

BRAND GUIDE



ERIN CHRISTOPOULOS

[@MOMLIFEHANDBOOK](https://www.instagram.com/momlifehandbook) | [PR@MOMLIFEHANDBOOK.COM](mailto:PR@momlifehandbook.com)

I'm Erin, a mom + and podcast host who helps busy millennial moms create a more intentional approach to everyday life. As a former K-8 teacher, I use my experience to help moms tackle their challenges in ways that are both practical + effective. And with that comes a passion for creating content that helps parents find the products + resources designed to help them take on their busy lives with greater confidence + ease. I'd be honored to partner with you to create content that authentically reflects your brand + resonates with our shared target audience.



5K



1K

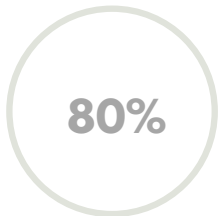
DEMOGRAPHICS



WOMEN



AGE



USA



HONEST HISTORY



WIWIURKA
IMAGINE PLAY MORE

GRASS HOPPER

ASSETS

PHOTOS \$250 EA.

5-PHOTO BUNDLE \$1,000

SHORTFORM VIDEO \$500

Up to 60 seconds of edited video content formatted for TikTok or Instagram to convey your message in an engaging way.

BLOG ENTRY \$250

Minimum 600 words.

All assets come with 1-year licensing

SOCIALS

SOCIAL MEDIA POST + STORY BUNDLE \$150

Posts are one-time and never deleted from my feed unless requested.

Stories include up to 60 seconds with a \$15 charge for each additional 15-second frame required by sponsor.

Frames added at my discretion will not incur additional charges.

Commercial Licensing + Whitelisting Rates Available with Socials Upon Request