

POPSICLE BLOG



SOUTHERN CALIFORNIA LIFESTYLE We invite you to visit [Sandy Toes and Popsicles, best known as Popsicle Blog](#), one of Orange County's family fun lifestyle blogs...sharing with you the simple joys of childhood fun. [Popsicle Blog](#) is updated daily with family fun ideas, crafts, recipes, family travel, personal musings and fun things to do around the OC and SoCal. Come and play with us. We want to have fun with you!

ABOUT Being a mom to three boys, I find that I am always trying to find ways to entertain my kiddies. Almost seven years ago, I decided that I needed to know Orange County better and find fun places and things to do that my kids would love. I found that we could enjoy an entire summer of fun activities around our very own community of Orange County, without ever getting bored. When my friends started asking me how I find all these great fun things to do, I decided to start a blog to share our many adventures. That is how [Popsicle Blog / Sandy Toes and Popsicles](#) began.

Since June of 2009, [Popsicle Blog](#) has been a source that moms and dads come to daily for weekly lists of great things to do around Orange County and Southern California, parenting tips, travel and crafts....and LOTS of recipes! Our readers consist of mainly of parents, families and grandparents, but we have many others who visit us too. Our readers are in varying age groups with most readers having at least one child. We work very hard in providing honest and valuable reviews on kid-friendly and family friendly activities as well as products, restaurants, travel places. Most of all, we love family, and love finding ways to keep kids and parents active, stimulated and enjoying the simple things in life.

STATS Each number is a current monthly average via Google Analytics, as it varies and continues to grow each month...yay! Screenshots are always available upon request. *per Feedburner

Unique Monthly Visitors: 80,000- 100,000+
Feed Subscribers*: 2,920
Twitter Followers: 10,250
Pinterest Followers: 2,800
Instagram Followers: 2,780

Page Views per month: 250,000 - 350,000+
Page Facebook Followers: 5,450
Personal Facebook Followers: 575
Google Page Rank: 3
Klout Score: 70

REVIEWS | GIVEAWAYS

If you would like to showcase your product or service to **Sandy Toes & Popsicles** readers you will need to supply a non-returnable sample in order for us to give an honest and accurate review. Available reviewers are: 42 year old male, 35 year old female, 11 year old male, 8 year old male and 3 year old male. Your product will be featured in a blog post and include digital photographs and may include video. We will also include company details, anchored keyword links, suggestions and purchasing information. You will also need to provide any links to the brands social networks. Please note, review product received must be at least a \$50 value or a small fee will apply.



Reviews with Corresponding Giveaway: Giveaways are an effective way to generate traffic to your website and/or product. A requirement for entering giveaways is to visit the sponsor's website and comment on a product forcing entrants to actually visit your site. We do require that you handle prize fulfillment by shipping the product to the winner within 14 days. We also require that if you are giving away a gift card/certificate that it will at least cover the cost of one product and shipping of the product.

ADVERTISING OPTIONS

- 125x125 ad button
- Text links
- Facebook Updates
- 300x250 ad button
- Giveaway only posts
- Instagram Feature
- 728x90 ad button
- Posts
- 120x600 ad button
- Tweets

Please email for rates • no refunds, • advertisements geared to women, moms, children, families only • no landing pages to adult sites • all users must land on the same page • ads must be grammatically correct • ads cannot offend based on race, gender, sexual preference, disability • no spam ads

FEATURES | AWARDS | AMBASSADORSHIPS

Some places we've been featured include: Huffington Post, HGTV Blog, Buzz Feed, Sweet'N Low, Top 25 SoCal Moms 2013, Circle of Moms, Mimi's Cafe Ambassadorship, Swimways Ambassadorship, Harvest to Home, InStyle Magazine, Spoonful, Babble, Legoland Website, Family Fun Magazine, OC Family, OC Register, The Segerstrom website, Tip Junkie, PopSugar, ucreatewithkids, The Mother Huddle, iVillage, Yum for Kid's Magazine and many more.

WHO'VE WE WORKED WITH

Some of our past and current sponsors include: Legoland Hotel and Resort, Knott's Berry Farm, Disneyland, Land of Nod, BJ's Restaurants, Dave & Busters, Angel Soft, Dole, Hotel Indigo, Pacific Edge Hotel, Hunts, California Strawberries, EcoAtm, Disney Interactive, Whole Foods, McDonald's, Medieval Times, Pirates Dinner Adventure, OC Zoo, The Segerstrom Center, David Tutera, Tyson, Cool Whip, WishCraft, Shaun White for Target, The Children's Place, Del Real Foods, Disneyland, OC Fair, LA County Fair, Discovery Science Center, Zoomars, Aquarium Of The Pacific, Verizon, Casey's Cupcakes, Walgreens, Little Bella Boutique, Mia Moo Designs, i Candy Handmade, Tiny Whales, Ridemakerz, Disney On Ice, Ringling Bros. & Barnum and Bailey Circus, Irvine Park Railroad, Riega Foods, Ruby's, Lazy Dog Cafe, Dragonfly Hollow, Chick-fil-A and many more.

WE'D LOVE TO WORK WITH U

GET IN TOUCH!

editor: Jill Parkin
address: 8495 East Amberwood St
Anaheim Hills, CA 92808
phone: (714) 906-4729
email: jill@jillparkindesigns.com
websites: sandytoesandpopsicles.com
rockinboys.com
facebook: SandyToesandPopsicles
twitter | instagram | pinterest | vine:
@popsicleblog