



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 3/29/2019



/BabyBoomster

5K



@Baby_Boomster
@RebeccaOlkowski

15K



@BabyBoomster

1K



/BabyBoomster

2K



420

SUBSCRIBERS

Blog Analytics

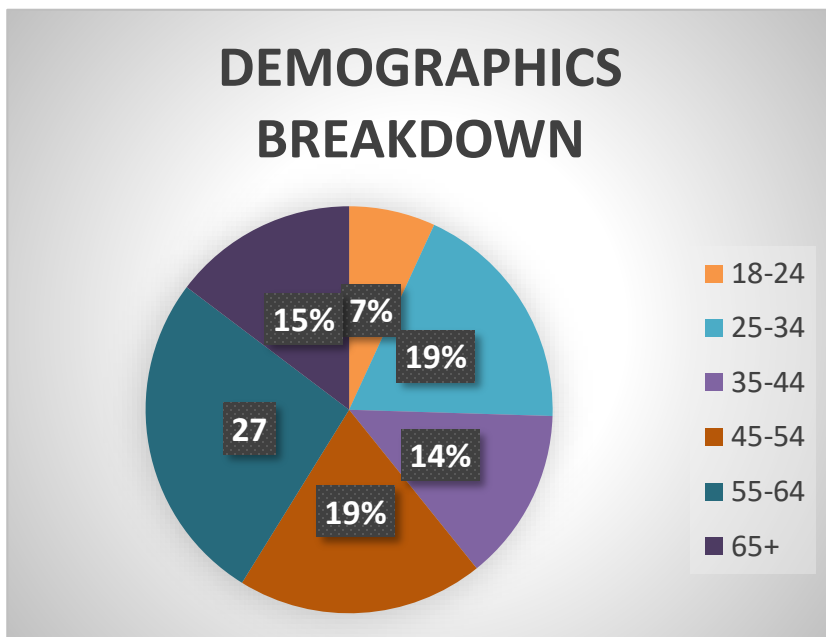


15K

PAGEVIEWS/MO

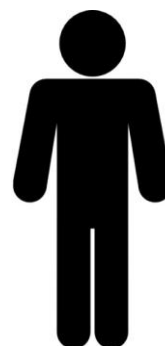
10K

UNIQUES/MO



80%

FEMALE READERS



20%

MALE READERS

READERSHIP BY LOCATION

- | | |
|---------------|----------------|
| 1. CALIFORNIA | 7. PENN |
| 2. NEW YORK | 8. OHIO |
| 3. TEXAS | 9. MICHIGAN |
| 4. VIRGINIA | 10. N.CAROLINA |
| 5. FLORIDA | |
| 6. ILLINOIS | |

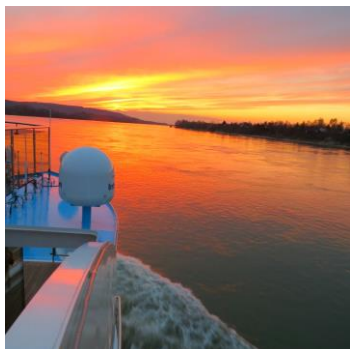


BABYBOOMSTER.COM CONTENT

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



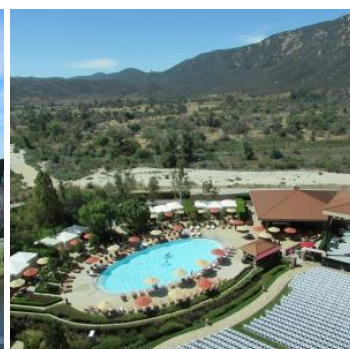
TRAVEL



FOOD



TRAVEL



BRAND PARTNERSHIP

BRAND PARTNERSHIPS

NIC+ZOE



classmates™

AARP
Member-Advantages

vsp individual
-vision plans

BIG
BUS
• TOURS •

Walgreens

The Nature
Conservancy 



Anthem. 
BlueCross

OMRON®

REDKEN
5TH AVENUE NYC



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 **\$500**.
2. Blog post and social media shares on Facebook, Twitter, Instagram starting at **\$700**

BRAND WRITTEN POST

If you have a post you would like to share with my audience to promote and link to your brand prices start at **\$300** – The post must be original and not published elsewhere on the Internet

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 write reviews and place text links/banner ads.

TARGET MARKET

Active and a fabulous women over 50

GIVEAWAYS

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, 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/>

PRESS EVENTS

I am located in Los Angeles and am happy to attend local events as well as sponsored travel-based press trips in the U.S.A and abroad.

FOR MORE INFORMATION

Contact Rebecca Olkowski:

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LET'S WORK TOGETHER



Please follow me on social media



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[@Baby_Boomster](#) and [@RebeccaOlkowski](#)



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