

50 Shades of Age

Media Kit



A Little About Myself and My Readers



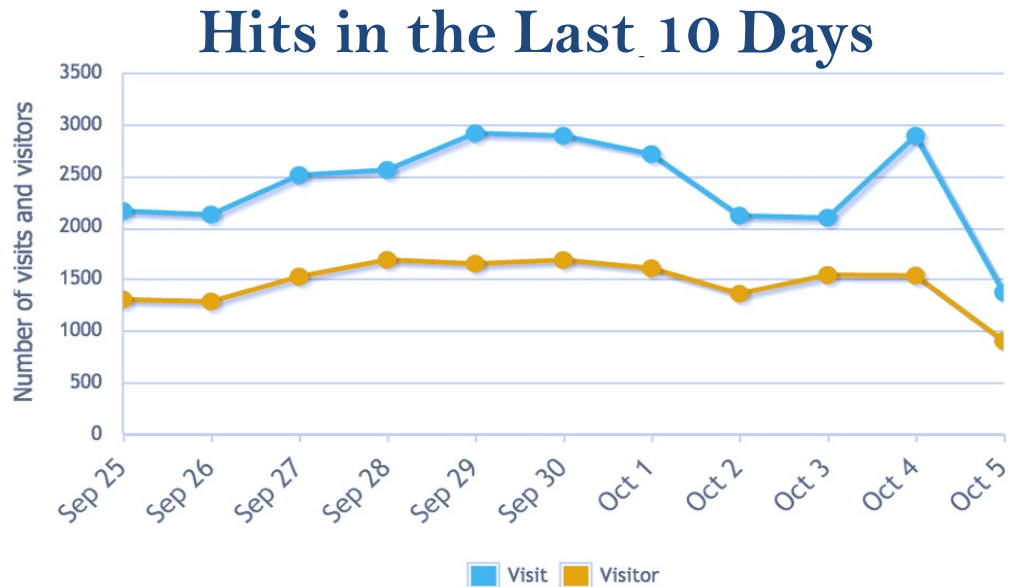
Women my age often complained to me that they became invisible once they reached half a century. The majority of us have led a busy fulfilled life being mothers, wives and co-breadwinners. After reaching that milestone age of 50, with kids leaving the nest and feeling unemployable, I felt a big void in my life. It was with this in mind that I decided to start up 50 Shades Of Age – **a website where I could reach out to my sisters and tell them that their lives could be so much more.** I wanted to be the voice for the new-age 50 something year olds to empower and motivate them to feel worthy again! We have so much to offer.

I write about **life, baby boomer topics, travelling, fashion , health and fitness.** My passion is travel and I hope to keep bringing more stories about this very popular past-time for our age group. The over 50's age group are the fastest growing group of jetsetters. We are off 'spending the kids inheritance' and seeing a bit of the world! There is a **whole new market out there for my generation** as we become more savvy at 'surfing the net' on our iPhones, iPads and Tablets.

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Blog Statistics

In only 3 years **50 Shades of Age** has grown rapidly with a readership averaging 1500 a day. I estimate that this will grown to over a 2,000 a day by next year. My posts are **regularly ranked highly on the first page of Google** and I encourage readers to become engaged in my articles. I am always searching for new ways to promote my blog and regularly guest write for other blogs of the same genre. I am a member of several women's blogger forums to keep up to date with what is new in the blogging world.



Monthly Page Views:

45,224

Monthly Visits:

193,655



Facebook
727 Likes



Twitter
781 Followers



Instagram
517 Followers



Pinterest
105 Followers



Recent Campaigns

Numerous companies have already **successfully** used **50shadesofage.com** as a platform for advertising their services and products.

Product Reviews



Sponsored Posts



A Closer Look

In 2016, I was given an exciting opportunity in partnership with the **Japanese National Tourism Organization**, **All Nippon Airways** and **Prince Hotels** to travel through Japan on a familiarization trip.

After a whirlwind trip of six days in Tohoku in Northern Japan my campaign included:

- Five review articles featured on my website 50shadesofage.com with professional photographs taken by myself during the trip
- One of my articles and photographs featured on the Japanese National Tourism Organization website.
- Numerous Social Media posts on Facebook, Twitter, Pinterest and Instagram.

One of the articles can be viewed in full here: <http://www.50shadesofage.com/2016/07/12/seeking-samurai-in-kakunodate/>



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Let's Work Together

Sponsored Posts and Product Reviews

My sponsored post fee is \$200 payable in advance, plus the product, item or service if applicable.

Ad placement

Advertisements will be positioned of the left hand sidebar of my Home page

Rates are as follows;

- 220 x 220 (large square) - **\$55.00 per month***
- 220 x 110 (rectangle) - **\$50.00 per month***

*artwork and web link to be supplied

A discount will be offered for advertisements booked for longer periods of time.

Affiliate Links

I offer affiliate links to brands who are a good fit for my website. I am currently working with:

- Wotif
- Adventure Tours Australia

Social Media Promotion

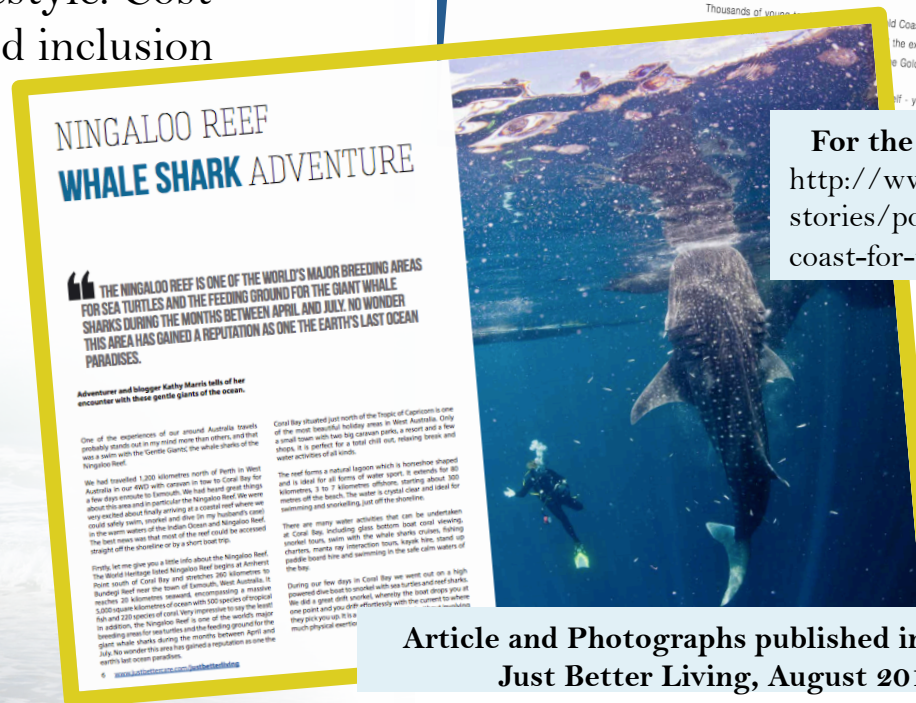
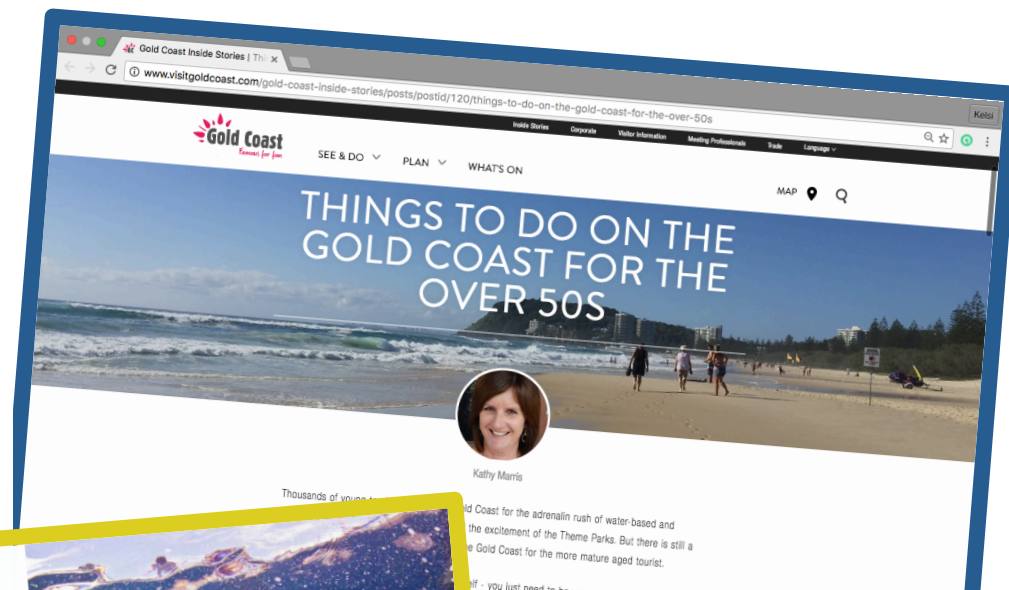
I can create a broad social media promotion campaign across all platforms such as Facebook, Google+, Twitter, Instagram and Pinterest. Fee is based on length and frequency of campaign



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Freelance Writing

Want an article published on your website or in your magazine? I can provide freelance writing services across a broad range of subjects, particularly travel and lifestyle. Cost for this service depends on length of the article and inclusion of photos and graphics.



For the full Visit Gold Coast article please see:
<http://www.visitgoldcoast.com/gold-coast-inside-stories/posts/postid/120/things-to-do-on-the-gold-coast-for-the-over-50s>

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Contact Me

For any further details or to discuss advertising opportunities, please don't hesitate to contact me.

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**Find Me on
Social Media
Here**



<https://www.facebook.com/50shadesofagecom/>



[@50shadesofage](https://www.instagram.com/50shadesofage)



<https://twitter.com/50shadesofage>



<https://au.pinterest.com/kathymarris/>

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