

advertising opportunities



simple living
M E D I A

2010



Life hacks for home managers. All about productivity, organization, money management, and taking care of yourself and your relationships.



Uncomplicated parenting in a complicated world. All about mindful parenting, kids' activities with a purpose, and healthy family living.



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



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



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

our mission

In all our endeavors at

Simple Living Media,

our mission is the same:

to help people live simply.

about us



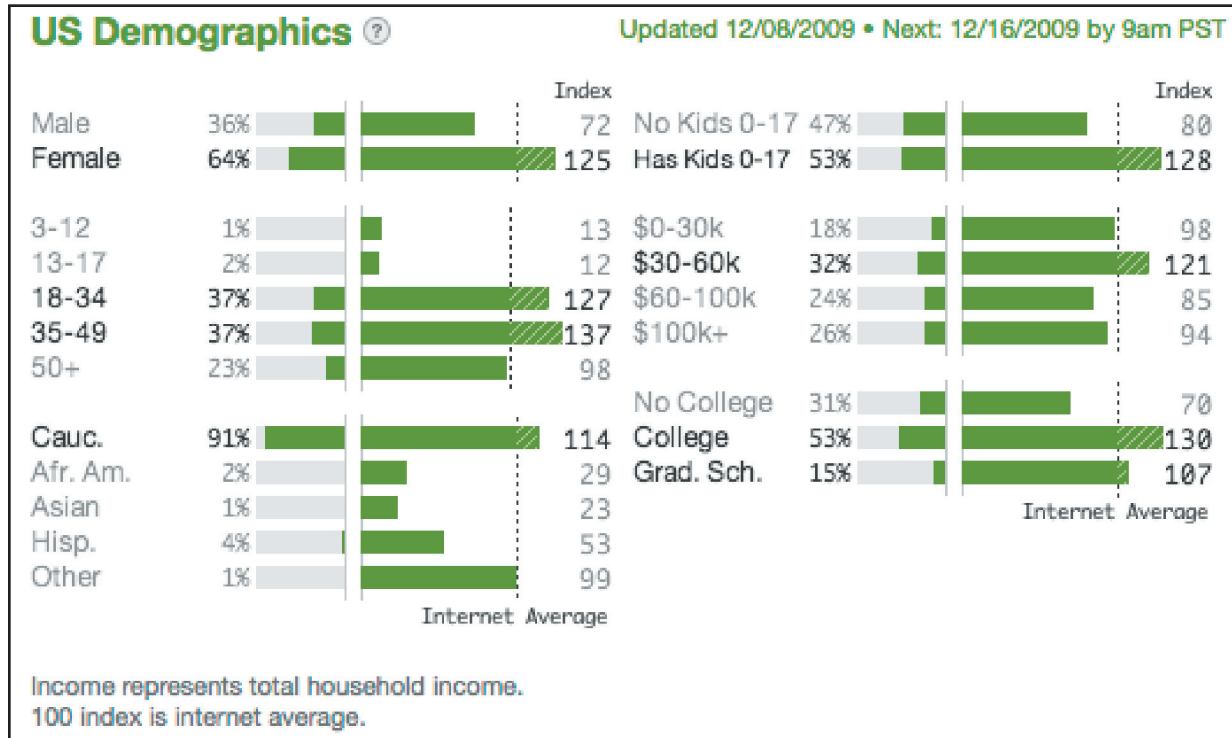
We are a team of five women, each editing one of the Simple Living Media blogs. We're all mothers, wives, and friends, each with a uniquely directed passion to help other families live more simply.

Combined, the Simple Living Media family has over 20 men and women contributors living worldwide, from Texas to Turkey, Montreal to the West Virginia country.

SLM's founder is Tsh Oxenreider, editor of Simple Mom and author of the upcoming book, *Organized Simplicity*, published by F+W Media, and due for release in fall 2010.

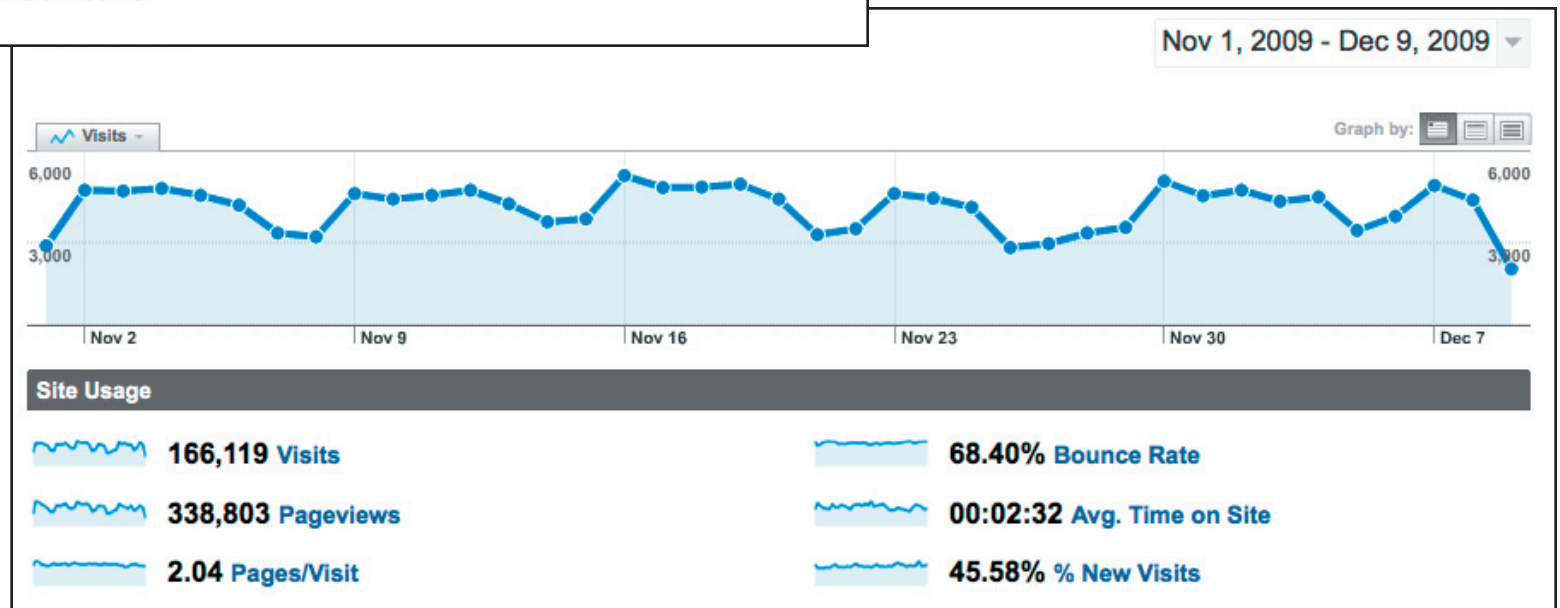
about our readers

All statistics are taken from SimpleMom.net only, until the entire network passes through the first quarter.



← from Quantcast

from
Google Analytics ▶



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**

“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)**

”

2010 editorial calendar

In 2010, the network will have a monthly theme, with each blog 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	living on & with less	money mgmt, evaluating priorities		(not launched yet...)	(not launched yet...)	(not launched yet...)
feb	launch, intro to basics of the niches	living holistically, making yearly goals	fundamentals of parenting, simplifying childhood, winter	one pot meals, menu planning	educational priorities & philosophies	green goal setting, 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 the options you have to partner with Simple Living Media.
We're also open to your creative ideas, so let us know what you've got in mind!

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

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

3 *giveaway sponsor*
participation in a seasonal giveaway contest for our readers

[learn more...](#)

1 image advertising on site

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

a. static, 125x125 pixel image ad & feed footer text link

- above the fold
- immediately next to the most current post
- text link mention in the RSS feed's footer
- individual site: \$1.25 CPM
- network-wide: \$1.25 CPM

b. 728 x 90 banner ad & feed footer text link

- above the fold
- the top of the site, above the header
- text link mention in the RSS feed's footer
- tasteful flash allowed (with editorial approval)
- network-wide only: \$2 CPM

c. 468 x 90 banner ad & feed footer text link

- below the fold
- just below all the posts on single pages
- text link mention in the RSS feed's footer
- tasteful flash allowed (with editorial approval)
- network-wide only: \$1 CPM

The screenshot displays the Simple Organic website layout. At the top, a red banner contains a white lowercase 'b'. Below this is the site's header with the logo '{SIMPLEorganic}' and the tagline 'START WITH THE NECESSARY. MOVE ON TO THE POSSIBLE.' Navigation links for 'HOME', 'ABOUT', and 'CONTACT' are visible. The main content area features an article titled 'Natural Health, Green Tips, & Crafts with a (Re)Purpose: Coming Soon' by TSH, dated September 18, 2009. The article includes a photograph of a person holding a large orange leaf. To the right of the article are several recommended resource boxes, including 'CLEAN LAUNDRY NATURALLY', 'Simple budgeting is a beautiful thing.', 'PearBudget free 30-day trial', and 'MEMORY KEEPING FOR THE M.C. GUSTAVO WORLD'. Below the article is a search bar and a sidebar with categories like 'beauty & fashion', 'health & medicine', 'living mindfully', 'natural parenting', and 'repurposing & diy'. At the bottom, a red banner contains a white uppercase 'C'. The footer includes a 'PREVIOUS POST: Why We Live Without Television' link.

2 weekly newsletter sponsorship

a solo feature in our “Best of Simple Living Media” weekly email



New for 2010: Simple Living Media will offer our most dedicated readers a free, Saturday e-newsletter highlighting our best content for their weekend reading.

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

static, 120x240 pixel image ad & p.s. “support our sponsor” link

- above the fold
- completely solo sponsorship = optimal attention
- attention from our most loyal readers, when weekend shopping is on their mind
- weekly sponsorship: \$200

3 giveaway sponsor

participation in a seasonal giveaway contest for our readers


Summer Week of Giveaways: Oreck XL Gold Vacuum

By TSH on MAY 29, 2009
in GIVEAWAYS

This giveaway is closed.


Next up is **Oreck**, the brand of the vacuum I grew up with!

One of the best features of **Oreck** vacuums is their "direct suction" – their latest vacuums produce air flow of over 100 miles per hour. It delivers dirt in a straight, efficient path right to the vacuum bag, while using a third of electricity of virtually any other vacuum motor.



The other cool features are **antimicrobial protection** and **hypoallergenic filtration** – their technology fights microbes such as bacteria, mold, and mildew. In other words, the antimicrobial agent is built right into their vacuums.

Oreck wants to give one Simple Mom reader an **Oreck XL Gold Power Team Vacuum**, valued at \$599! At only nine pounds, this powerful machine is perfect for a home that values simplicity.



To win, here's how to enter:

Leave a comment at this post, answering the following question:
We all have our least-favorite chores – **but what's your favorite chore?**

The giveaway is open to U.S. residents only, and it lasts until this Sunday, May 31.

I hope you win! Check back soon for one more giveaway.

Read more posts like this:

- Free Giveaway: The Total Money Makeover!
- Spring is Here – Let's Party!
- How to be Disorganized & Unproductive, # 1: Don't Enjoy Your Job
- How to be Disorganized & Unproductive # 1: Don't Enjoy Your Job
- Find Inspiration in "Handmade Home"

Liked it? Share It. 2 interest

{ 709 comments }

Twice a year, we offer our readers a network-wide week of giveaways. This week 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.

feature in a seasonal “week of giveaways” contest

- dedicated post attention
- buzz through social media and blogosphere conversations
- sponsorship: \$100, plus at least two identical giveaway items worth \$100 or more, one for a winner and one for an SLM editor

our advertisers & sponsors



want to join these merchants?

contact Mandi Ehman

marketing & sales director, Simple Living Media

mandi@simplelivingmedia.com

simplelivingmedia.com



We look forward to working with you!
