



*the*  
**Work** *at* **HOME**  
*woman*®

**2022**  
Media Kit

# About:

Launched in March of 2009 by Austin-based mompreneur Holly Reisem Hanna, The Work at Home Woman is an award-winning website that helps women find remote careers and home-based businesses that feed their souls.

Designed as a one-stop resource for women wanting to work from home, The Work at Home Woman experience consists of ideas, resources, information, job postings, blog updates, giveaways, and weekly newsletters.



**4.4 Million**  
Annual Users

**57K**  
Newsletter  
Subscribers

PAST SPONSORS



cricut.

brother.

logitech



nexrep

SKILL  
share.



# Point of Difference:

Named by Forbes as one of the best websites for your career, The Work at Home Woman is a highly trusted online resource where women come to gather ideas, obtain information, and garner inspiration and support. More than just a blog, we truly care about the success of our readers and advertisers and personally work with them to build successful outcomes.

AS SEEN ON

Forbes



THE  
HUFFINGTON  
POST

REAL  
SIMPLE

Woman'sDay

WORKING  
MOTHER

SHEKNOWS



Woman'sWorld

Mashable

# Demographics:



- 77% are women
- 37% are 25-34
- 23% are 18-24
- 21% are 35-44
- 70% are from the U.S.

# Social Media



213K



114K



67K



19.4K



13.6K



4.2K



# Advertising with Us:

Do you want to reach women and moms who are ready to work from home? We are willing to share our influence with sponsors who are committed to helping women achieve their career goals and improve their lives.

We can combine any of these options into a custom package specifically designed 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 women who are ready to work from home.



- ... Banner Ads — 365 x 175
- ... Newsletter Advertising
- ... Dedicated Email Efforts
- ... Reviews
- ... Giveaways
- ... Social Media Campaigns
- ... Tik Tok Videos
- ... Job Postings
- ... Social Media Correspondence for Events
- ... Biz Opportunity Listings
- ... Custom Campaigns Available

To get started with your custom campaign today, please email [advertise@theworkathomewoman.com](mailto:advertise@theworkathomewoman.com)