



Untrained Housewife

A Community of Mothers and Involved Parents

Want to reach a targeted audience? Let us help.

The Untrained Housewife is a growing and vibrant community website for parents and families. Specializing in simplifying homemaking and parenting in today's society for engaged families.

Introduction to Our Community – Info and Stats



Untrained Housewife readers are active parents, involved in their children's lives. Primarily from the United States and North America, we do have a 10% world-wide audience. Most are **women ages 25-48 years old with 2 or more children in the infant to pre-teen range**. We also have a growing number of fathers, including stay-at-home dads who have joined since our launch in Nov. 2009.

Angela England: Untrained Housewife Founder admin@untrainedhousewife.com



Untrained Housewife has an active community of readers with the average user visiting multiple pages on the website (2.8 pages per visitor!). Untrained Housewife has a Page Rank 4 and Alexa rank 199,459 (top .64% of all websites).

Untrained Housewife readers are parents who love their children and are interested in products or services that relate to:

- Outdoor Activities including Gardening, Hiking, Outings, etc.
- Family Fun including Games, Electronics and Travel
- Educational or Developmental Products
- Homesteading and Back-To-Basics Products
- DIY such as Photography, Crafts and Home Decor
- Home Management including Organization, Cleaning, Entertaining, Cooking and Shopping
- Health, Fitness, Nutrition, Natural Wellness and Green Living
- Financial Tools, Budgeting Concerns and Debt-Free Living

Have a product or company that might interest them? Let us introduce you and help you meet our readers!



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What can Untrained Housewife Offer Companies?

Review Guide and Giveaways:



Untrained Housewife offers two themed giveaway and review guides per year that companies can participate in free of charge. Reviews require a product to be delivered to one of our active authors, and giveaways (optional) require an additional product or prize delivered by the company to the winner.

Personalized Giveaway Promotions:

Companies looking for a personalized promotion campaign can have a specialized giveaway specifically for your company or brand.

For \$50 we'll host a focused giveaway post on the site, promote your brand via [text ad](#) in the side bar of the site, and feature the post on [Facebook](#), daily on [Twitter](#), and via our community forum (over 10,000 registered users) and with mention in the newsletter which has grown monthly by 10% since its creation in early 2010.

Additional Opportunities:

Pair your giveaway with an [image ad or banner ad](#) during the month of your promotion at a 25% discount and have your ad served to our more-than 10,000 viewers. We offer sidebar text-ads, sidebar 125x125 ads, in-post banners 468x60 and forum-wide banners 728x90.

Want something customized? A promotional post or forum listing about your company, product or service remains on the site indefinitely, providing a *long-term ROI for your company*. Combine multiple promotional options for increased discounts and personalization.

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Feedback and Statistics from Your Promotion

We will also provide valuable statistics to you after your promotion or giveaway has ended such as:

- Ad exposure/page views include unique and total
- Brand exposure rates through twitter, facebook and newsletter combined
- Click-Throughs to site via bit.ly links when relevant
- Number of comments or responses across all venues

“Thank you so much for the stats on the contest as well! They were great. It is rare that contest stats are provided after it has closed. I really appreciate it. It has been a pleasure working with you and I would love to plan something for the future.”

~ Caitlin Madden with Mabel's Labels Inc.

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