



## ABOUT THE KOALA MOM

The Koala Mom (formerly the Koala Bear Writer) was founded in 2006. It seeks to encourage and inspire moms in the daily tasks of motherhood. The Koala Mom shares engaging articles and tips about mothering (including pregnancy and birth), marriage, homeschooling (early elementary), exploring Vancouver, books and more.

**6,800+**

MONTHLY UNIQUE VISITORS

**9,900+**

MONTHLY PAGE VIEWS

**15,000+**

SOCIAL MEDIA FOLLOWERS

**500+**

EMAIL SUBSCRIBERS

## ABOUT BONNIE

Bonnie is a Canadian, Catholic mom living in the Vancouver area. She has a B.A. in English (2006) and a B.A. in writing (2014). Bonnie has been married to her husband since 2007 and together they have four daughters (Sunshine 9, Lily 7, Jade 4 and Pearl 1) and a baby on the way in December 2017. Bonnie grew up homeschooling (grades 1-12) and is now homeschooling her daughters. She likes lattes, snow, and koalas.



**BONNIE WAY**

Influential Content Creator



**4,300+**

@TheKoalaBearWriter



**5,700+**

@KoalaMomBlog



**4,100+**

@TheKoalaMom



**1,000+**

+BonnieWay



**2,500+**

@KoalaMomBlog

## SERVICES OFFERED

- Sponsored Posts
- Product Reviews
- Reviews & Giveaways
- Sidebar Ads
- Social Media Campaigns
- Packages
- Conference Sponsorship

Have something else in mind? [Contact me](#)

For all sponsored opportunities, payments can be made via PayPal.

## THE AUDIENCE

**85%** Female

**65%** Aged 24-44

**45%** From the U.S.

**25%** From Canada

**32%** Blog visitors come from social sources

*Source: Google Analytics*

## TOPICS THEY LOVE TO READ

- Reviews
- Children
- Homeschooling
- Mothering
- Pregnancy
- Traveling
- Recipes
- Faith
- Marriage
- Books & Movies

## PAST PARTNERS



## WHAT THEY SAY

"Bonnie Way is, above all, a writer. This is most apparent in the thoroughly professional way in which she approaches her work. You'll never find Bonnie doing a cut-and-paste job, taken directly from a press release. Oh, no! She gives every review the time, attention, and serious thought that are so rare in today's blogosphere. The results are honest, articulate, perceptive, and engaging reviews, which are helpful not only to Bonnie's readership, but also to my clients. I love working with Bonnie, and you will, too!" ~ Elizabeth Waldman Frazier, Waldmania Public Relations

"It was a pleasure to work with Bonnie on our Back-to-School campaign. Her review was well-written, concise and posted on time. I look forward to working with her again in the future." ~ Lisa, Oliver's Labels Social Media

# ADVERTISING RATES

## Editorial Sponsored Post

**Rate \$300**

An evergreen post which includes up to three links. Option of pre-written post (provided by sponsor and subject to editing for spelling, grammar, voice) or custom written post (sponsor provides images, key messaging, links). Each sponsored post will include two pins, one Facebook share, five tweets, and one Instagram picture. All sponsored posts are tagged as a “sponsored post” and include a small print disclosure at end of post indicating compensation was provided.

### **+ Add social media outreach**

**additional \$25/each**

Social post on Facebook, Twitter, Instagram and/or Pinterest

### **+ Add a giveaway to the post**

**no additional charge**

Prize must have a minimum value of \$50. You are responsible for providing and shipping the prize directly to the winner(s). Please note prize value is not considered as part of the sponsored post rate.

## Product Review

**Rate \$150**

Review post fee of \$150 plus the product to be reviewed. I will personally test and write one blog post about the product. Posts include up to 3 links to brand’s website as well as photos of the product being used (if possible). Each review post includes two pins, one Facebook share, five tweets, one Instagram picture. All review posts include a small print disclosure at end of review indicating product was provided for review. (Fee waived if product/service being reviewed is more than \$200 in value.)

### **+ Add a giveaway to the post**

**no additional charge**

Prize must have a minimum value of \$50. You are responsible for providing and shipping the prize directly to the winner(s). Please note prize value is not considered as part of the sponsored post rate.

## Gift Guide Listing

**Rate \$100**

Seasonal gift guides may include Christmas, Mother’s Day, Father’s Day, and Back to School. Rate includes a paragraph, link and image in the gift guide. Review or sponsored post to accompany gift guide listing available for 50% off above rates (e.g., gift guide listing plus accompanying product review would be \$175). Please email to enquire about upcoming gift guides.

# ADVERTISING RATES

## Twitter Participant

**Rate \$200**

Participation in a 1-hour Twitter party. Rate includes my time at the party with retweets of the host tweets/questions as well as general party tweets. The rate also includes one pre-party tweet per day, one Facebook post and a short blog post with Twitter party details and RSVP.

## Social Media Campaigns

**Rate Varies**

A social media outreach which includes brand messaging, photo provided by you and a link to your desired webpage. Social post on Facebook, Twitter, Instagram and/or Pinterest \$25/each. Package discounts available for multiple posts.

## Sidebar Ad

**Rate Varies**

A graphic ad placed in the sidebar of my blog. Ad graphic to be provided by you in the following format: 300 pixels in width, height negotiable. Sidebar ads on a month-to-month basis are \$75 per month. Discounted rates for long-term advertising as follows: 3 months \$200; one year \$750.

## Conference Sponsorships

**Rate Varies**

I will promote your brand both online and at the conference or event, including:

- Dedicated posts before and after event
- Thank you mentions and/or “sponsored by” with logos and links on conference-related posts
- Tweets before, during and after conference
- Facebook updates and links
- Sidebar ad for 3 months around event

Please contact me for details or potential events.

## Packages

**Rate Varies**

Have something else in mind? Let’s create the perfect package that works for you and your brands specific outreach needs.

Let’s talk at [bway\\_writer@yahoo.ca](mailto:bway_writer@yahoo.ca)

# SOME WORK SAMPLES

Check out a variety of projects I have done for my pleased clients. Visit the [blog](#) to see more of my work.

## Aveeno® Baby Helps Jade's Dry Skin

APRIL 1, 2015 | BY: BONNIE WAY | 5 COMMENTS

I first noticed Jade's dry skin a few days after her birth. I asked my midwife about it, because I hadn't noticed flaking or itching skin on my first two daughters. She assured me that dry skin was normal for a baby and that I could just use whatever lotion I used on my own skin.

However, Jade (now two) has continued to have dry skin and I've learned that I need to be careful to take care of her skin. When we went back to Alberta for her first Christmas, the dry winter air caused her to develop bad rashes on her cheeks. It took me months to treat that. Then she began scratching her upper arms and backs until her skin bled and scabbed.



To take care of Jade's skin, I started using the AVEENO® Baby Daily Care line. I use AVEENO® Baby Wash & Shampoo in her bath. I've tried various bath products and even, for a while, washed her just with water because I was worried about the chemicals in various soaps. Some soaps can actually dry baby's skin more or cause other reactions. With AVEENO® Baby Wash & Shampoo, I don't have to worry about Jade's sensitive skin because it's gentle enough even for daily use.

Every night when getting her ready for bed, I put AVEENO® Baby Daily Lotion on her. I give her arms, legs, back and tummy a quick massage with lotion. Thankfully,

## How to Choose the Right Family Doctor for Your Pregnancy

NOVEMBER 2, 2015 | BY: BONNIE WAY | 5 COMMENTS

One of the biggest hassles and stresses that comes with moving to a new city is finding a new family doctor. If you are pregnant, then this is even more stressful. After having three (almost four!) babies and living in six different cities, I've experienced my share of doctors and prenatal care and the stress of finding the right care during pregnancy.



Now, the Vancouver Division of Family Practice is making it easier for pregnant moms to find a prenatal doctor. PregnancyVancouver.ca features an interactive, searchable map of family doctors who offer maternity care and a collection of information and resources for pregnant patients. You can also refine your search preferences according to the language spoken by the doctor or whether you prefer a male or female physician.

If you're wondering how to choose the right family doctor for your pregnancy, here are a few tips to consider, from my own experience with four pregnancies and 6+ care providers.

## Heritage Camping at Rocky Mountain House National Historic Site

AUGUST 17, 2016 | BY: BONNIE WAY | COMMENT

"We're going to camp in a tipi!" Sunshine told her grandparents, aunts and uncles, cousins, friends, and anyone else we ran into. I smiled at her excitement, because I was nearly as excited as she was. Since booking our stay in the Heritage Camping at Rocky Mountain House Historic Site a few weeks before our visit, I'd been counting down the days until we arrived.

On Sunday afternoon, we bought some groceries and hit the road. The girls listened to an audio book while I followed the zigzag road to Rocky Mountain House. The National Historic Site is easy to find; there are big signs along the highway. It's located just five minutes outside of town.

### Arriving at Rocky Mountain House National Historic Site

We checked in quickly at the Visitor Centre and then followed their directions to the Heritage Camping area. Two more staff members waited there to show us our tipi. When they left, we had the campground to ourselves. The girls ran circles and checked out the tipi while I unloaded the van.



## Get Access to Every 'Adventures in Odyssey' Episode Ever!

AUGUST 20, 2015 | BY: BONNIE WAY | COMMENT

It's August, which means it's nearly time for your kids to pack up their pencils, zip up their backpacks, and hop on the school bus (or sit down at the kitchen table with you for school). Aside from prepping them for their new teachers, new classes, or maybe even a new school (or new school routine at home), it's important to prep their faith.

Sign your whole family up for *Adventures in Odyssey's* Odyssey Adventure Club for a special price of \$9.99/month. The club is an essential tool to teach your children to share their faith at school, to be bold, and to grow in their relationship with God.



Sunshine and Lily love audiobooks so they've been enjoying the Adventures in Odyssey stories. Recently, we listened to the Drop Box, a story about Whit and Eugene going to South Korea to meet Pastor Lee Jong-Rak and find out about his

# READY TO ROLL?

Let's talk at [bway\\_writer@yahoo.ca](mailto:bway_writer@yahoo.ca)