

STEPMOMMING

it's not who you are. it's what you do.

ABOUT THE BLOG

What began as a joint-venture between mom and stepmom has grown into the go-to destination for insecure and overwhelmed stepmoms seeking comfort and guidance navigating blended family life. The site provides emotional, insightful, and educational resources, helping readers to feel more confident and fall in love with their unique role in the stepfamily.

STEP

Momming



ABOUT THE BLOGGER

Kristen has been a member of a stepfamily her entire life, and it's her personal mission to help other stepmoms thrive in their roles! Her readers often tell her she's relatable and help them see they're not alone in their feelings, questions, and tribulations. Through her blog, courses, and social media platforms, they learn that stepmomming is not their entire identity and begin to write their own happily ever afters.



DEMOGRAPHICS

- 94% are women
- 52% are 25-34
- 28% are 35-44
- 77% are from U.S

SITE TRAFFIC

58,000 Monthly Page Views	34,000 Monthly Unique Visitors
5,000 Newsletter Subscribers	3:01 Average Time on Site

SOCIAL MEDIA



4,000 Followers
[@stepmomming](#)



13,500 Likes
[@stepmomming](#)



3,200 Followers
[@stepmomming](#)



1,500 Followers
[@stepmommingblog](#)

COLLABORATION OPPORTUNITIES

- Sponsored Posts
- Brand Ambassadorship
- Product Reviews
- Product Placement
- Giveaways
- Events and Travel

CONNECT

Contact me for collaboration and branded content.

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PAST PARTNERSHIPS

