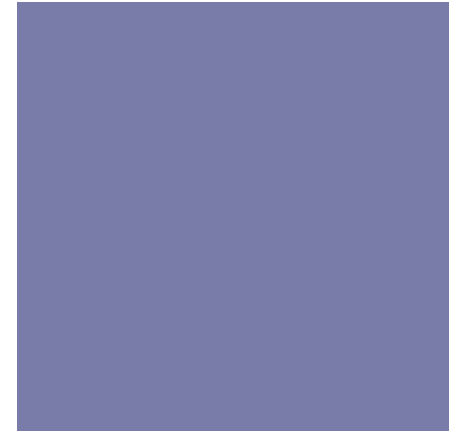
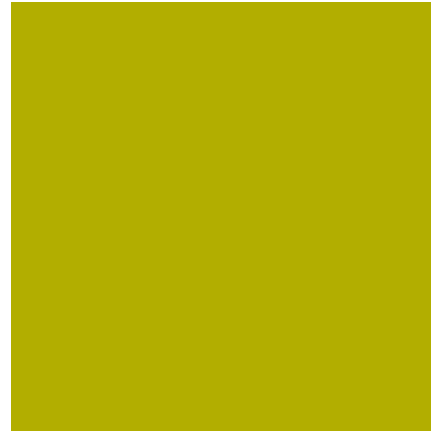




Liberated Lady Media

Media Kit for the
following Properties:
RichSingleMomma.com
SingleMomsRock.org
NoMoreCrumbsDating.com



Harness the power of advertising to independent women; typically solo moms and single women on our sites!



+ Single Moms / Single Women Are Brand Loyal Too...

- ❖ According to a recent study, a segment of single moms, called "Secondlife Moms." ...is an older-skewing group more likely to be divorced, but also more likely to be educated, work full time, and be financially secure. They're experiencing life again and looking for new brands."
- ❖ The US Census shows 4.4 million female heads of household, with no husband present, who make more than \$35k/year. In addition, it shows 12 million non-family households whose members make over \$35k/year.
- ❖ In 2007, for the first time in history, the majority of American women were found to be living without a spouse. Presently, 46% of men live without a spouse while 51% of women do.
- ❖ The age at which women marry has been increasing since the late 1970s. Today half of women marry for the first time after age 25.
- ❖ Today, there are more single-parent families (30%) than two-parent/one-earner households.
- ❖ Over 57% of single women currently own their own homes and live fully independent lives.
- ❖ Among the over 17 million women who live alone, spending peaks in the 25-54 age group.
- ❖ In 2003, women accounted for \$55 billion of the \$96 billion spent on electronic gear.
- ❖ The real median earnings of women age 15 and older who worked full-time rose 3.5% between 2000 and 2001. Men with similar work experience did not experience a statistical change in earnings.⁴

...and they have money to spend!

+ Our Audience

This network of websites was created by a single woman and mother to give voice to, the often overlooked and under served, market of women who make an extraordinary contribution to the world. Our websites empower encourage, and motivate single women and mothers to live their best lives for themselves and their children through personal development, personal finance, and personal relationships.

Age: 25-45

Family Income: 75% make \$25k - \$45k a year

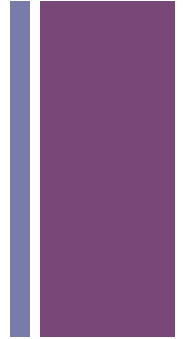
How many children they have: 1-2

Educational Background: 75% have some college or a degree

Employment Status: 61% work full-time

Marital Status: 46% Divorced

**These numbers are based on a small sampling from a survey conducted recently*



+ We Are Everywhere and Quite Likeable!

We recognize the importance of being visible in the Internet space. We make a point of promoting our websites to attract visitors who will eventually become loyal fans and supporters. Our numbers reflect our continued growth in the web space.

Monthly Unique Visitors: 2,863
Monthly Pageviews: 3,600
Feed Subscriber Numbers: 470
Newsletter Sign-ups: 384
Google Pagerank: 4

Alexa Rank: 561,809
Twitter Followers: 1,332
Facebook Fans: 348
Syndicated: Yes
Compete.com stats: <http://siteanalytics.compete.com/richsinglemomma.com/>

**Tremendous growth is expected in the next few months due to upcoming aggressive marketing campaign*

+ Why Advertise with Us?

Our websites have their finger on the pulse of single motherhood. You can see by our growing numbers that solo moms come to RichSingleMomma.com and [Single Moms Rock!](http://SingleMomsRock.com) to find out what matters.

RichSingleMomma.com began as a small personal blog four years ago and has grown to reach a sizable niche audience, one that continues to grow each day. The target audience is primarily single mothers who make all the purchasing decisions in the home.

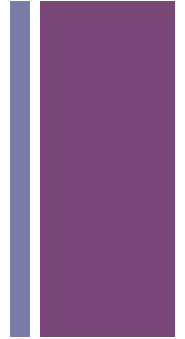
Topics covered include personal finance, positive parenting, how to make money, starting a business, personal development, college and scholarship resources, and spirituality in relationship to money.

Single Moms Rock! Covers parenting and motivation for single mothers. It is the first website launched by Liberated Lady Media in 2004. The book, 100 Secrets of Successful Single Motherhood was the reason for the site launch.

The newest site is **NoMoreCrumbsDating.com**. It is the dating and personal empowerment website companion to the upcoming book No More Crumbs: How to Stop Dating (and Mating) for Crumbs and Get the Cake You Deserve in 10 Crucial Steps. It features articles and motivational merchandise for the woman (or man) who is ready to take control of their relationships.



+ Advertising Opportunities



Banner Ads

- Our standard banner sizes are as follows: 125x125, 468x60, 300x250, 120x600, 160x600, and 728x90
- 3-month minimum
- Discounts for purchasing ads for one or more years

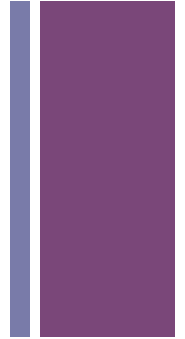
Other Ad Types

- Link Ads
- Sponsored Post
- Blog Sponsorship
- Event Sponsorship
(*Live and Web*)

ADVERTISING GUIDELINES

All ads must be family friendly. I do not accept ads of a violent, pornographic, or culturally intolerant nature. I reserve the right to reject any ad that I deem questionable.

+ Contact



- For specific pricing on the advertising options contact Samantha Gregory by phone, email, or Skype, or Twitter
- Phone: 404-939-6179
- Email: samatha@liberatedladymedia.com
- Skype Chat: MsSammie
- Twitter: DM @samanthagregory