

(STEP)momming

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 resource for overwhelmed stepmoms seeking comfort and guidance navigating blended family life. We help women rediscover their identities outside of stepparenting and reinforce that they're more than "just a stepmom" by regularly posting a variety of women's lifestyle content in addition to stepparenting support.



ABOUT THE BLOGGER

Kristen Skiles is a proud wife and stepmom, currently located near Dallas, Texas! Kristen grew up as a stepchild with a very involved stepdad and one long-distance dad and a few different stepmoms over the years. Couple that with the fact she was business partners and roommates with her stepdaughter's mom for a season, and it's safe to say, she offers a unique perspective! Her readers often tell her she's relatable and help them to see the stepmom role in a new light after rediscovering their unique identities.

DEMOGRAPHICS

92% are female
42% are 25-34
31% are 35-44
79% are from U.S

SITE TRAFFIC

| | |
|---|--|
| 105,000 Monthly Page Views | 61,000 Monthly Unique Visitors |
| 13,600 Newsletter Subscribers | 2:46 Average Time on Site |

AS SEEN ON



StepMom
ONLINE MAGAZINE

SOCIAL MEDIA



19,900 Likes
[@stepmomming](#)



6,400 Followers
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5,600 Followers
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1,500 Followers
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COLLABORATION OPPORTUNITIES

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

CONNECT

Contact me to find out more about how we can work together.

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