



ABOUT NANAHOOD

NanaHood.com is a family-friendly website with a mostly female audience. Blog topics center around children and grandchildren, arts and crafts, family and faith, and funny life events too!

Teresa is the author of several books, has a M.A. in Secondary Education and has taught 7th graders, high school students and college classes.

Teresa lives in Kentucky with her husband, Bill (aka Poppa), her twin sons who she can always tell apart (if she has her glasses on) and their seven dogs.

SOCIAL MEDIA STATS

Facebook.....	6808
Twitter.....	1134
Pinterest.....	861
LinkedIn.....	405
Google+.....	287

WEBSITE STATISTICS

Our monthly statistics for July-October 2014 show that NanaHood.com received over 22,000 page views, with an average of about 2600 unique visitors each month. Of those visitors, 72% were new readers! We also have a very active Facebook page with over 6800 fans.

BRAND RELATIONSHIPS



DEMOGRAPHICS

Did you know that the fastest growing demographic on the social media landscape are people who are 50+ years old? Fully 65% of adult internet users now say they use a social networking site like MySpace, Facebook or Pinterest. That's up from 61% one year ago. And as someone with a product to sell if that doesn't get your attention consider this, according to SeniorNet adults 50+ spend an average of \$7 billion online annually.

SPONSORSHIP & PROMOTION

There are several ways to promote your brand or company on NanaHood.com. We offer product reviews, giveaways, and advertising spaces on the sidebars of the blog.

Pricing can be tailored to fit your company's needs. To discuss any of the above options, please contact Teresa by email at teresa@nanahood.com.

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twitter.com/NanaHoodYears pinterest.com/NanaHood1956
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