

## Pitching Profiles for Mommy Bloggers



### A Cision Executive Briefing Report

**Blog: 5 Minutes for Mom****Ms. Susan Carraretto, Family & Parenting, Co-Founder & Blogger****Phone:** +1 (604) 377-6590 (m)**Email:** info@5minutesformom.com (m)**Home Page:** [www.5minutesformom.com](http://www.5minutesformom.com)**Beat/Title (Additional):** Motherhood,Blogger

**Profile:** Carraretto is a Co-Founder and Blogger and covers Parenting. She says, "We don't usually like to open attachments, anything that's going to be in the body of the e-mail is better, we don't reprint duplicate content on our site, so we would never reprint a press release or a trend report." Contact her via the main e-mail.

**Outlet Profile:** A go-to site for moms that entertains and informs, while promoting the online mom community. Features humorous posts, shopping tips, helpful parenting ideas, and contest giveaways.

**The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.**

The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/5minutesformom>

**Facebook Page:** <http://www.facebook.com/5minutesformom>

**Date Established:** 3/1/2006

**Visitors Per Month:** 29,903

**Banner Ad Rate:** \$300.00 USD

**Code Frequency:** Daily

**Topic:** Family & Parenting,Motherhood,Shopping

**Subscription Exception:** Free

**Audit Bureau:** Online Media Kit, Compete.com

**Profile:** Consumer

**Language:** English

**Blog: Baby Let's Shop****Ms. Sarah Green, Family & Parenting, Blogger****Shipping Address:** 593 Otter Cres  
Prince George, BC V2M 5G6 Canada**Email:** babyletsshop@shaw.ca (p)**Home Page:** www.babyletsshop.com**Mailing Address:** 593 Otter Cres  
Prince George, BC V2M 5G6 Canada**Beat/Title (Additional):** Motherhood, New Product  
Review, Blogger**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Green is a Blogger and covers any items that a Family may need or use. Regarding products for review, she states, "We love when companies send us products to review so we would be more than happy. It's hard to say what we would want and not want since we do not know what companies you deal with or what they have. We are pretty open to most items, just try us. We often get sent (or will be sent) food, clothes, toys, diaper bags, highchairs, household products such as cleaners, beauty products etc. We take anything from small items to big ticket items. It is always good to ask us before you decide to send us something just in case on the off chance that it is something we are unable to test or maybe just don't agree with the product." She also says, "For items coming from outside of Canada please make sure to mark the package as a gift with the value \$0 so I do not incur customs fees. Please also remember to include a note stating where the package is from and a link to your store. Do not forget to email/message me to let me know the day you have mailed out." Initial contact should be done via e-mail.

**Outlet Profile:** Covers any items that a regular family may need or use, from baby gear to teens. Also covers mom and dad items. The blog is mainly geared toward Canadian families, but U.S. content is also featured.

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The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/BabyLetsShop>

**Date Established:** 6/1/2007

**Visitors Per Month:** 425

**Code Frequency:** Weekly

**Topic:** Family & Parenting, Motherhood, New Product Review

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English

## **Blog: Blonde Mom Blog**

### **Ms. Jamie Reeves, Celebrities, Blogger**

**Email:** blondemomblog@yahoo.com (p)  
**Home Page:** www.blondemomblog.com

**Beat/Title (Additional):** Motherhood,Blogger,Fashion,  
Family & Parenting,Home  
**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Reeves is a Blogger and covers subjects of Interest to Moms including Home Products, Fashion and Clothes, Celebrities, Parenting and Relationships. She also writes for Savvy Housewife and the Traveling Mom Blog. She says, "If I'm going to write about something, I want to actually be able to try out the product, and so I don't like it when people just send me blind press releases." She adds, "Be aware if the demographic that I fall under." She is not interested in book reviews. Reeves asks for PR professionals to take the time to just personalize the pitch. Contact her via e-mail. Reeves has been a blogger since October 2005. She was previously a journalist.

**Twitter Handle:** <http://twitter.com/blondemomblog>

**Outlet Profile:** Covers a wide variety of topics of interest to moms including relationships, parenting, pregnancy, celebrities, clothes and home products.

**The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.**

The outlet offers RSS (Really Simple Syndication).

**Facebook Page:** <http://www.facebook.com/pages/Blonde-Mom-Blog/138133286228228>

**Visitors Per Month:** 5,240

**Code Frequency:** Daily

**Topic:** Celebrities,Family & Parenting,Fashion,Home,Motherhood

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English

**Blog: BooMama****Ms. Sophie Hudson, Children's Books, Blogger****Email:** boomama205@gmail.com (p)**Home Page:** boomama.net**Beat/Title (Additional):** Motherhood,Blogger,  
Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Hudson is a Blogger and covers Motherhood and Parenting with a Southern flair and also reviews Children's Books. She works with a lead time of two weeks. She does not want any images with press materials, but a link to the image would be okay. In regards to her pet peeves, she says, "If somebody contacts you about something and you don't respond right away, then you get another one the next day and another one you feel like they are kind of bombarding you." She can be reached via e-mail. Hudson was previously a teacher for 11 years. She has a bachelor's degree and a master's degree in English.

**Twitter Handle:** <http://twitter.com/boomama>

**Outlet Profile:** Covers the misadventures, joys and mysteries of motherhood. Reviews children's books and offers contests with prizes for children and moms. Describes motherhood in a comical, Southern style.

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The outlet offers RSS (Really Simple Syndication).

**Date Established:** 11/27/2005**Visitors Per Month:** 9,300**Code Frequency:** Daily**Topic:** Children's Books,Family & Parenting,Motherhood**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Coffee With The Mrs.**  
**Ms. Amy Clary, Motherhood, Blogger****Phone:** +1 (586) 321-7879 (p)**Email:** clarymrs@gmail.com (p)**Home Page:** www.coffeewiththemrs.com**Beat/Title (Additional):** New Product Review,

Blogger, Family &amp; Parenting, Spirituality, Family Travel

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Clary is a Blogger and covers Family, Parenting, Travel, Family and Press Events, Product Reviews and Giveaways and Spirituality. She says, "I mostly work through e-mails. Of course, if a company needed something sooner or wanted to talk about a travel opportunity (or something of that nature), they could always call. I'm not with my phone all the time as I have two children to look after, but I do return calls as timely as I can if I miss them." She prefers to be contacted via e-mail.

**Twitter Handle:** <http://twitter.com/TheMrsC>

**Outlet Profile:** Provides commentary on motherhood, life and parenting. Includes product reviews and giveaways, with a focus on children's items.

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The outlet offers RSS (Really Simple Syndication).

**Visitors Per Month:** 3,842**Code Frequency:** Daily**Topic:** Family & Parenting, Motherhood, New Product Review**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Cool Moms Rule!****Ms. Vivien Bruss, Motherhood, Blogger****Email:** [vbruss@coolmomsrule.com](mailto:vbruss@coolmomsrule.com) (p)**Home Page:** [www.coolmomsrule.com](http://www.coolmomsrule.com)**Beat/Title (Additional):** Blogger, Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Bruss is a Blogger and offers Product Reviews as well as discusses Parenting issues. She welcomes businesses to send samples, trials or demos for review; however, please read the submission guidelines found online. Contact her via e-mail for information on where to send product samples and trial/demo information. Follow-up e-mails are accepted as well. Images in JPEG format are helpful with press materials. In regard to lead time, she says, "Once I get a product, I try to review it a week to 10 days from getting it, and the reason I take that long is because I actually use it myself. Before I report on it, I don't want to say to my readers, 'hey this is a great thing,' and then find out it's not so wonderful or whatever."

**Twitter Handle:** <http://twitter.com/CoolMomsRule>

**Outlet Profile:** Offers product reviews and social commentary from a mother with two boys. Includes tips and tricks on parenting.

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The outlet offers RSS (Really Simple Syndication).

**Date Established:** 2/1/2007**Visitors Per Month:** 1,594**Code Frequency:** Daily**Topic:** Family & Parenting, Motherhood**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Mom Central, Inc., The DeBroff Debrief**  
**Ms. Stacy DeBroff, Blogger****Email:** stacy@momcentral.com (p)**Home Page:** www.stacydebroff.presskit247.com**Beat/Title (Additional):** Motherhood,Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** DeBroff is a Blogger and covers Motherhood and Family and Parenting topics. She is also the founder, CEO and publisher of Mom Central and contributes to the Mom Central Consulting blog. Contact her via e-mail. DeBroff is a nationally-acclaimed parenting expert, best-selling author, regular TV show guest, corporate spokesperson and founder and CEO of Mom Central Consulting. She has been a guest on NBC's Today Show, CNN, The View, Fox News, Bloomberg News, The Tyra Banks Show and the Rachael Ray Show. Additionally, her advice and insights have been published in leading publications including USA Today, The New York Times, The Wall Street Journal, Parenting Magazine, Better Homes & Gardens and Redbook. She is the author of four books: The Mom Book!, The Mom Book Goes To School!, The Mom Central Organizer and Sign Me Up! DeBroff graduated from Brown University with degrees in English and Psychology before completing her Juris Doctorate at Georgetown University Law School.

**Twitter Handle:** <http://twitter.com/momcentral>

**Outlet Profile:** This blog serves as a one-stop Web resource dedicated to providing busy moms with smart household and parenting solutions.

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The outlet offers RSS (Really Simple Syndication).

**Date Established:** 4/1/2006**Visitors Per Month:** 23,293**Code Frequency:** Weekly**Topic:** Family & Parenting**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English



**Blog: Fit Mom's Blog****Ms. Rachel Mickelson, Women's Health, Blogger****Email:** pmickelson@verizon.net (p)**Home Page:** fitnessformommies.net**Beat/Title (Additional):** Motherhood,Blogger,Fitness & Exercise,Nutrition,Athletes**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Mickelson is a Blogger and covers Fitness for Mothers, Nutrition and Women's Athletic Wear. When asked about her Blog:' focus, she wants, "anything and everything under the sun that might help a mom in her journey toward being an athlete." She encourages PR professionals to "be realistic." Contact her via e-mail. Mickelson has been a teacher since graduating from college in 1996. She has taught all ages in physical education and is currently teaching yoga and physical education. She is a longtime runner and cyclist and has a bachelors' degree in physical education from Cal Poly Pomona.

**Outlet Profile:** Covers fitness and nutrition tips for mothers. Posts reviews of exercise apparel, recommendations for nutritious snacks for active mothers and their kids and information on exercise and other aspects of women's fitness.

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The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/FitMom>

**Date Established:** 9/30/2007

**Visitors Per Month:** 3,266

**Code Frequency:** Daily

**Topic:** Family & Parenting,Fitness & Exercise,Motherhood,Nutrition,Retail,Women's Interests

**Subscription Exception:** Free

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English

**Blog: News Corporation Ltd., The Juggle**  
**Ms. Sue Shellenbarger, Work/Life Issues, Blogger****Shipping Address:** 1211 Avenue Of The Americas Fl 5  
New York, NY 10036-8706**Phone:** +1 (503) 524-8881 (p)**Fax:** +1 (212) 416-4155 (m)**Email:** sue.shellenbarger@wsj.com (p)**Home Page:** Blog:wsj.com/juggle**DMA:** New York, NY (1)**MSA:** New York–Northern NJ–Long Island, NY–NJ–PA MSA (1)**Mailing Address:** 1211 Avenue Of The Americas Fl 5

New York, NY 10036-8706

**Beat/Title (Additional):** Motherhood,Blogger**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Shellenbarger is a Blogger and covers Work/Life Issues and Motherhood. She also writes the Work & Family column for The Wall Street Journal. She is primarily interested in two aspects: maintaining the balance between work and family and workplace quality. If a pitch is focusing on the workplace it must demonstrate how the company is effectively following a new trend, improving benefits and the lives of its employees or how the workplace has gotten worse due to bad decisions or policies. She does NOT want stories that have been done before like workplace day care. She says, "I like stories that bring in companies that haven't been written about a lot, and stories that have strong emotional content." If pitching stories on balancing work and family, tell her how a company helps or sell her a personality, someone who successfully balances a hectic work life and an equally busy home life. Send her information about experts, but she cautions, "I want blue chip clients or clients that have professional credentials and experience. Published research is helpful." Additionally, she always wants new studies. "I'm endlessly looking for studies," she says. "But I won't cover a soft and fluffy study, it has to be hard and newsy and tell people something they need to know. In terms of sample size, we don't have a formal cutoff, but the bigger the better." She works from her home in Oregon and will provide her mailing address selectively. "It is generally best to contact me on Thursday or Friday," she says. Her two PR pet peeves are "people who call me who have never read The Wall Street Journal and people who assume I always have time to listen to long phone pitches." Graphics can be included but should be appropriate for The Wall Street Journal's style. Send pitches by e-mail. Shellenbarger started the Work & Family column in 1991 while working as a special correspondent. She was the Chicago bureau chief from 1986 until 1989 when she became a part-time writer. She first reported from the Chicago bureau and was promoted to commodities editor in 1983. She has been with the paper since 1980. From 1978 to 1980, she was a commodities reporter for the Chicago bureau of the Associated Press. Prior to that, she worked at the Suburban Trib in Hinsdale, IL. Before becoming a journalist, she taught English and French in Michigan. Her writing also appeared in McCall's and Parenting and she hosted the Work and Family show on The Wall Street Journal Radio Network. She won an award from Clarion and the Association for Women in Communications. She also won a Media Pioneer Award and an exceptional merit award from the National Women's Political Caucus.

**Outlet Profile:** This blog is hosted on wsj.com. Covers the choices and trade-offs people make as they juggle work and family. Addresses the personal and professional issues that surface amid the demands of daily life and looks at news and research about family and career.

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**Twitter Handle:** <http://twitter.com/thejuggle>**Facebook Page:** <http://www.facebook.com/pages/The-Juggle-WSJ/208341375205>**Date Established:** 12/1/2006**Visitors Per Month:** 2,256,320**Code Frequency:** Mon thru Fri**Topic:** Family & Parenting,Motherhood,Work/Life Issues**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Mombian****Ms. Dana Rudolph, Children & Youth, Blogger****Email:** drudolph@mombian.com (p)**Home Page:** www.mombian.com**Beat/Title (Additional):** Motherhood,Blogger,Lesbian,  
Gay, Bisexual,Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Rudolph is a Blogger and offers news and tips for Lesbian Moms. Contact her via e-mail. In regards to topics she covers, she says, "I'd say it has to be a good match for my audience, it would have to be a product I generally believe in." Images are helpful with press materials if it adds value to the story. She works with a lead time of about one week. Rudolph has over a decade of experience in the online industry, at both the startup and corporate levels. Most recently, she was a vice president at Merrill Lynch, developing marketing and business strategies for several key online initiatives. She was also the first leader of the firm's global LGBT employee network. Her work has appeared in the Huffington Post, the Washington Post's "On Parenting" site, AfterEllen.com, and AfterElton.com.

**Outlet Profile:** Serves as a lifestyle site for lesbian moms and other LGBT parents, offering a mix of parenting, politics, diversions, and resources. Provides parenting tips, children's activities, book reviews for parents and children, and political news and commentary, all from the perspective of a lesbian mom. It also includes a helping of lesbian culture and entertainment, in the belief that mothers don't lose their other interests the moment they become parents.

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The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/mombian>**Facebook Page:** <http://www.facebook.com/pages/Mombian/86821806338>**Visitors Per Month:** 1,612**Code Frequency:** Daily**Topic:** Children & Youth,Family & Parenting,Lesbian, Gay, Bisexual,Motherhood**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: MomGadget****Ms. Gayla Baer, Motherhood, Blogger****Email:** [gayla@momgadget.com](mailto:gayla@momgadget.com) (p)**Home Page:** [momgadget.com](http://momgadget.com)**Beat/Title (Additional):** Blogger, Consumer Electronics, Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Baer is a Blogger and covers Family-oriented Gadget and Gizmos that make Motherhood easier. For PR professionals considering submitting an item or site for review, please visit the Request a Review page for complete guidelines. Products are also considered on a case-by-case basis only and not all requests will be accepted. Contact her via e-mail. Baer began working from home full time via the Internet in July, 2000 and discovered Blogging in 2004. Since then, she has worked with Philips Electronics, Toshiba, Hewlett-Packard, Fellowes and Best Buy. She was previously a buyer for a Midwest convenience store chain.

**Twitter Handle:** <http://twitter.com/Gayla>**Outlet Profile:** Discusses cool gadgets and gizmos that make a mom's life easier.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

**Visitors Per Month:** 3,437**Code Frequency:** Daily**Topic:** Consumer Electronics, Family & Parenting, Motherhood**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Mommies With Style****Ms. Whitney Wingerd, Editor, Founder & Editor****Email:** [info@mommieswithstyle.com](mailto:info@mommieswithstyle.com) (m)**Home Page:** [www.mommieswithstyle.com](http://www.mommieswithstyle.com)**Beat/Title (Additional):** Motherhood, Women's Fashion, Family & Parenting

**Profile:** Wingerd is the Founder and Editor and covers Products and Trends for Stylish Moms. Contact her via the main e-mail or mail. In regards to her pet peeves, she says, "PR companies or companies in general - the assumption that if they've contacted us and sent a product, that there will be a review, were always clear cut." Wingerd was previously a web journalist. She has also worked for a software company.

**Twitter Handle:** <http://twitter.com/mommieswstyle>

**Outlet Profile:** Serves as a community for hip moms. Offers daily reviews on stylish products like diaper bags, strollers and clothes as well as popular message boards where our readers and moms can chat. Reviews maternity up through teen products.

**The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.**

The outlet offers RSS (Really Simple Syndication).

**Facebook Page:** <http://www.facebook.com/pages/Mommies-with-Style/9724259212>

**Visitors Per Month:** 9,795

**Code Frequency:** Daily

**Topic:** Baby/Childhood, Family & Parenting, Motherhood, Women's Fashion

**Subscription Exception:** Free

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English

**Blog: Tribune Company: Mommy Minute**  
**Ms. Sarah Cody, Motherhood, Blogger**

**Shipping Address:** 285 Broad St  
Hartford, CT 06115-3785

**Email:** scody@ctnow.com (p)

**Home Page:** [www.ctnow.com/lifestyle/parenting/mommy-minute/](http://www.ctnow.com/lifestyle/parenting/mommy-minute/)

**DMA:** Hartford - New Haven, CT (30)

**MSA:** Hartford--West Hartford--East Hartford, CT MSA (45)

**Mailing Address:** 285 Broad St  
Hartford, CT 06115-3785

**Beat/Title (Additional):** Blogger,Family & Parenting

**Pitching Tips:** Preferred Order: Mail

**Profile:** Cody is a Blogger and covers Motherhood and Families. She is also in charge of entertainment and restaurant reviews information for the WTIC-TV. She can be contacted by mail, phone, or fax.

**Twitter Handle:** <http://twitter.com/ctmommyminute>

Cody joined WTIC-TV as a reporter in December 1998. She previously worked as a assignment editor and on air reporter at WHDH-TV in Boston. Prior to that, she interned at WFSB-TV and CPTV. She has been nominated for five Emmys and recently won the prestigious award for a special feature on a vintage vehicle called The Amphi-Car. Cody graduated from Hartford's Trinity College.

**Outlet Profile:** Hosted by CTNow.com, the blog is focused on motherhood. Includes family and parenting advice, information about games, activities and toys. Also includes stories on products for children and family travel.

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**Code Frequency:** Daily

**Topic:** Advice,Family & Parenting,Family Travel,Games,Motherhood,New Products,Toys

**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Book Reviews

**Subscription Exception:** Free

**Profile:** Consumer

**Website Properties:** Editorial Personnel Listing, Links to Personnel E-Mails, Links to Other Web Sites, Visitor Feedback

**Language:** English

## **Blog: The MomTini Lounge**

### **Ms. Amy Kossoff Smith, Child Care, Blogger**

**Email:** [news@momtinilounge.com](mailto:news@momtinilounge.com) (p)

**Home Page:** [momtinilounge.com](http://momtinilounge.com)

**DMA:** Washington, DC (9)

**MSA:** Washington–Arlington–Alexandria,  
DC–MD–VA–MD MSA (9)

**Mailing Address:** PO Box 2481 Rockville, MD 20847

**Beat/Title (Additional):** Motherhood,Blogger,Family &  
Parenting

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Kossoff Smith is a Blogger and covers Motherhood and Childcare. She is also a freelance writer. Kossoff Smith will only entertain information that is relevant to her coverage and audience, so please visit the site before pitching, and let her know what section your news best fits into. JPEG images are strongly encouraged; guest posts are considered. Contact her via e-mail.

**Twitter Handle:** <http://twitter.com/writeideaspr> Kossoff

Smith is an internationally recognized parenting expert, a national wire columnist, and provides frequent posts about topics of interest to moms. She is a member of the Washington Independent Writers and the Public Relations Society of America. Kossoff Smith is a graduate of Northwestern University's Medill School of Journalism.

**Outlet Profile:** Provides frequent posts about topics of interest to moms. Posts contain information and tips for increasing productivity and efficiency at home. Additionally serves as forum where mothers can share advice, ideas and insights about motherhood and childcare.

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The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/momtinilounge>

**Facebook Page:** <http://www.facebook.com/TheMomTiniLounge>

**Visitors Per Month:** 186

**Code Frequency:** 3 Times/Week

**Topic:** Child Care,Family & Parenting,Motherhood

**Subscription Exception:** Free

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English



**Blog: The MotherLoad****Ms. Amy Clark, Family & Parenting, Blogger**

**Shipping Address:** 1665 Bennington Court  
Granger, IN 46530

**Phone:** +1 (574) 271-7622 (m)

**Email:** amy@momadvice.com (p)

**Home Page:** www.momadvice.com/blog

**DMA:** South Bend, IN (93)

**MSA:** South Bend--Mishawaka, IN--MI MSA (149)

**Mailing Address:** 1665 Bennington Court  
Granger, IN 46530

**Beat/Title (Additional):** Motherhood,Blogger

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Clark is a Blogger and covers Motherhood and Parenting topics such as tips for stretching Finances and tips for Home Management and Organization. She does not offer many product endorsements unless it's a product she would personally use. She does not post product press releases and asks PR professionals to give her time to use a product before trying to follow up, especially if it's a book. When dealing with PR professionals, Clark says, "I appreciate it when something's personalized for me, or that someone knows what I write about or what I'm passionate about." She prefers to be contacted via e-mail, and says no phone calls unless they are by her request.

**Twitter Handle:** <http://twitter.com/momadvice>

Clark has served as spokesperson for Cascade, Glade, and Cheer and is the home management expert for Kenmore's Make-It-Simple team. She also is on the advisory council for Real Girls Media and has worked with corporations such as Walmart, Scotts, Kellogg's and SC Johnson.

**Outlet Profile:** Created as a family and parenting blog, offers parenting advice and discusses issues parents face while raising kids. Provides information parents can use to safely raise their kids.

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The outlet offers RSS (Really Simple Syndication).

**Date Established:** 2/1/2005

**Visitors Per Month:** 51,874

**Code Frequency:** Daily

**Topic:** Family & Parenting,Motherhood

**Subscription Exception:** Free

**Audit Bureau:** Compete.com

**Profile:** Consumer

**Language:** English



**Blog: Bailey(Caryn), Rockin Mama**  
**Ms. Caryn Bailey, Blogger****Phone:** +1 (818) 974-0536 (p)**Email:** caryn@rockinmama.net (p)**Home Page:** rockinmama.net**Beat/Title (Additional):** Motherhood,New Product

Review,Children &amp; Youth,Family &amp; Parenting,Green Living

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Bailey is a Blogger and covers Motherhood, Children and Family Life and provides Green and Eco-Friendly Product Reviews and Giveaways. She is also a RN in a Southern California neonatal intensive care unit. She currently reviews products that are safe and appropriate for families and children from baby to toddler. Contact her prior to sending items for review and include marketing materials and contact information in the package. If the product must be returned, include packaging and a return shipping label. Bailey notes that it takes approximately 2-4 weeks for the review to post on the site. She prefers to be contacted via e-mail.

**Outlet Profile:** Covers motherhood, children and family life. Reviews products, including green and eco-friendly food, children's clothes, toys and products for overworked moms. Provides advice for busy moms and offers product giveaways. Contact via the online form.

**The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.**

The outlet offers RSS (Really Simple Syndication).

**Twitter Handle:** <http://twitter.com/rockinmama>**Facebook Page:** <http://www.facebook.com/pages/Rockin-Mama/296829598089>**Visitors Per Month:** 6,261**Code Frequency:** 3 Times/Week**Topic:** Children & Youth,Children's Books,Children's Fashion,Family & Parenting,Food,Green Living,Motherhood, New Product Review,Toys**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Role Mommy, LLC, Role Mommy.com**  
**Ms. Beth Feldman, Blogger****Email:** beth@rolemommy.com (p)**Home Page:** www.rolemommy.com/blog**Beat/Title (Additional):** Motherhood,Work/Life

Issues,Family &amp; Parenting

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Feldman is a Blogger and covers Motherhood, Parenting and Work/Life Balance. She is also the editor in chief of project you magazine, an online parenting publication, and the president of BeyondPR, an entertainment public relations agency representing television and Internet projects as well as best-selling authors. She can be contacted via e-mail.

**Twitter Handle:** <http://twitter.com/rolemommy>

Prior to launching her own communications company, Feldman was vice president of the CBS Communications Group, where she spearheaded publicity campaigns connected to programming-related initiatives for the CBS Marketing Group, cbs.com and upn.com and CBS Consumer Products. She assumed this position in April 2005. She joined CBS in 1996. Feldman was previously director of publicity at Rogers & Cowan. She has also written human-interest features for several New York based publications including Newsday, Westchester Parent magazine, Big Apple Parent and New York Family magazine. She has appeared on numerous television shows as a working mother expert including: Inside Edition, The Montel Williams Show, Fox & Friends, the CW11 Morning News, News12 Westchester, among others. She is also the co-author of Peeing in Peace: Tales & Tips for Type A Moms. Feldman holds a masters degree in journalism from New York University and graduated Phi Beta Kappa from the University of Massachusetts.

**Outlet Profile:** Covers working moms and how they juggle work, family and parenting. Created to inspire, entertain and inform today's busy moms. Aims to help mothers realize that they don't have to give up their own dreams in order to help their children realize their hopes.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

**Facebook Page:** <http://www.facebook.com/pages/Role-Mommy/20767216696>**Visitors Per Month:** 5,755**Code Frequency:** Weekly**Topic:** Family & Parenting,Motherhood,Work/Life Issues**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English

**Blog: Scribbit****Ms. Michelle Mitton, New Products, Blogger****Email:** scribbit@gmail.com (p)**Home Page:** scribbit.Blog:pot.com**Beat/Title (Additional):** Motherhood,Leisure

Activities,Crafts, Hobbies, &amp; Collecting,Recipes,Do-It-Yourself (DIY),Blogger

**Pitching Tips:** Preferred Order: E-Mail

**Profile:** Mitchell is a Blogger and covers Crafts, Recipes, Do-it-Yourself Projects, Motherhood and Product Reviews. In regards to blogging, she says, "It's always nice to be able to review the product in person, sometimes you can go and look at something as say oh I love it anyway, you can tell that you are going to enjoy it. But, it is nice to be able to have the item to look and really give it a chance to review." She works with a lead time of up to six weeks. Images are helpful with press materials. She can be reached via e-mail. Mitchell was a freelance technology journalist before becoming a blogger. She has a bachelor's degree in English.

**Twitter Handle:** <http://twitter.com/Scribbit>

**Outlet Profile:** This blog covers motherhood. Provides recipes for moms on the go, offers craft ideas and do-it-yourself projects, reviews products and holds weekly contests with giveaways. Also offers household tips and some information on living in Alaska.

**The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.**

The outlet offers RSS (Really Simple Syndication).

**Visitors Per Month:** 6,531**Code Frequency:** Daily**Topic:** Crafts, Hobbies, & Collecting,Do-It-Yourself (DIY),Motherhood,New Products,Recipes,Regional General Interest**Subscription Exception:** Free**Audit Bureau:** Compete.com**Profile:** Consumer**Language:** English