



Because parenting is better served with frosting!

Food, family, product reviews, and travel

frostedfingers.com

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### audience

The target audience for Frosted Fingers is women between 25-35 years old. Most would probably be mothers with an income between \$50-100k.



88% of readers are women



13% are between 18-24

26% are between 25-34

21% are between 35-44



32% of readers have an income of \$50-100K

11% of readers have an income of \$100-150K



51% are college educated  
12% have attended grad school



### about frosted fingers

On Frosted Fingers you can find general posts about a lot of recipes, pregnancy, babies, books read, having children, some crafts, product reviews, and travel. Coming soon are some posts about weight loss and general household and bill management.

Learn more at [frostedfingers.com/about](http://frostedfingers.com/about).



### about the blogger

Paula Krueger is a 36 year old mom to 4. She's been married to her high school sweetheart for 12 years. They have 4 kids together: 2 boys, ages 9 and 5; and 2 girls, ages 7 and under 1. They have a dog and 3 cats. She enjoys baking, reading, and music in her "me" time.

### services

- Product Placement
- Sponsored Recipe Posts
- Giveaways
- Brand Ambassadorship
- Events
- Banner Ads
- Recipe Development
- Photography
- Writing



### reach

Monthly Pageviews:

14,242

Monthly Unique Visitors:

11,755

Twitter Followers:

6,719

Facebook Fans:

3,896

Pinterest Followers:

2,283



### past brand collaborations



English Muffins

