

Est. 2013

The Pinning Mama

Constantly Create.

Hi I'm Kimber, the mom behind **The Pinning Mama**. Welcome to a unique community where we believe it doesn't have to be hard to be great! Our readers are empowered daily with family friendly recipes, simple and doable ideas for crafts, DIY projects, and decor, as well as, ideas for kids and family fun. With my background in sales, marketing and photography, and three kids of my own, I concentrate on bringing fantastic ideas to my readers through experiences, projects, and activities. With some posts boasting over a million pins, I specialize in creating *uniquely compelling and sharable* content.



Kimber Matherne
mama@thepinningmama.com
Local to Salt Lake City, UT
Kids Born: 2/10, 6/12, 10/14
Military Wife

Proficient in: Photography,
Adobe Photoshop, Illustrator,
and Premiere Pro

Speaker at
Type A Parent Conference {10/15}
Topic: Pinterest

Pinner's Conference {11/15}
Topic: Stretching Your Menu

Blog Reach

www.thepinningmama.com

Monthly Pageviews

883,846

Monthly Unique Visitors

561,630

*Updated 10/15

Social Reach

 46K pinterest.com/thepinningmama	 3K @thepinningmama
 15K facebook.com/thepinningmama	 13K @easyfamilyrecipes
 5.5K @thepinningmama	 5K Daily + Weekly RSS

Noteworthy



Pinned over 1MILLION times!

With a strong focus on photography and visual story telling, most of our posts are shared on pinterest many thousands of times.



Affiliate Links clicked 20K+ times monthly!

Thoughtful research and SEO is an important part of our strategy for each post so the right people continue to find the post over both the short and the long term.



Extras downloaded 1K+ times monthly!

Extra value for our readers, such as free printables, is added whenever possible. These make our posts more shared, pinned, clicked, and downloaded.



Shared on Facebook over 20K+!

Specializing in simple and unique projects, these posts have a wide appeal and are often shared virally on social media and featured by media outlets.

Demographics

92%
Female

60%
are between the ages of
25-44

86%
live in the
United
States

Featured



Services offered

Sponsored Blog Post | Recipe Creation
Instagram Post | Press Trips | Speaking
Brand Partnership | Brand Ambassador
Video | Giveaway | Conference Sponsorship

Pinterest Consulting: SEO, Maximizing
Exposure, Creating More Compelling Content

Open to entertain creative partnership ideas!