



MEDIA KIT

**Alaina Frederick
Founder and “Chief Giggle”**

alaina@dinkerandgiggles.com

**Twitter: @AlainaFrederick
@DinkerGiggles
Skype: frederick.family.11**

**Dinker & Giggles
c.o. Alaina Frederick
359 Bonnie Vue Dr
Cranberry Twp, PA 16066
(724) 713-2367**

Overview

Summary: Dinker & Giggles was founded in September 2005 as a natural parenting e-commerce boutique. Although our platform has changed from primarily retail to that of a content based nature our focus has remained steady. We seek to provide parents of boys with information and resources to help raise their children into tomorrow's gentlemen. As founder and publisher, Alaina Frederick has a deep connection to the focus of Dinker & Giggles. She herself is a Christian, mother to three young boys, and concerned about the environment for her children's future.

Benefits to Companies and Advertisers:

- Focused content to provided targeted marketing
- Hungry audience seeking only the best for their children
- Active within social networks providing further reach
- Enriched content providing multiple ways for exposure

Focus: Dinker & Giggles is helping families 'raise their stinkers into gentlemen with giggles'. We provide information and resources for parents of boys to help with their specific challenges raise Godly men that will be tomorrow's leaders. Our secondary focus is on Mother Nature by providing information to help families make smart choices to live a greener and smaller carbon footprint life. Of course we do all of this 'with giggles' as we firmly believe that life is not meant to be serious all the time and laughter truly is the best medicine.

Content: Dinker & Giggles has been mostly a text-based informational site and has recently been receiving additional substance through video, podcasts, contests, and more. Articles include quick and easy tips on many aspects of daily life a parent of a boy would encounter. In addition to the text we do our own videos to review products and share insights into our writers personal lives. Newly re-launched is our bi-weekly podcast, GigglesTalk that interviews experts in fields such as homeschooling, organization, Biblical teaching, potty training, environmental resources, and more.

Press: Please note this may be an incomplete listing as we are not always notified when quoted

- **Work at Home Moms Talk Radio** – [WAHM Talk Radio #314](#) June 28, 2010
- **The Chatter Box Show** – [Monday Morning Mavens & Mamavation](#) August 10, 2009
- **jennifer TV Show** – [Real Life, Real Weight Loss](#) June 20, 2009
- **ABC 24CW Eye Witness News** - [What Causes Cancer?](#) May 21, 2008
- **Pittsburgh Post Gazette** – [Better for baby?](#) March 19, 2008
- **West Penn Allegheny Health Systems** – [Environmental Cancer Risks Still Not Well Understood](#) – May 7, 2008
- **WTAE: The Pittsburgh Channel** – [Conveniently Green: Parents Switch To Cloth, Eco-Friendly Diapers](#) – July 26, 2007

Guest Contributor:

- **The M.O.B. Society** - [Alaina Frederick's Articles](#)
- **Profitable Mommy Blogging** - [Alaina Frederick's Articles](#)

Audience

Metrics: Our stats are an **average** based on the **prior two months** of our update month.

Unique Visitors : 7,192

Page Views: 81,293

Average Time on Site: 2 min 7 seconds

Feed Subscribers: 72

Newsletter Subscribers: 79

Alexa Ranking:

- Worldwide - 296,901
- United States - 26,630

Technorati Ranking: Unknown (awaiting approval)

Google Page Rank: 3

Demographics: Combined stats from Google Analytics, Facebook, and survey readers completed.

Age: 25-34

Gender: Female

Marital Status: Married

Children:

47.4% have 2 or more children

77.8% have at least 1 boy child

33.3% have at least 1 child 2-4 years old

22.2% have at least 1 child under 1 yr; 4-6 yrs; &/or 16 yrs+

Reader Lifestyle:

Lifestyle	Did in past	Currently Do	Do Not	Want Do More Often
Breastfeeding	50%	28.6%	21.4%	
Co-sleep	57.1%	21.4%	21.4%	
Recycle		61.5%		38.5%
Homeschool		7.7%	92.3%	
Cloth Diaper		7.1%	64.3%	21.4%
Avoid BPA		76.9%		15.4%
Organic Clothing		23.1%	53.8%	15.4%
Attend Church		57.1%	28.6%	14.3%
Ban Battery Toys		7.7%	76.9%	15.4%
Use Coupons		84.6%		15.4%

Social Media Footprint

Twitter: We use HootSuite to manage our Twitter accounts. This application allows us to report on how many persons clicked any urls we have put onto our stream. We are actively looking at keywords to make sure that we are engaging with those that fit our focus and asking questions we have answers and solutions for.

@AlainaFrederick - 3,147 followers - Klout 52

@DinkerGiggles - 662 followers - Klout 37

Facebook: We engage our Facebook fans on a daily basis. Through notifications of new content on our site, as well as Facebook only updates on our favorite products, resources, and giveaways.

Business Page - facebook.com/DinkerandGiggles - 933 'likes'

Personal Page - facebook.com/alainafrederick - 106 'likes'

Personal Profile - facebook.com/frederickalaina - 1,507 friends

Advertising Formats & Pricing

Website Pricing: Graphic ads will appear above the fold when sizing allows. Text links will appear on the sidebar and must be less than 140 characters.

Size	125 x 125	250 x 250	Larger Graphic
Monthly Rate	\$50	\$75	Please Contact Us

Newsletter Pricing: Graphic add will appear within the sidebar of our weekly newsletter for four weeks.

Size	Featured Sponsor (includes weekly write up)
Monthly Rate	\$50

Podcast Pricing: Ad will be run during a convenient break within our podcast. Can be a .MP3 or we will read from provided text copy. Podcasts are posted bi-weekly and run an average of 20 minutes. Featured sponsors receive text link within podcast recap on website.

Duration	15-second spot	30-Second Spot	Featured Sponsor/Month
Rate	\$50	\$90	\$175

Payment Policy: Invoices will be sent to you for payment via Paypal (preferred payment method) or Money Order. Paypal invoices will come from payments@dinkerandgiggles.com for your reference and this is for Paypal only not for customer service or other contact reasons.

Discounts: When purchasing multiple ad spots, placements or monthly spots together discounts are available. Typically a 15% discount is extended but may be more depending on the advertising/sponsorship package.

Ad Policy

- Please note policies can and may change at anytime.
- No refunds on ads.
- Ads may be refused based on content or product/site being promoted.
- All ads must reflect the values of Dinker & Giggles.
- Graphics must be provided - we do have an in-house artist in graphics are needed.

Review/Giveaway Policy

- Product reviews will only be done when a sample is provided.
- Samples are not returned.
- Affiliate links may be used within review if program exists.
- Negative aspects of product will be posted along side positive.
- We do not guarantee product review will be published should item not meet our standards.
- Reviews are typically published within 3 weeks of receiving sample, unless editorial calendar permits.
- Giveaways will only be done after review sample is received in-house to deem quality of product.
- Giveaway items are shipped from your facility and must include a shipping tracking number.

For your reference our main testers include (contributing authors/interns may also be on the testing circuit):

- Mom, 30 (expecting #4 in June 2012)
- Dad, 33
- Boy a, 8
- Boy b, 6
- Boy c, 4