

untrained HOUSEWIFE

The RENAISSANCE WOMAN

ABOUT THE BLOG

Untrained Housewife empowers active parents who want to develop a more self-sufficient lifestyle with how-tos, real-life tips, and honest views of modern work-from-home advice.

100 active contributors means daily content with a variety of ages and views represented. Untrained Housewife is open to working with select brands and companies that are a good fit for our family-friendly, making-life-happen philosophy.

ANGELA ENGLAND

Author of *Backyard Farming on an Acre (More or Less)*, *Getting Prepared*, and other titles, Angela has been featured on many websites across the web. She is passionate about helping people achieve their journey of intentional and self-sufficient living.

As a homeschooling mother of five, living in rural Oklahoma, Angela knows how to get things done. She loves to travel and speak on empowering others to live more intentional lives, writing books, and transforming blogs into successful businesses.

FEATURED ON



EverydayFamily

Learn. Love. Share. Your Everyday Life.



Founder

Last updated: 02/01/2014



8,000



1,150



13,500



8,500



6,700



2,400

PAGEVIEWS

96,000/month

UNIQUE VISITS

60,000/month

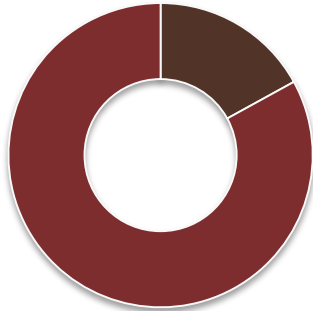
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THE READERS

WHO THEY ARE

83%

of readers are female



■ Men
■ Women

Top 6 Cities our Readers Live in:

Seattle, Chicago, Houston,
Ashburn (VA), Portland & New York

“ One of the things that draws me to Untrained Housewife is to know that I am not alone with a crazy full house and life. To feel like I can relate keeps me coming back. I always read this blog and Pioneer Woman every day. ”

Tonya R.

Income Range: \$50-150k

Education: College

Family size: 2-3 children
average (some w/more)



Decorate &
Improve Homes



Eco-Friendly



Tech-Savvy

They Love to Read...

All the posts and tutorials that help them live more intentional and self-sufficient lives in a variety of topics.

1. Gardening Tips and How-Tos – [DIY Strawberry Planter](#)
2. Recipes and Cooking – [Lemon Blueberry Bundt Cake](#)
3. DIYs and Home Projects – [Homemade Mason Jar Spice Holders](#)
4. Natural Health and Wellness – [Easy Homemade Face Mask Recipes](#)
5. Toys and Educational Activities – [Toys With an Educational Twist](#) *Shows a TV News segment.

29% of Untrained Housewife Readers are Regular Readers

(Multiple visits each month)



1



2



3



4



5



“When Angela featured our product it produced a measurable spike in website traffic.”

Caitlin Madden, Mrkting Dept, Mabels Labels

“The review was packed with great information, thanks so much for taking the time to put some good thought into it. It was great working with you.”

Tom Pritchard, Marketing, EcoZoom Stove

“Angela consistently provides quality content with a high level of creativity & always goes above and beyond!”

Allison Carraghan, MXM

In addition to traditional blog opportunities below, working with me can include:

- Speaking Gigs/ Spokesperson Opps
- eBooks and eCourse Sponsorships
- News Coverage
- Group Giveaways
- Reviews (\$50+ value)

ADVERTISING

125x125 Sidebar: \$50 for 1 month, \$125 for 3 months

250x300 Sidebar: \$125 per month, \$300 for 3 months

728x90 Above Header : \$150 1 month, \$350 for 3 mths

TERMS: Ads come with a social media mention via Facebook, Twitter, Google Plus and in Newsletter. Payment can be made upfront via PayPal or check.

BLOG SPONSORSHIP PACKAGES

1 Feature

This product feature is a perfect introduction to the Untrained Housewife audience.

- Full overview of product.
- Social shares + newsletter
- Original photography

Optional Add-Ons: News segment features, reader giveaways (extra)

Cost: Starts at \$200

Sample: [Best Toys of the Year](#)

2 Create

This option includes an original DIY, Recipe, or one-of-a-kind content using the product.

- Original photography
- Pinnable recipe/DIY
- Shares via social + newsletter

Optional Add-Ons: Previous, plus post series, Sidebar ads.

Cost: Starts at \$300 + supplies

Sample: [Zesty Salsa Recipe](#)

(Note repin count. Click to see post)

3 Deluxe

On-going exposure to the community through challenge giveaways and other promos.

- Readers challenged to a task.
- Group giveaway with like-minded bloggers
- Social shares, sidebar ad + more.

Duration: 1 month (2 post min)

Cost: Starts at \$500

Sample: [Gardening Bonanza Giveaway](#) (Group giveaway)

DISCLOSURE: Brands and companies are carefully selected to ensure a good match with the Untrained Housewife community. I love to create a perfect focus and personal story that will speak to my audience with you.

LET'S CONNECT!



Contact me to confirm your spot on my editorial calendar today!

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