

## Media Kit

### About What's That Smell?

What's That Smell? is a parenting blog that aims to inspire families with resources and information that can help them lead healthier, fit, satisfying and creative lives. On the blog you will find recipes, ideas, product reviews and activities to help make life easier and a little more interesting.



### About Kim

Kim is a Chicago native who currently lives in Northwest Indiana with her husband, two children and three dogs. She is a Licensed Architect but left the corporate world to pursue a creative endeavor that would allow her to be home with her children. She considers herself 'crunchy-ish' and always tries to do something that matters.

### Services

- Sponsored posts
- Product reviews
- Recipe development
- Food photography
- Advertisements
- Social Media
- Twitter Parties



### Reach

15 November 2016  
Last 30 days

Monthly Page Views:  
**120,000**

Unique Visitors:  
**85,000**

You Tube:  
**600**

Facebook Fans:  
**5,172**

Pinterest Followers:  
**26,656**

Twitter Followers:  
**48,296**

Instagram Followers:  
**2,764**

### Connect

-  <https://www.facebook.com/theysmell>
-  <http://www.pinterest.com/whatsthatasmell>
-  <https://twitter.com/whatsthatasmell>
-  <http://instagram.com/whatsthatasmell>

### Audience

86% of readers are women

12% are **18 - 24**

31% are **25 - 34**

25% are **35 - 44**

17% are **45 - 54**

15% are **55+**



### Reader Location

86% are from the **USA**

3% are from the **UK**

3% are from **Canada**

1% are from **Australia**



Let's work together!

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