

the happiest HOME

the art of sane + satisfying family life



2014 Sponsorship Opportunities

Some blogs inspire readers to create a beautiful, livable home. Some blogs focus on family relationships and Mom's happiness and well-being.

The Happiest Home does both.

Reassuring and compassionate, The Happiest Home offers helpful resources and content that helps readers care for their families in a "sane and satisfying" way, with tips ranging from getting dinner on the table to overcoming mom guilt and everything else that happens within a home's four walls. From its inspiring content to supportive comments from a diverse community of mothers, The Happiest Home is positive, productive, and a unique voice in the online parenting space.

Firmly straddling the line between "supermom" and "slacker mom," mother of five Meagan Francis delivers helpful tips and inspiration, encouraging moms to live true to their values and make small improvements to their homes and family lives – without aiming for perfection or stressing out over the small stuff. Meagan is supported by a stable of respected contributors who bring variety and niche expertise to the blog's content.



MEET Meagan

Experienced mom
of five kids, ages 5-16

Author, blogger, speaker, coach

Podcast host & video personality
specializing in home, family, and lifestyle topics

Ambassador & spokesperson
for major national brands

Regular media appearances
on HLN, Fox & Friends, and more

Seasoned parenting writer
for print & online publications such as Parents, Huffington Post, & NYTimes

on the BLOG

The Happiest Home features an average of four posts per week on topics in five major categories:

HOUSE & HOME

THE KITCHEN

KIDS & FAMILY

WORK & PASSIONS

MOM'S LIFE

Offering practical tips, encouragement, and inspiration – and regularly featuring resources such as video tutorials, recipes, and free downloads – articles on The Happiest Home are professionally written, engaging, and widely shared.



TheHappiestHome.com

the art of **sane + satisfying** family life

Build a customized, integrated campaign
to reach your audience through
Meagan's multi-platform media channels...



Let's work together! advertise@thehappiesthome.com

AS SEEN ON...

Meagan is a seasoned media personality and widely published parenting author. Readers and viewers know her as relatable, knowledgeable, warm, and inclusive.

Parents



HUFFPOST PARENTS

HLN

The New York Times

praise for Meagan & The Happiest Home

FINALIST
Best All-Around
Parents
2014 Social
Media Awards

THANK YOU for your blog and for helping me improve myself and my mothering (most importantly, helping me feel like I am not alone).

- Rachelle S.

Meagan is the best kind of parenting expert...one who has learned from her own experience and shares her discoveries with humor, perspective, and an open mind. This is someone you want on your motherhood team.

- Asha Dornfest

Founder, ParentHacks.com

Meagan's tips are simple calls to action; nothing that requires huge amounts of effort or dramatic life reorganization. Just ways to make your life easier, and, well, happier.

- Kristen Chase

Founder, CoolMomPicks.com

Meagan's posts are thoughtful and instructive without being preachy, and speak to the issues facing moms who are passionate about children and family, but who still want to be human beings, too. Meagan's advice is real, authentic and speaks to me throughout the day as I try to do my best with each of my kids.

- Jill V.

Babble.com
Top 100
Mom Blogs
2011 & 2012

growing TOGETHER

Brands love working with Meagan and The Happiest Home. Some recent campaigns and strategic partnerships include...



Let's work together!

Partnership opportunities available for brands of all kinds, from boutique, mom-owned businesses to large national companies.

Your goals.
Our audience.
Real results.



We offer packages that combine our multiplatform influence with your unique audience and message – or you can design your own campaign by choosing *à la carte* from our menu of options.

PACKAGE A {entry level}

- Sidebar ad for 1 month
- Social media promotion posts across all platforms
- Facebook giveaway

Starting at: \$200

Great for small business owners!

PACKAGE B {podcast focus}

- Lead sponsor on 1 month's episodes of The Home Hour podcast with mention in promotional blog post
- Integrated social media posts over 1-month period
- Sidebar ad for 1 month

Starting at \$400

PACKAGE C {editorial focus}

- Sponsored post or series with optional giveaway
- Dedicated social media posts across platforms
- Sidebar ad for 1 month

Starting at: \$600

PACKAGE D {cross-promotional}

- Dedicated Blog Post
- Integration across all social platforms
- Facebook giveaway
- Lead sponsor on The Home Hour podcast for one month

Starting at: \$800

Maximum reach!

CUSTOM PACKAGE {design your own!}

Let us design a customized campaign that suits your needs! In addition to the options listed in other packages, we offer brand ambassadorships, spokesperson work, custom video, Twitter party hosting, in-person events and more.

Ask for pricing & package options

