



BABYBOOMSTER.COM MEDIA KIT

ABOUT BABY BOOMSTER

TRAVEL | FOOD | WELLNESS | LIFESTYLE | FOR BABY BOOMER WOMEN OVER 50

BabyBoomster.com is a blog dedicated to fabulous Baby Boomer women over 50 who want to enjoy life on every level. They love to travel, eat healthy, and live well so they can stay active and vibrant for as long as possible. The Baby Boomer generation is affluent, adventurous, and computer savvy. They are looking for easy ways to explore the world and their communities, look and feel young, and find avenues to reinvent themselves so they can rock their retirement years.

MEET REBECCA FORSTADT OLKOWSKI



Rebecca is a purveyor of all things fun and a diehard foodie. She loves to travel and writes from anywhere on the planet she happens to land, even if it's in her own backyard. (Los Angeles) Her topics include travel, food, culture, entertainment, wellness, longevity, and issues that concern active women over 50.

FEATURED IN & ON

THE
HUFFINGTON
POST





BABYBOOMSTER.COM AUDIENCE

Current as of 9/5/2018



4K



@Baby_Boomster

5K



@BabyBoomster

1K



2K



@rebeccaolkowski

9K



420

SUBSCRIBERS

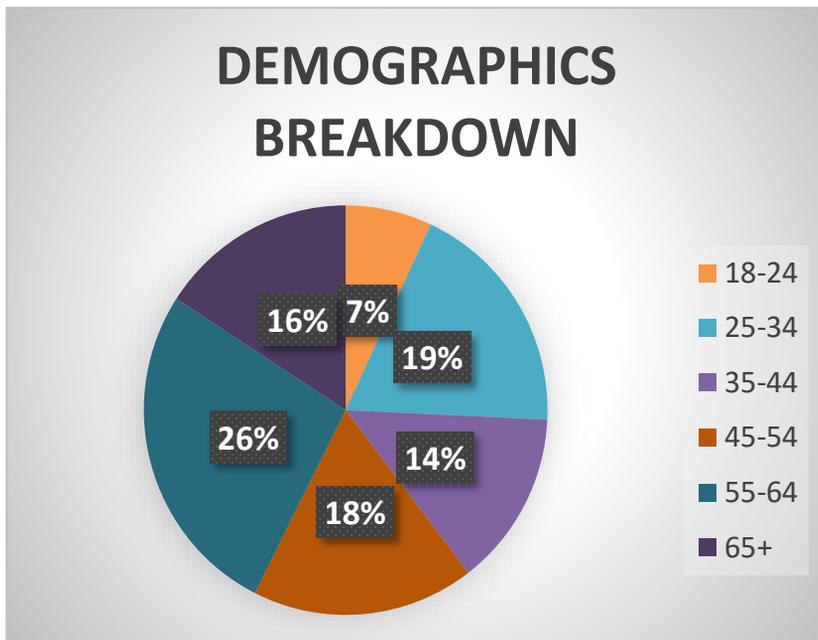


12K

PAGEVIEWS/MO

8K

UNIQUES/MO



75%

FEMALE READERS



25%

MALE READERS

READERSHIP BY LOCATION

1. CALIFORNIA
2. NEW YORK
3. PENN
4. ILLINOIS
5. TEXAS
6. FLORIDA
7. MICHIGAN
8. VIRGINIA



BABYBOOMSTER.COM CONTENT

TOP PERFORMING BLOG POSTS

1. [Fashion - Best Women's Clothes and Accessories Over 50 - Online Stores](#)
2. [7 Best Online Exercise Programs for Women Over 50](#)
3. [12 Tips to Avoid Fainting in Public and Hurting Yourself](#)

PHOTOGRAPHY/INSTAGRAM SAMPLES



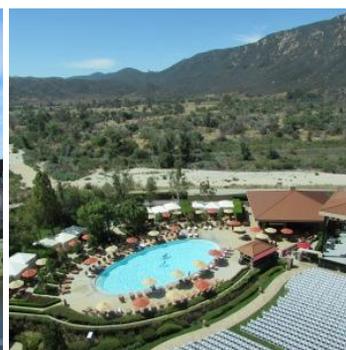
TRAVEL



FOOD



TRAVEL



BRAND PARTNERSHIP

BRAND PARTNERSHIPS

NIC+ZOE



ANCHOR BAY
ENTERTAINMENT™

classmates™

REDKEN
5TH AVENUE NYC

vsp individual
-vision plans

Walgreens

AARP
Member-Advantages



GLASSESShop.com
online prescription eyeglasses expert

L'ORÉAL



Institute for
Better Bone Health



BABY BOOMSTER



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HOW TO WORK WITH ME

SPONSORED POSTS/REVIEWS

I write **paid** sponsored posts for brands to promote or review products for a range of different products in the **travel/lifestyle** genre including beauty, fashion, and wellness. Rates are dependent on your requirements starting at \$500.

PRESS TRIPS - TRAVEL

I am based in Los Angeles and am available for hosted press trips to International and U.S. locations in exchange for blog post, & social media promotion.

AFFILIATE PROGRAMS

If your company has an affiliate program that fits my **women over 50** demographic please let me know and I will apply. I insert text links and banner ads into my blog post content and dedicated posts linked to your product or service.

TARGET MARKET

Active and adventurous women over 50

ADVERTISEMENTS

Ad space is available on a **monthly basis**

728 x 90 ads after posts - \$50

340 x 340 or smaller sidebar ads.

Ads within a post (various sizes) - \$30 - \$50

GIVEAWAYS

Giveaways are fun way for me to connect to new readers. However, at this point, I do not do them for free as they are time intensive. I require a sample of the product + a sponsored post fee as compensation for writing and sharing on social media.

SOCIAL MEDIA INFLUENCER

I am active on social media, primarily Twitter, (4 accounts) Facebook, Instagram, and Pinterest and will post for brands for \$25 per post.

FOR MORE INFORMATION

Contact Rebecca Olkowski:

rebecca@babyboomster.com

818.515.7880

LET'S WORK TOGETHER



REBECCA FORSTADT OLKOWSKI

babyboomster.com

Rebecca@babyboomster.com

(818) 515-7880



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MAILING ADDRESS:
4400 W. Sarah St. Ste 7
Burbank, CA 91505