



# Jamie Scrimgeour

LIFE COACH + PODCAST HOST + CONTENT CREATOR

## INSPIRING YOU TO LIVE A KICK-ASS LIFE WHILE BRINGING YOU ALONG AS I CREATE MY OWN.



*hey there, I'm Jamie!*

Personally, I'm a wife, stepmom of three, mom of one. Professionally, I'm a Life Coach with a specialization in Stepfamily Dynamics, top-charting podcast host, and a digital content creator.

I'll give you the Coles Notes version of how I wound up here – when I first became a stepmom, I was a 26-year-old, childless bachelorette, who accidentally fell in love with a single dad with three kids. (I always say accidentally because believe it or not, marrying a man with kids was NOT in my 5-year plan.)

As a Child Of Divorce and Child Protection Worker with a background in Psychology and Social Service Work, I thought I knew what I was signing up for when I decided to become a stepmom.

Spoiler alert. *I was wrong.*

When I went to the internet for support, I was disappointed with what I found. Amongst the overwhelming amount of support for moms, stepmoms were left out. There is a huge double standard between moms and stepmoms. Moms are encouraged to keep it real, while stepmoms' challenges were plagued with judgement and stigma.

Long story short, after a lot of work on myself and my family, I decided to create the type of support I was looking for.

Now, through my blog, top-charting podcast and membership site, I create content and have conversations about all things motherhood, step-motherhood and living a KICK-ASS Life.

I'm on a mission to open up the conversation about blended family life and debunk the stepmom stigma along the way.



# The Podcast

The KICK-ASS Stepmom Podcast is a raw and real conversation about all things motherhood, step-motherhood and living a KICK-ASS life. To date, the podcast has over one million downloads worldwide.

We book both :60 and :15 mid and preroll ads. Two-three sponsors are booked per episode. All ads are read by me in a conversational style.

Each sponsor is shared on a weekly recap on my Instagram Stories, with over 30,000 authentic followers so your brand will also get a BONUS tag that's linked to your site and/or Instagram page.

Each sponsor is added to my favourite's page on [www.jamiescrimgeour.com](http://www.jamiescrimgeour.com) for the duration of our agreement.



FOR STEPMOMS WHO WANT TO LIVE A KICK-ASS LIFE

## STATISTICS

**1.2M+**  
total downloads

**6K**  
downloads  
per episode  
within 30 days

**4.5 star**  
rating on itunes

## AUDIENCE

**77%**  
of listeners are from  
the United States

**15%**  
of listeners are from  
Canada

*recent partners*

**evive**



**betterhelp**



**HELLO  
FRESH**

**REVIVAL  
MARTIN&CO.**

**NuCalm**  
Own the day.



**COZY EARTH**



**lululemon**

**os&oakes**

**StepMom**  
MAGAZINE



**ZERO SUGAR  
HYDRATION**

**RUGGABLE**

## PAST GUESTS

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**CAT AND NAT**

Creators of #momtruths



**THE BIRDS PAPAYA**

Content Creator



**LORI HARDER**

Cover Model + Author



**GABBY BERNSTEIN**

#1 NY Times Bestselling Author



**LIBBY WARD**

Content Creator



**KRISTA WILLIAMS**

Top-Charting Podcast Host



**ALLIE CASAZZA**

Bestselling Author



**TERRI COLE**

Bestselling Author

## PAST EPISODES

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How To Deal With A High-Conflict Ex  
with Naja Hall

**10.4k downloads**

Stepmom Real Talk: It Wasn't Always This Easy  
with Amy Bernhard

**9.2k downloads**

Growing Through Massive Life Change  
with The Birds Papaya

**8.8k downloads**

The Truth About Our First Year Of Marriage  
with Darren + Jamie

**12.5k downloads**

How To Prevent His Ex From Impacting Your Marriage  
with Darren + Jamie

**11.3k downloads**

Healing The Mother Wound  
with Bethany Webster

**8.8k downloads**

*Conversations with my  
husband Darren  
are a listener fav!*





## WHAT PEOPLE ARE SAYING

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★★★★★

*Being a new stepmom I was looking for a community that could be open and honest but also solution oriented. Jamie lays it out in a way you can completely relate, but then gives you the tools you need to navigate the situation. It is inspiring stuff!*

REVIEW FROM ITUNES

★★★★★

*This podcast is the best thing out there for Stepmoms and I wish I had it in my life years ago. Jamie's perspective is refreshing, honest and hilarious and the experts she interviews are fantastic. Whether you're a struggling stepmom or you just want to feel like you're not alone, this podcast is a definite necessity.*

REVIEW FROM ITUNES

★★★★★

*I am not a Stepmom but I still enjoy listening to Jamie's show weekly. I am especially here for the self care, motherhood and the episodes she does with her husband are so great!*

REVIEW FROM ITUNES







30,000+

INSTAGRAM

3% engagement



31,000

FACEBOOK



10,000

YOUTUBE



250,000

PINTEREST

monthly views

# Social

My social media content is raw and real yet aspirational.

It's aesthetically pleasing while still being relatable.

Posts are a mix of personal musings, lifestyle content with tips and strategies for improving relationships, increasing productivity and feeling more in control of your life .

I'm all about educating and empowering, while maintaining that connection that so many women are craving.

In my stories you get behind the scenes of my life and business with a side of coaching + support.

Posts are a combination of static photos, reels, long form videos and sharable quotes.

## *what you can expect*

A quality, high-end, naturally lit image or video of your product or service that naturally flows with my aesthetic and brand. My goal is for sponsored posts to not feel sponsored as my community knows that I only share products that I would recommend to my best friends.

### AUDIENCE

WOMEN, 25-34, UNITED STATES

90% are women

43% are 25-34 | 35% are 35-44

57% are from the United States | 24% are from Canada



# The Blog

This all started with a blog. I started blogging as an outlet. I found it cathartic. I didn't think anyone would read what I wrote, but soon I was receiving messages from Stepmoms from around the world. Oh the power of SEO. This started my passion for creating keyword heavy content. At Jamie Scrimgeour, Google is our best friend.

Blog posts are shared weekly. I cover topics like personal development, mindset, stepmom and blended family support, marriage, relationships, lifestyle and my favourite things.



## *what you can expect*

Your product or service will be seamlessly integrated into my content in a way that doesn't feel sponsored at all. Blog posts are keyword optimized for powerful SEO. The goal is to create evergreen content that doesn't expire like posts in the social media feed.

### STATISTICS

55,000+  
monthly page views

22,000+  
monthly visitors

16,000  
email list subscribers  
30-40% open rate

### AUDIENCE

69%  
of readers are from  
the United States

12%  
of readers are from  
Canada

# Price List

## PODCAST

### PODCAST SPONSORSHIP — \$150

- 30-60 second ad
- All sponsors are promoted in shownotes and in all podcast descriptions with corresponding links and promo codes

### PODCAST SPONSORSHIP PACKAGE — \$400

- 4 x 30-60 second ads
- 1 dedicated Instagram Story with swipe up

### EMAIL MENTION (ADD-ON) — \$100

- Sent to our email list of 13k+ loyal subscribers

### SOCIAL MEDIA ENDORSEMENT (ADD-ON) — \$500

- Available for Instagram or Facebook
- IG Reel add \$150

## SOCIAL MEDIA

### SOCIAL MEDIA STATIC POST — \$800

- Available for Instagram or Facebook
- 1 professional, well-lit photo promoting your product/service with an authentic and engaging caption
- Includes 1-3 supporting stories
- Instagram + Facebook add \$500

### INSTAGRAM REEL — \$1,000

## BLOG

### BLOG POST SPONSORSHIP — \$1,700

- Optimized for SEO
- Post shared on Instagram Stories with link, Facebook and Pinterest

### PROFESSIONAL VIDEO PROMOTION — \$3,000

- Professionally produced and edited video
- Shared on Instagram, Facebook and YouTube



**StepMom**  
ONLINE MAGAZINE

Online magazine for Stepmoms.  
Ad offered a discount on annual subscription.

**OFFER: 20% COUPON CODE**  
**AVERAGE PURCHASE: \$49.99**

**6X** RETURN ON INVESTMENT

**os&oakes®**

Boutique clothing retailer for adults and kids.  
Ad offered a sitewide discount.

**OFFER: 10% COUPON CODE**  
**AVERAGE PURCHASE: \$119**

**6X** RETURN ON INVESTMENT

*here's the truth*

I only work with brands that I would recommend to my best friend. All posts are subject to my approval and may be declined if key messaging is not aligned with the Jamie Scrimgeour brand.

I do not offer whitelisting.

All prices are in USD. Prices for Canadian brands wishing to pay in Canadian dollars will be charged an additional 25% + HST.





# Sponsorship Packages

From our experience, sponsorships with multiple touch points across social media, email, and the podcast have the most success. These campaigns allow Jamie to showcase her love for a brand/product in different ways and speak to a larger, more diverse audience.

## PACKAGE 1 – \$1,000

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### PODCAST

- Four 30-60 second ads over a two month period
- All sponsors are promoted in shownotes and in all podcast descriptions with corresponding links and promo codes

### SOCIAL MEDIA

- 1 dedicated Instagram Story (1-3 slides) with link
- 1 Instagram Static Post with a professional, well-lit photo promoting your product/service with an authentic and engaging caption

## PACKAGE 2 – \$2,000

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### PODCAST

- Four 30-60 second ads over a two month period
- All sponsors are promoted in shownotes and in all podcast descriptions with corresponding links and promo codes

### SOCIAL MEDIA

- 1 dedicated Instagram Story (1-3 slides) with link
- 1 Instagram Static Post with a professional, well-lit photo promoting your product/service with an authentic and engaging caption
- 1 Instagram Reel promoting your product/service with an authentic and engaging caption

### DEDICATED EMAIL

- Sent to our email list of 13k+ loyal subscribers



# Let's do this

## HOW TO BOOK

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Ready to come on board? We're just as excited as you are!

To book please contact us at [hello@jamiescringeour.com](mailto:hello@jamiescringeour.com) to start the conversation.

[hello@jamiescringeour.com](mailto:hello@jamiescringeour.com)

[www.jamiescringeour.com](http://www.jamiescringeour.com)

## AS SEEN ON

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**Today's  
Parent**

**Scary  
Mommy**

URBANMOMS

**WHOLLY HUMAN**  
WITH LEANN RIMES

**IHUFFPOSTI**

**about.com**

**StepMom**  
MAGAZINE