



The Work at Home Woman's Media Guide: 2012



Google
Page
Rank 4

About:

Launched in March of 2009 by Austin-based mompreneur Holly Reism Hanna, The Work at Home Woman is an award winning website and blog dedicated to helping women and moms fulfill their dreams of working at home and/or becoming self-employed.

Designed as a one-stop resource for women wanting to work from home, The Work at Home Woman experience consists of ideas, resources, job postings, daily blog updates, giveaways, bi-monthly newsletters and a flourishing community where women can connect on a more personal level.



Alexa
Ranking
78,000

Named 2010 Top Work at Home
Blog by Online MBA



Named a 2011 Leading Mom in
Business by StartupNation

Point of Difference:

More than a website, The Work at Home Woman is a highly trusted online community where women and moms can come together to share ideas, obtain information and gather support. More than just a blog, we provide extensive resources, ideas, job listings and content. And more than just another online resource, we truly care about the success of our readers and advertisers and personally work with them to build successful outcomes.

Website Advertising:

Lead Banner - 728 x 90 image ad placed above The Work at Home Woman logo; images do not rotate so your image is seen on all pages of the site.

Premium Buttons – 125 X 125 image ads placed below The Work at Home Woman logo; images do not rotate so your image is seen on all pages of the site.

Twitter Advertising:

Premium Button - 125 x 125
Sky Scraper - 120 x 250

Your image ad placed on The Work at Home Woman's Twitter wallpaper.

lead banner



premium buttons

twitter advertising





Demographics

Facebook
Fans
4,300+

Twitter
Followers
9,300+

Forum
Members
5,800+

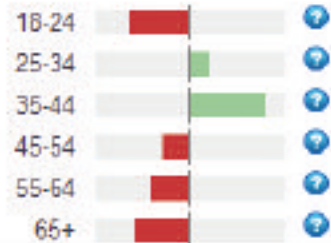
Newsletter
Subscribers
1,500+

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Theworkathomewoman.com

Relative to the general internet population how popular is theworkathomewoman.com with each audience below?

Age



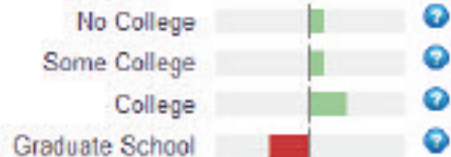
Gender



Has Children



Education



Browsing Location



Advertising with Us:

Are you trying to reach intelligent and sophisticated women and moms? We are willing to share our influence with advertisers who are committed to helping work at home women achieve their goals and improve their lives.

We can combine any of these options into a custom package designed specifically for you. Whether you want traditional advertising, a business listing or a branded campaign, you can trust that your business will be introduced to a highly targeted audience of intelligent, sophisticated and business savvy women.

The Work at Home Woman advertising options can help your business stand out among the rest!

- ... Lead Banner – 728 x 90
- ... Premium Buttons – 125 x 125
- ... Text Links – Will not be placed in editorial content
- ... Newsletter Advertising – 125 x 125 image along with text
- ... Dedicated Email Efforts
- ... Reviews
- ... Giveaways
- ... Twitter Campaigns
- ... Facebook Campaigns
- ... Job Postings
- ... Interviews
- ... Event Listings
- ... Professional Representation

To get started with your custom campaign today, please email advertise@theworkathomewoman.com.