



tree, ROOT, and twig

life in a full nest



2010 Media Kit

please contact stacey.treerootandtwig@gmail.com with any questions



I'm Stacey Nerdin, owner and sole writer of the blog **Tree, Root, and Twig**. I have been blogging since 2005 about my busy life as a married, stay-at-home "mom of many;" I have three daughters – ages 16, 13, 11 – and two sons – 9 and 2. I also enjoy sharing personal, reflective pieces on marriage, life in general, and my faith. We are members of The Church of Jesus Christ of Latter-day Saints and live in the Houston metro area.

In early 2009, I began partnering with companies on buzz campaigns, product reviews, and giveaways. I have worked with such companies as Build-A-Bear, EA Games, Fisher-Price, Playskool, General Mills, Office Max, Nestle, Sorel, and more. I also write for the ClearPlay corporate blog as a "Movie Mom." In March 2010, I was invited to participate in the first ever Classifieds Ambassadors Group with the newly re-branded eBay Classifieds site. And in May 2010 I won a contest awarding me a year-long contract to write for Mabel's Labels' corporate blog, called The Mabelhood.

Statistical Information for Tree, Root, and Twig (as of 5/26/10):

URL: <http://treerootandtwig.com>

Google Page Rank: 3

Unique Monthly Visitors: 2,500

Monthly Pageviews: 3,600

Subscribers to my RSS feed: 190

Followers via Google Friend Connect: 265

Followers of @treerootandtwig on Twitter: 1,800

Combined followers of personal and blog Facebook pages: 330

Demographic Information for Tree, Root, and Twig (according to Alexa.com)

91.1% of traffic is from United States

25-34 yrs old

Female

Some college education

Have children

Browse from home

Tree, Root, and Twig's Online Affiliations

MomImpact

eBay Classifieds

Global Influence

Mom Central

Mom Select

MyBlogSpark

Team Mom Media

ClearPlay

One2One Network

Mabel's Labels

Business2Blogger

Stacey's Offline Affiliations

Leader among church Young Single Adults in my area; Cub Scout leader; member: PTA and band boosters, local book club, and a mom/toddler playgroup.

Review/Giveaway/Writing Policy for Tree, Root, and Twig

I will consider all product, event, and travel-related review requests. I do not accept financial compensation for reviews, but do expect to have the product in my possession before I post a review. Please allow up to 2 weeks for a review to post after I have received a product. If you need a post sooner than that, I *may* be able to accommodate you (let's discuss). I post only honest reviews, which may include any weaknesses I perceive or experience with the product. I am happy to run a giveaway of the product, but will never ship a product myself. If you ship me a product to send to a giveaway winner, I will donate it and ask that you send an additional product to the winner. Please note: I rarely review websites or services, but have done it in the past and will always require financial compensation, since there is no other material compensation for my time in researching and writing the piece.

Advertising Opportunities on Tree, Root, and Twig

I will happily consider advertising in any of the following standard banner sizes: 728x90 (leaderboard), 300x250 (medium rectangle), 150x150 or 125x125 (square button), or 120x240 (vertical banner). All ads MUST be family-friendly; I will need to approve every ad before placement. Prices are competitive and placement/duration of ads are negotiable. Please contact me at Stacey.treerootandtwig@gmail.com to discuss.