



## 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. She has also been a professional voice-actor for over 35 years.

### FEATURED IN & ON

THE  
HUFFINGTON  
POST





# BABYBOOMSTER.COM AUDIENCE

Current as of 2/23/2019



/BabyBoomster

5K



@Baby\_Boomster  
@RebeccaOlkowski

15K



@BabyBoomster

1K



/BabyBoomster

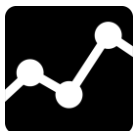
187K



420

SUBSCRIBERS

## Blog Analytics

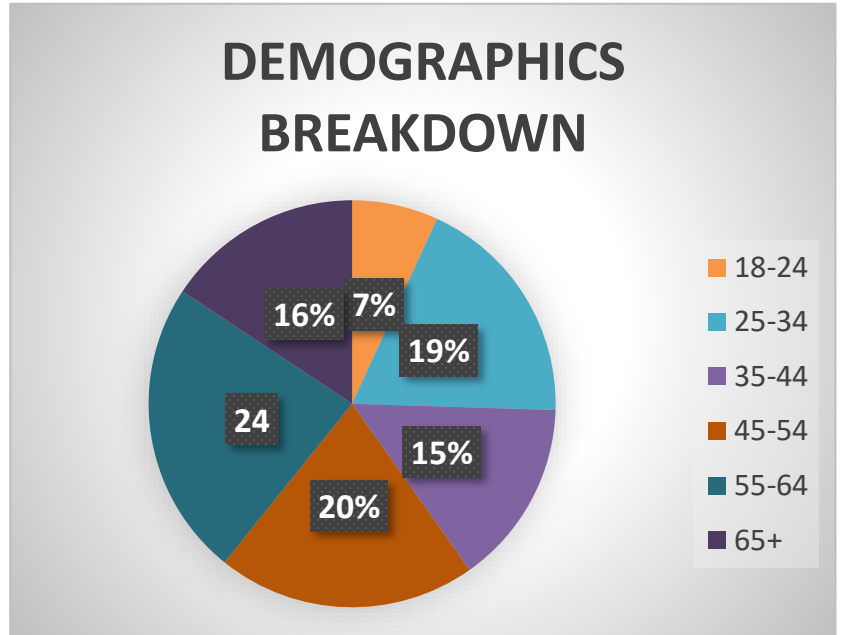


15K

PAGEVIEWS/MO

10K

UNIQUES/MO



75%

FEMALE READERS



25%

MALE READERS

## READERSHIP BY LOCATION

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

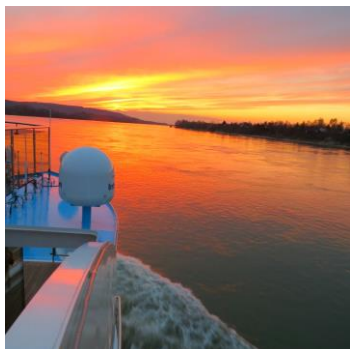


# BABYBOOMSTER.COM CONTENT

## TOP PERFORMING PAGES AND 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



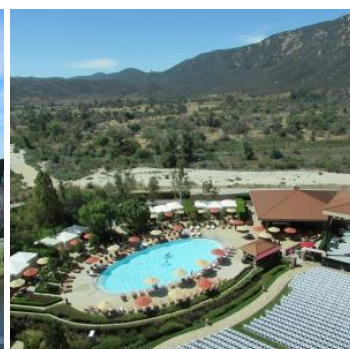
TRAVEL



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

OMRON®

L'ORÉAL

GARY POPPINS  
POPCORN





## 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, wellness, and entertainment.

1. Blog post and Social Media Shares on Facebook and Twitter starting at **\$350**.
2. Blog post and social media shares on Facebook, Twitter, Instagram 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.

BABY BOOMSTER

### TARGET MARKET

Active and a fabulous women over 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, (3 accounts) Facebook, Instagram, and Pinterest and will post for brands for \$50 per post.

### TEXT AND BANNER ADVERTISING

I am open to advertising opportunities if they are in sync with the core values of BabyBoomster.com. Please read my About Page and email me for details.

<https://www.babyboomster.com/about/>

### FOR MORE INFORMATION

**Contact Rebecca Olkowski:**

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WWW.BABYBOOMSTER.COM

# LET'S WORK TOGETHER



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[@BabyBoomster](https://www.instagram.com/BabyBoomster)



[BabyBoomster](https://www.pinterest.com/BabyBoomster)



[BabyBoomsterTV](https://www.youtube.com/BabyBoomsterTV)

## **MAILING ADDRESS:**

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