

Your Host: Darren Rowse
web: ProBlogger.net
twitter: @ProBlogger
facebook: facebook/problogger



Guest: Tsh Oxenreider
web: SimpleMom.net
twitter: @SimpleMom
facebook: facebook/simplemomblog



Our Webinar Hashtag is #PBWebinar





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my top income generators:

AN OVERVIEW

Tsh Oxenreider
SimpleMom.net
@SimpleMom



- 1. private ads**
- 2. network ads**
- 3. affiliates**
- 4. book publishing**
- 5. freelancing**



1. private ads

When you want complete control of the advertising, you want to set your own price, and you're not afraid of the work.

STARTING OUT WITH PRIVATE ADS:

- Keep your rates low (for now)
- Offer discounts for first-time advertisers
- Always keep your spots full
- Make a professional-looking media kit
- Don't wait for them to come to you
- Less is more



1. private ads

HOW TO CALCULATE AD RATES:

- CPM
- Look at other bloggers' media kits
- Don't sell yourself short! It affects us all.
- Consider the size and placement of ads:
simplelivingmedia.com/advertise/rates-specs/



2. network ads

BENEFITS:

- They score bigger companies (with more money)
- Professional stamp of approval

COSTS:

- They get a significant cut
- Sometimes you don't have as much control
- Sometimes they take awhile to pay

LOOK FOR:

Ability to retain creative control, professionalism, not a long contract. Talk on the phone. Ask around.



3. affiliates

WHAT SEEMS TO WORK BEST:

- Find products & companies that match you
- Keep your eyes open when you visit other blogs
- Look up products you use already
- Diversify
- Check the commission percentage
- Change
- Best: genuine, natural mention in a post
- Run giveaways of your affiliates
- If it's not working, stop



4. book publishing

BENEFITS:

- You can tap into your own interests and talents
- Increases your authority in your niche
- You set price point (in self-publishing)

LOSTS:

- Takes a LOT of time
- Contracts can be stingy in traditional publishing
(get an agent!)
- Lots of publicity legwork



5. freelancing

BENEFITS:

- Platform is already there
- Well-established sites pay pretty well
- Builds your own brand's credibility

LOSTS:

- Takes mental energy away from building your own platform
- You often have set deadlines you can't miss
- They still expect you to promote through your platform



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*Simple
Living
Media*

2012
*advertising
opportunities*

our mission

In all our endeavors at Simple Living Media, our mission is the same: to help people live simply.

Simple living doesn't mean ugly living. All about celebrating decor, fashion, music, and art that speaks to you.

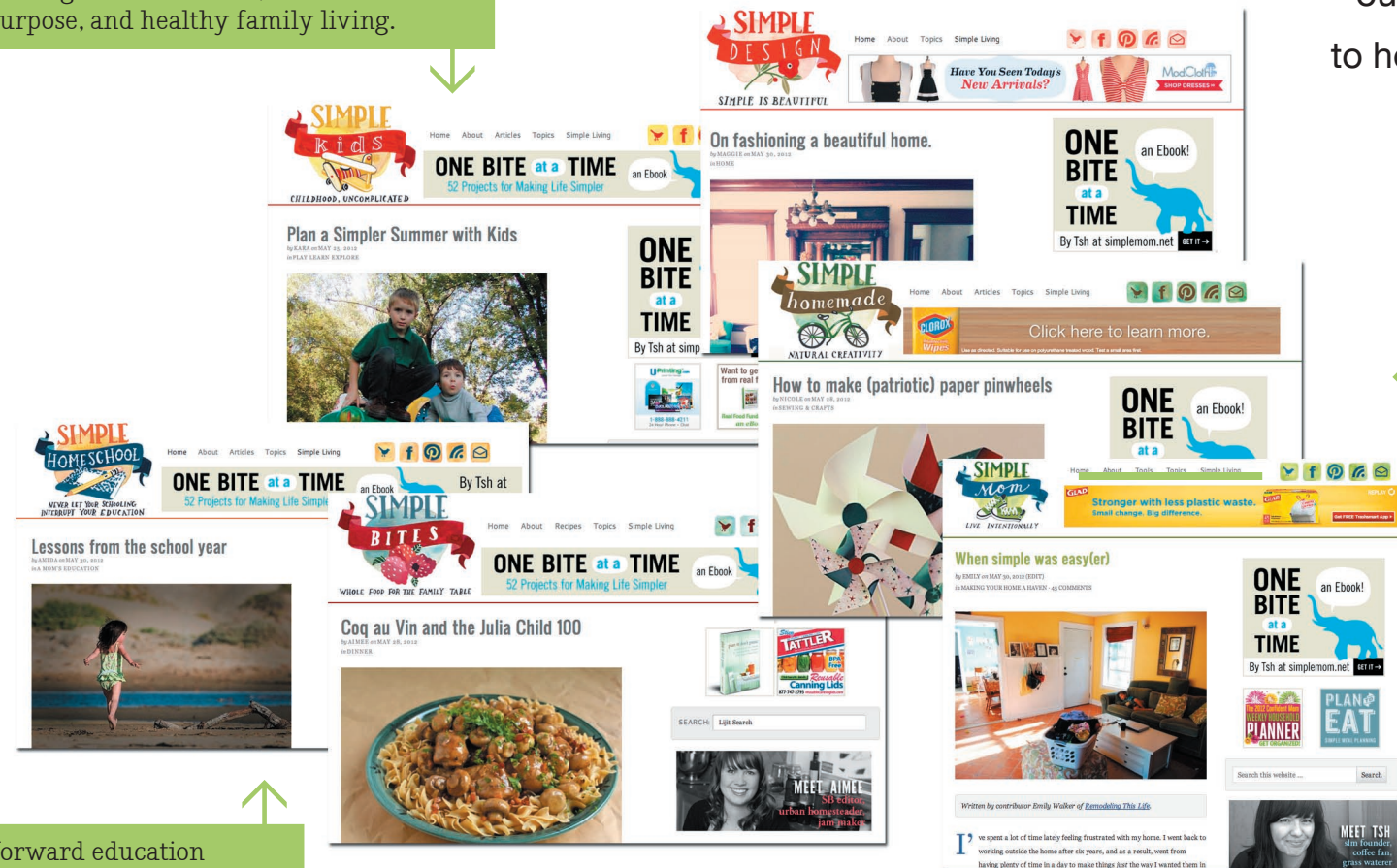
Uncomplicated childhood in a complicated world. All about delightful innocence, kids activities with a purpose, and healthy family living.

Homemade, creative living with a family-friendly purpose. All about mindful living, wise stewardship, natural health, and tapping your inner creative.

Straightforward education from the home, for the family. All about curriculum choices, academic inspiration, and uncomplicated homeschool ideas.

Delicious, nourishing food for everyone in the family. All about seasonal cooking, menu planning, eating fresh, whole foods, and healthy preparation.

Intentional living. All about productivity, organization, money management, and taking care of yourself and your relationships.



about us



We are a team of six women, each editing one of the Simple Living Media blogs.

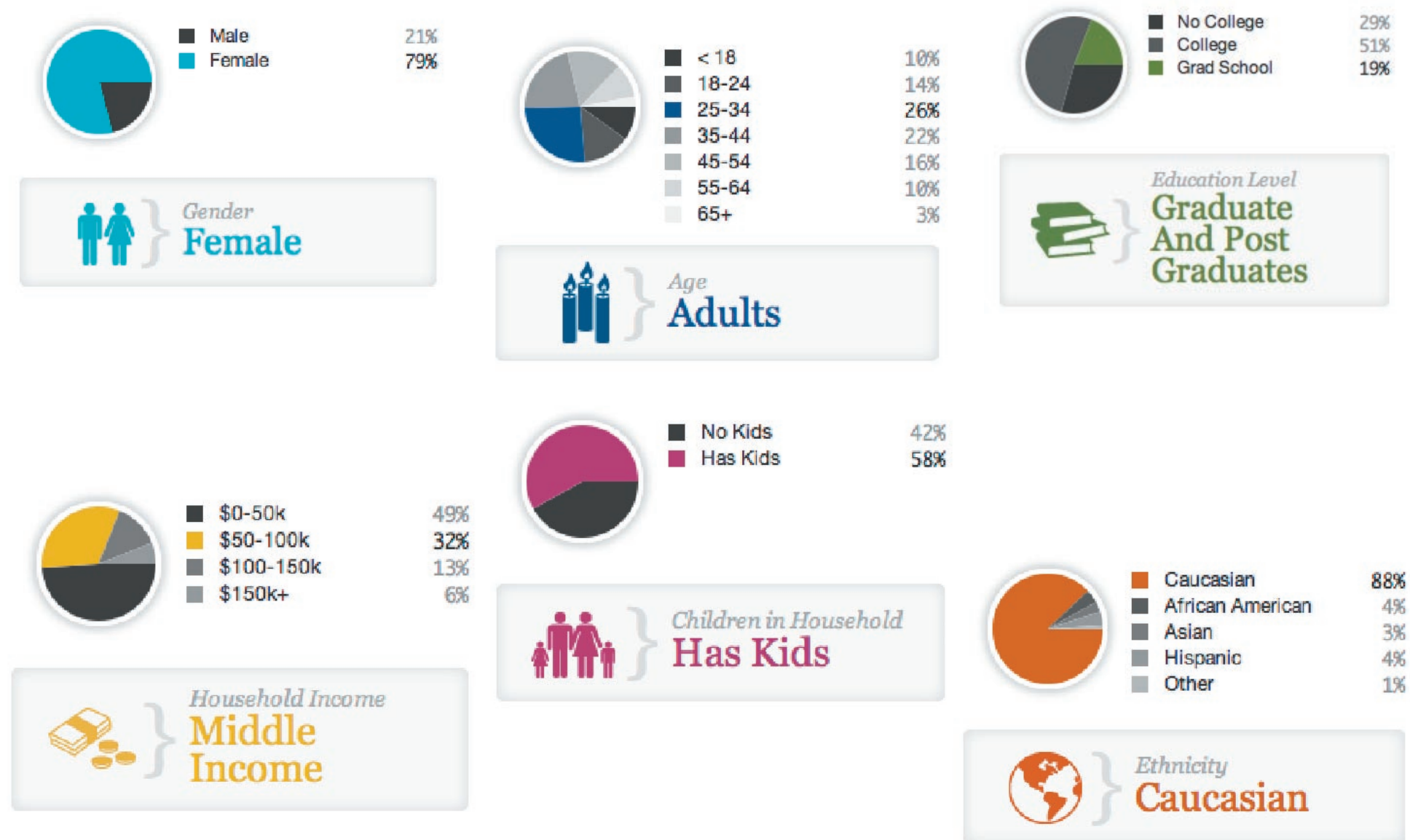
We are all mothers, wives, and friends, each with a uniquely directed passion
to help other families live more simply.

Combined, the Simple Living Media family has over 25 men and women contributors
living worldwide, from Texas to California, Montreal to the Montana.

The founder of SLM is Tsh Oxenreider, editor of Simple Mom
and author of the books Organized Simplicity
and One Bite at a Time: 52 Projects for Making Life Simpler.

about our readers

For the most updated information, head to simplelivingmedia.com/advertise/demographics



what others are saying

“

“Sometimes I stumble upon a blog that knocks me off my feet. SimpleMom.net is that blog. ...I am not a mom, but I'm in love with this blog. ...I love the way the blog is organized and designed. I love the simple writing and inspiring ideas.”

- Leslie Judson, HGTV

“[This] easy-to-navigate site is loaded with tips for clearing clutter, getting healthy dinners on the table, paring down paperwork, and finding time for yourself.”

- Better Homes & Gardens, July 2009 issue

“I consider Tsh my blogging mentor. Tsh is the most intentional, organized and forward thinking blogger that I know. She is highly influential and has earned the trust of thousands of people. I consider it a privilege to be associated with her and Simple Living Media on any level.”

- Nester, TheNester.com

“From public speaking to the business of digital publishing, Tsh Oxenrider is one of the most talented women I have been fortunate enough to work with. She is personable, smart and always over delivers. Tsh, and her brands, are known for excellence. SLM is a smart choice for brand partnership. Working with Tsh and her properties will continue to be priority for BlissDom and Blissful Media Group.”

- Allison Worthington, AllisonWorthingtonMedia.com

“SimpleMom.net is the best online community for ideas, insight and inspiration. I've advertised regularly with Simple Mom and have been overwhelmed with the response. It's a great investment for web based advertising.”

-Lisa Leonard, LisaLeonardOnline.com

“Aimee Wimbush-Bourque, a busy mom of two boys, is a tireless kitchen goddess of the foodblogosphere. Her delicious food blog, Simple Bites, emphasizes the importance of bringing the whole family together around the table on a daily basis.”

-Babble.com

“It's no wonder that Simple Mom has such a large, loyal fan base: the content is both phenomenal and relevant. We were thrilled to partner with Simple Mom, and found that the traffic generated by our ad exceeded our expectations by far.”

- Lisa Albrecht, LaundryTree.com

“I can't say enough good things about being an advertiser with Simple Living Media. Like the Simple Living blogs, the readers are thoughtful, appreciate aesthetics and detail, and are willing to invest in quality products that make their lives better. That's exactly the kinds of person I want to reach out to. Simple Living Media has provided – hands down – the best value for our advertising budget. ...As a small business operating in a tight economy, we have a limited advertising budget, so every dollar counts. The ROI we've seen from advertising with Simple Living Media has been amazing.”

- Charie Park, PearBudget.com

“Pragmatic and nurturing, Simple Mom is my go-to blog for learning how to manage my home with efficiency and grace. The inspiration you'll find there is like vitamins for weary homemakers.”

- Julia Cho, Ohdeedoh.com
(ApartmentTherapy.com)

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editorial calendar

Each month the network has a different theme, with each channel occasionally covering that theme with its unique angle. Other topics will be added to the mix, but having an overall theme unifies our network and provides a great way to prepare advertisers and promote products.

2012 Editorial Calendar : Themes & Topics

	NETWORK THEMES	BITES	DESIGN	HOMEMADE	HOMESCHOOL	KIDS	MOM
JAN	health	healthy food goals	launched in May '12	green goal setting, real food	day in the life, school goals for the year	new beginnings, goal setting for kids,	evaluating priorities, making yearly goals
FEB	living on and with less	one pot meals, menu planning	launched in May '12	homemade cleaners & personal care	educational priorities & philosophies	winter, Valentine's Day, literacy	money mgmt basics, living holistically, finding your passions
MAR	nesting, nurturing	comfort food, kids & nutrition	launched in May '12	natural parenting, preparing a garden	nurturing homeschool environment, putting family first	creating a kid-friendly home, rhythm and routines	cultivating a heart for home, prioritizing people
APR	organizing, spring cleaning (literal & figurative)	organization & productivity in the kitchen	launched in May '12	repurposing, turn off your TV, eliminate toxins	balancing home & school, decluttering	TV Turn Off Week, natural toys, Easter	nesting, spring cleaning paperwork
MAY	relationships, community service	breakfast, sourcing local ingredients	simple summer style, thrift haul launch	paper crafts, community gardens, CSAs, farmers markets	learning as a family, giving to others	family relationships, children as citizens	saying no, outside the home, self care
JUN	travel, family time	cooking with the family, quick bites	style ideas for travel, wardrobe ideas to pack, easy beauty tips for travel, father's day gifts	outdoor crafts, eco-friendly travel	a global mindset, educational vacations/memories	family reunions, kid-friendly travel, summer	vacations/staycations, low-key summers, quality family time
JUL	the outdoors	outdoor entertaining, picnics, & grilling	style ideas for the outdoors (camping, beaching, picnicking, hiking, swimming, etc.)	homemade ice cream, natural health tips for being outside	nature study, science, unplugging	connect with nature, fitness & outdoor activity	outside for health, family outdoor ideas
AUG	life preparation, goal making	seasonal eating, preserving summer	building a simple wardrobe, building basics for the home, music for the season	beach/summer-themed crafts, home energy efficiency	character education, benefits of homeschooling	developing practical life skills, family mission statement	family life documents, jan goal checkup
SEP	education & lifelong learning	cooking school: back to basics; batch cooking	back to school style ideas, fun last minute travel items	sewing school, public library, women's health	learning goals for parent & child, motivation	back to school, making educated parenting choices	making school goals for kids, adult education
OCT	autumn, seasons (literal & figurative)	celebrating harvest, slow-cooked meals	fall looks, fall beauty, simple and stylish costumes for kids	yarn crafts, staying healthy in flu season, vaccinations, home remedies	phases of learning, educating w/ the seasons	ages and stages (child development), autumn	seasons in parenting, nature enjoyment
NOV	holidays, extended family, gatherings	bakeshop pro, homemade edible gifts	styling your home for the holidays, holiday wardrobe looks, gift ideas	natural alternatives for cooking, handmade gifts	keeping school simple & positive, involving extended family	family history/family trees, manners and expectations	extended fam r'ships, hostessing
DEC	ending the year, celebrations, traditions	entertaining simplified, holiday favorites	handmade shopping, simple new years looks, winter wardrobe for kids	holiday/winter crafts, eco-friendly holidays, green/nontoxic toys	holiday schooling, traditions, end-of-year reflections	creating family traditions, simple holidays	analyzing the year, mission statements, xmas

advertising options

Here are some options you have for partnering with Simple Living Media.
We're also open to your creative ideas, so let us know what you've got in mind.

1 image & content advertising on site
either on a single SLM blog, or network-wide on all six

2 newsletter sponsorship
a solo feature in our "Best of Simple Living Media" quarterly email

3 giveaway sponsor
participation in a twice annual giveaway week

[learn more...](#)

1 image & content advertising on site

either on a single SLM channel, or network-wide on all six



For the ad spaces in **green**,
we have partnered with Federated Media,
the most reputable and trusted partnership ad network
on the Internet.



- For the ad spaces in **blue**,
we have partnered with Advertising Your Way
to help you to create a customized ad campaign on any (or all)
of our channels. Each advertising slot is sold according
to the previous month's impressions and includes:
- a static, 125x125 pixel image ad,
 - a text link mention in the RSS feed's footer, and
 - a sponsored post on each SLM channel where your ad is shown, or
 - a 24-hour weekend giveaway,
highlighting your product or site in a dedicated post.

A screenshot of the Simple Mom website (www.simplemom.com) illustrating various advertising opportunities. The website has a green header with the Simple Mom logo and navigation links. A large green banner at the top right displays the dimensions "728 x 90". Below the header, a main article titled "When simple was easy(er)" by Emily Walker is featured, with a photo of a living room. To the right of the article is a large green ad space labeled "300 x 250". Below the article is a search bar and a "MEET TSH" section. Further down, there are sections for "MY BOOKS" featuring "ONE BITE TIME" and "Organized Simplicity", and "SPONSORS" featuring "SIMPLE BITES" and "SIMPLE homemade". At the bottom, there are sections for "STILL FRESH" with an article "Be online. But be offline, too." and "Weekend links". Various smaller ad spaces are marked with dimensions: two 125 x 125 pixel image ad spaces, a 160 x 600 banner ad space, and a 125 x 125 pixel image ad space.

2 quarterly newsletter sponsorship

a solo feature in our “Simple Living Special” newsletter email



Simple Living Media offers our most dedicated readers a free, quarterly e-newsletter highlighting our best content for their weekend reading.

Newsletter sponsorship means dedicated, prominent ad space, where you are the only advertiser.

this includes:

- 1-2 static images at the top of Simple Living Special, along with a short description
- a reminder at the end of the e-mail to check out your site
- completely solo sponsorship = optimal attention
- attention from our most loyal readers, when weekend shopping is on their minds
- you add an exclusive giveaway for free to generate even more attention

3 giveaway sponsor
participation in a seasonal giveaway contest for our readers



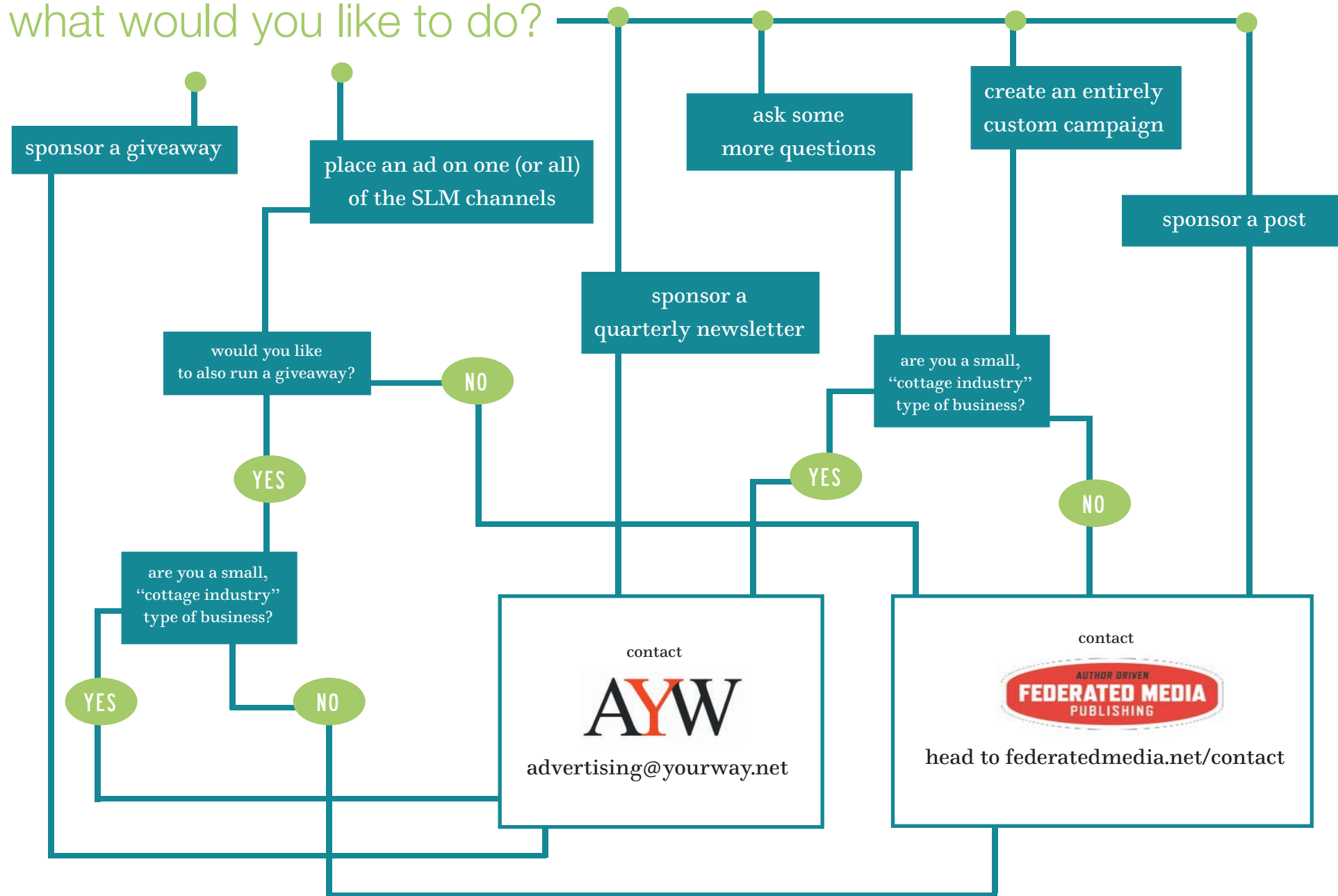
Twice a year, we host a roundup of giveaways, one in the spring or summer, and one the week after Thanksgiving to kick off the holidays.

We build excitement with multiple giveaways each day across the network, and this generates social media buzz and reader attention as we leverage Twitter, Facebook, and subscriber incentives to enter each contest multiple times.

Sponsoring a giveaway means dedicated attention on one post, highlighting your company and your product of choice.

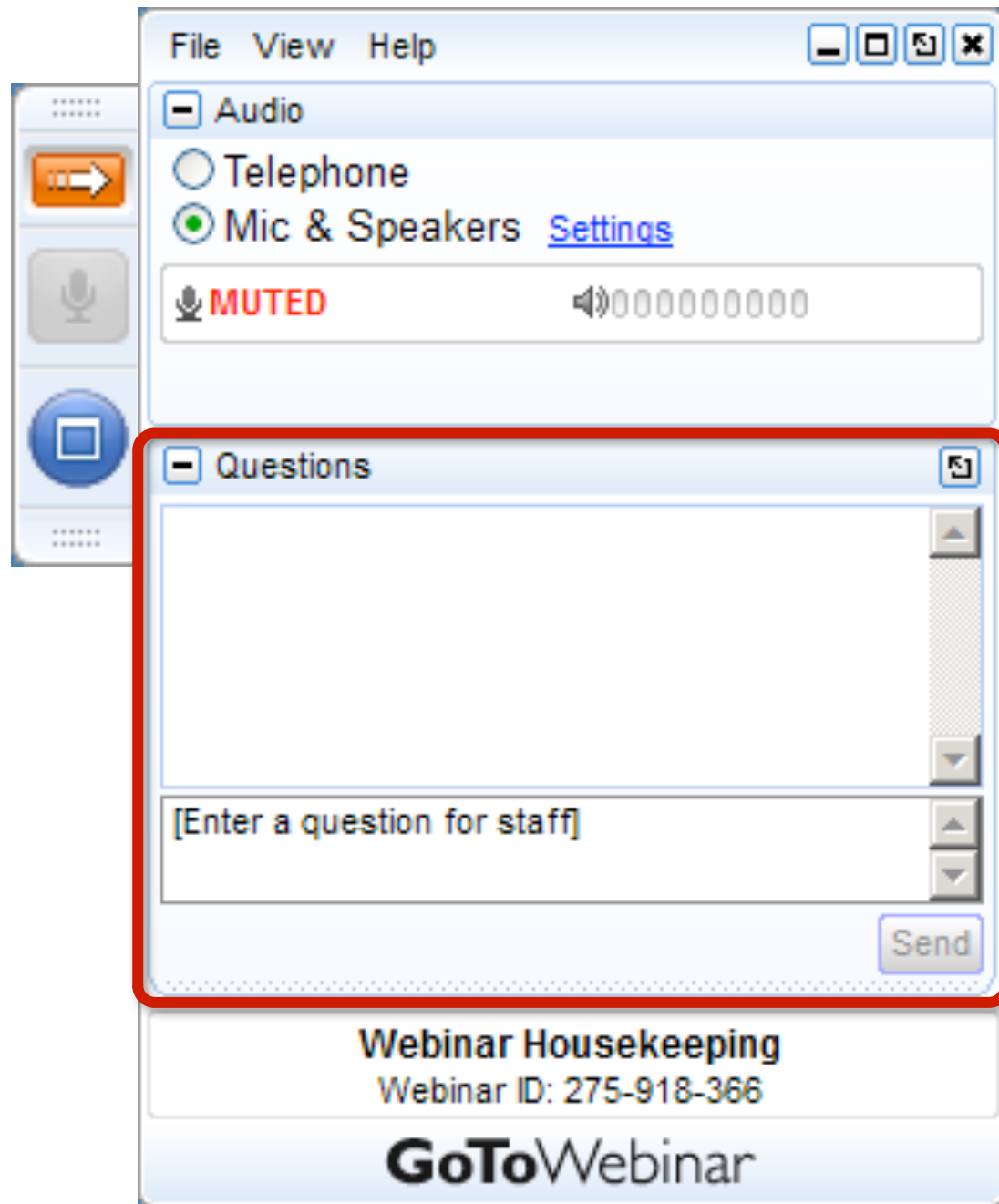
All season long, we link back to the landing page of the giveaway week in our sidebars.

what would you like to do?



Questions? Just ask. We look forward to chatting with you!

Questions?



Your Participation

Please submit your text questions and comments using the Questions Panel

Note:

We will do our best to get through as many questions as possible but it is unlikely we'll get through them all.

Today's presentation is being recorded and will be provided within 48 hours.

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