

DALLAS *singlemom.com*



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Heather Buen, Owner

1016 Reed St, Hurst TX 76053

Cell: 214-215-0863

Email: blog@dallasinglemom.com

Expect a callback within 24 to 48 hours.

Dallas Single Mom is a popular lifestyle website that specifically talks about the single mom life in Dallas-Fort Worth, Texas. Topics include: Single parenting advocacy and resources, single parent family travel, Family Health and Wellness, Work-Life Time Management, Divorce and Co-parenting, Dallas-Fort Worth Events and single parent dating. This media kit is to promote the brand along with providing information on how to work with us. The demographic are mainly female ages 25 to 45, with some college. Median income is \$45K - \$60K.

Target Audience

According to the US Census in 2010 at least 45 percent or 11.7 million households nationwide were maintained by unmarried parents. Of these 9.9 million are single mothers and 1.8 million are single fathers.

Approximately 21% of families in the Dallas-Fort Worth area are single parent family households, as reported in the latest US Census figures. Dallas has 148,000 or 47% of children in single parent families. Fort Worth has 85,000 or 39% of children living in single parent families. The target niche is highly specialized and offers unique opportunities to reach them via targeted search traffic, social media engagement, linking and engagement.

Audience Metrics

Visits: 21,361 | UV: 9,601 | PV: 16,234

Google PR: 4 | Domain Auth: 37

Page Auth: 47

Social Media Metrics

Facebook: 3,029 Likes | Twitter: 14,604 followers

Pinterest: 4,179 followers | Instagram: 1,740

YouTube: 558 Subscribers | Google Plus: 586 followers

Brand Collaborations and Ambassadorships

eBay Parent Panel | Verizon Wireless | Ford | Chevrolet | Mitsubishi | Dallas Museum of Nature and Science | Select Comfort Sleep Number | Feld Entertainment with Disney on Ice | Subaru | State Fair of Texas | SeaWorld Wildside Ambassador | LegoLand Discovery Center | Tasteful Selections | Residence Inn by Marriott | Hilton Anatole | Moody Gardens | Seattle's Best Coffee | Sony Pictures | Shout | Nintendo | Listerine | Chuck E Cheese – and many more!

Experience

My extensive resume includes an MBA from the University of Maryland and a BA in communications from Hawaii Pacific University with over ten years of career experience in sales, marketing, communications and finance for companies like Verizon, FedEx and TXU Energy. I have been a part time freelance writer since 2010 publishing in the genres of music, entertainment, parenting and marketing for Examiner.com, AXS.com, CBS Local, Family Rambling, Collective Bias and more. In 2015, I created Buen Interactive Holdings, LLC that includes the blogs: **Dallas Single Mom**, **Dallas Single Dad** and **Dallas Mom Deals**. I teach Web Marketing and Google Analytics at the University of Texas at Arlington in their continuing education department. Hiring me means peace of mind as I am not just licensed but also carry my own business liability insurance.

Advertising and Sponsorship Rates

Leaderboard 728x90 – \$300 for 90 days

300 x250 (Prominent – Upper Left Hand) - \$200 for 90 days - Other ad types available

Event Calendar Sticky Placement Top - \$150 for 90 days

Sponsored Posts - \$250 (Includes Social media Shares)

Social Media Sharing –

Facebook/Instagram/Twitter/Pinterest \$50

Specialized Holiday, Travel and Parenting Guides – Start at \$500

Newsletter sponsorships and ads available

Customized ad packages - multi-blog ad placement available upon request. Buzz Marketing also available



FAQ's

Do you do product reviews? Yes. Please keep in mind there are a large number of requests for me to personally review products and I am pretty much a one woman show. I review and write most if not all reviews on here. If I do have contributors to cover I will let you know. Contributors will write about baby products, fashion or events in Dallas-Fort Worth. You can send me free samples, but there is no guarantee that a post will be published. If you want a guaranteed mention, then please consider sponsoring a post. I am specifically looking for the following items: Toys, Travel related for families, family movies, family books, single parent dating related items, health/wellness products (not supplements), and women's products. They are incorporated into reviews, **giveaways**, product mentions or video.

Do you do special event coverage? As a digital correspondent there are many ways I can provide social media event coverage for your business. We can do this through Twitter parties, social media sharing, social media scavenger hunts, Hashtag and any number of ways to create a digital buzz for your brand. These are all customized and may also include blogger outreach from other quality blogs. I am in the Dallas-Fort Worth area but any driving distance over 50 miles or travel and childcare expenses should be covered by the sponsor. I can also provide meeting and event planning. If you are interested, please call me for a quote.

Would you be willing to share a link to my website, my crowdfunding/kickstarter project/giveaway etc? No. Due to my busy schedule I cannot accommodate this.

Will you spread the word about my cause or charitable event? My mission is to help charitable causes that impact women, early childhood education, and poverty. If you have cause that fits that, submit events to the calendar at blog@dallassinglemom.com

Do you take guest posts?

When Google started penalizing guest posts for spam links, I decided that I would limit guest posts to 5 a month. All guest posts will require that the author register as a user on this site and provide complete details such as name, email address and website link. Links in guest posts will include no follow tags except for author bios. Sponsored posts are all no-follow.

Do you have a newsletter? Can we advertise on your newsletter?

Yes. With over 1,200 subscribers you can easily reach a specific Dallas-Fort Worth target group. Sponsored emails sent about your brand and business will cost \$200 and a newsletter ad or mention with social media share will cost \$50. Email newsletters are sent weekly. If you would like to distribute a promo code or a free item to Dallas Single Mom subscribers, please contact me via email.

What are your billing and contract terms?

As a freelancer I have a standard statement of work that includes scope of work, delivery dates, payment information and invoice processing. Ownership rights are expressly indicated at the beginning of the contract for service and unless otherwise specified remain the property of the creator (Dallas Single Mom and any subsidiaries and affiliates). All content is subject to legal review to ensure no plagiarism.

Is there any content or products that you will not include on this website?

The owner(s) of this blog is compensated to provide opinion on products, services, websites and various other topics. All opinions are based on actual experience. We do not write or link to gambling sites or any sites that promote illegal activities. We also do not write about short term loans/cash advances.