

MEDIA KIT



Meet Patti

Patti is an award winning blogger, writer, and digital journalist who has contributed to multiple websites, magazines, and TV shows. Having unexpectedly left the corporate world behind to become a homeschooling mom of 5, nobody was as surprised as she to discover how much she loves her new role.

Sharing her own experiences, both good and bad, Patti combines humor, honesty, and research backed data to provide practical solutions, support, and advice to her fellow imperfect parents.



For readers who have googled "home remedies for kids coughs" at 3am or opened up their briefcase at an important meeting only to have a lightsaber fall onto the desk (true story), RedheadedPatti.com is the corner of the internet where support, advice, practical solutions and humor can all be found in equal measure.



AUDIENCE DEMOGRAPHICS

Monthly Page Views: 45,000 • Monthly Unique Visitors: 28,000

95% Women • 80% College + Educated • 75% Between the age of 25 and 45



23,500

@RedheadedPatti



7,000

@RedHeadedPatti



2,000

@redheaded_patti



8,500

@RedheadedPatti

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REVIEWS

Products * Destinations * Events

Reviews hosted on RedheadedPatti.com

Reviews hosted elsewhere on the internet

Testimonials

Reviews with social amplification



BESPOKE PARTNERSHIPS

Patti's ideas, creativity, & experience

+

You

=

Fabulous, successful, & profitable partnerships

SPONSORSHIPS

Sponsored posts written by Patti

Sponsored posts written by our partners

Brand representation at events

Contests

Product Placement



SOCIAL MEDIA

Mentions on social media channels

Facebook Live

Instagram Stories.

Live streaming from events and locations

Twitter chats & parties

