positive, involving extended family	natural alternatives for cooking, handmade gifts
dec	ending the year, celebrations, traditions	analyzing the year, mission statements, xmas	creating family traditions, simple holidays	entertaining simplified, holiday favorites	holiday schooling, traditions, end-of-year reflections	eco-friendly holidays, green and nontoxic toys

advertising options

Here are some options you have for partnering with Simple Living Media.
We're also open to your creative ideas, so let us know what you've got in mind.

1 *image & content advertising on site*
either on a single SLM blog, or network-wide on all five

2 *monthly newsletter sponsorship*
a solo feature in our "Best of Simple Living Media" monthly email

3 *givedawy sponsor*
participation in a twice annual giveaway week

[learn more...](#)

1 image & content advertising on site

either on a single SLM channel, or network-wide on all five



For the ad spaces in **green**, we have partnered with Federated Media, the most reputable and trusted partnership ad network on the Internet.



For the ad spaces in **red**, we have partnered with Advertising Your Way to help you to create a customized ad campaign on any (or all) of our channels. Each advertising slot is sold according to the previous month's impressions and includes:

- a static, 125x125 pixel image ad,
- a text link mention in the RSS feed's footer, and
- a quarterly sponsored post on each SLM channel where your ad is shown, or
- a 24-hour weekend giveaway, highlighting your product or site in a dedicated post

2 monthly newsletter sponsorship

a solo feature in our "Simple Living Monthly" newsletter email



Simple Living Media offers our most dedicated readers a free, monthly e-newsletter highlighting our best content for their weekend reading.

Newsletter sponsorship means dedicated, prominent ad space, where you are the only advertiser.

This includes:

- 1-2 static images above the fold at the top of Simple Living Monthly, along with a short description
- a reminder at the end of the e-mail to check out your site
- completely solo sponsorship = optimal attention
- attention from our most loyal readers, when weekend shopping is on their minds
- add an exclusive giveaway for free to generate even more attention

3 giveday sponsor

participation in a seasonal giveaway contest for our readers



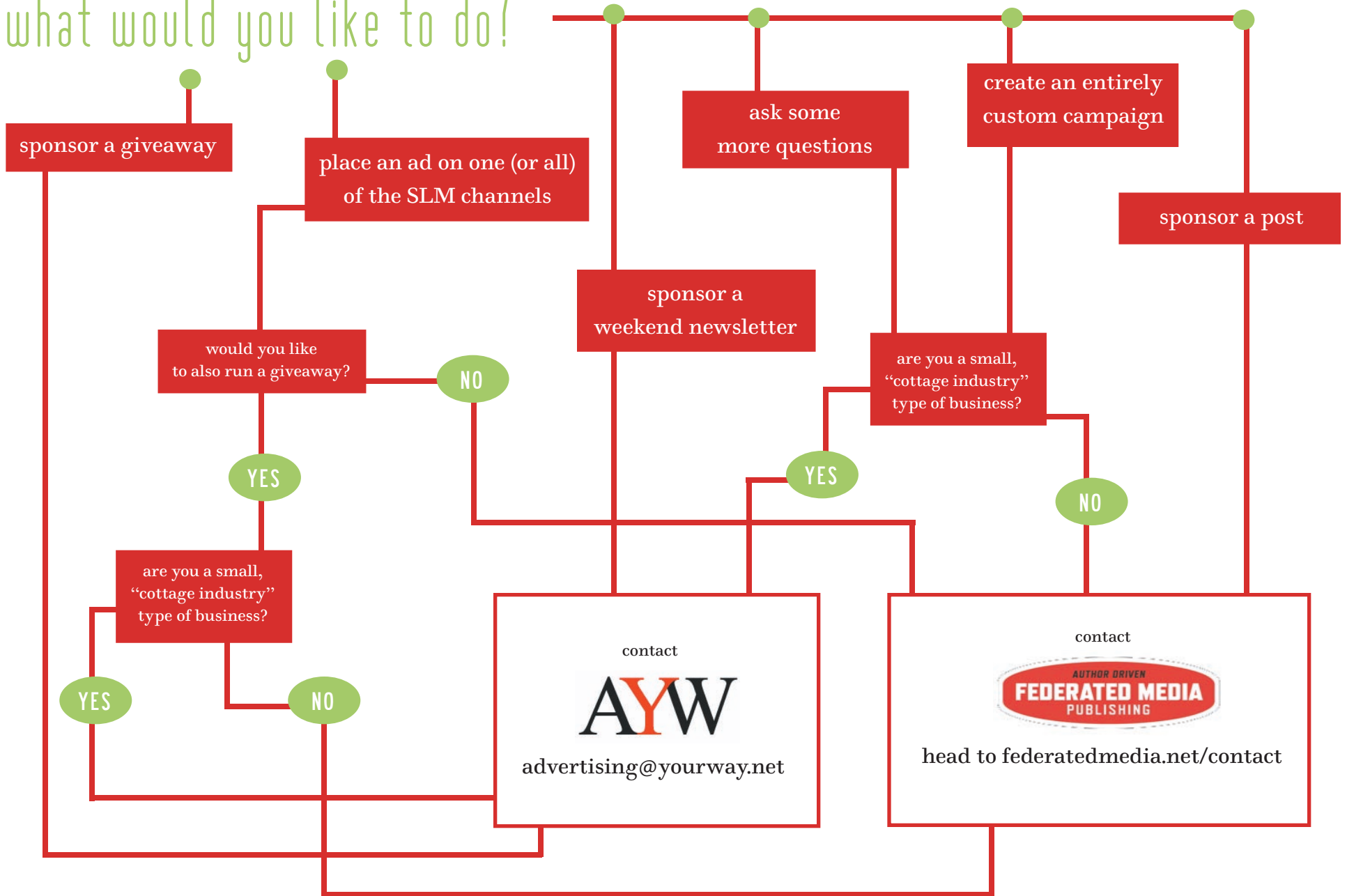
Twice a year, we host a roundup of giveaways, one in the spring or summer, and one the week after Thanksgiving to kick off the holidays.

We build excitement with multiple giveaways each day across the network, and this generates social media buzz and reader attention as we leverage Twitter, Facebook, and subscriber incentives to enter each contest multiple times.

Sponsoring a giveaway means dedicated attention on one post, highlighting your company and your product of choice.

All season long, we link back to the landing page of the giveaway week in our sidebars.

what would you like to do?



Questions? Just ask. We look forward to chatting with you!