

Laurie Turk



An innovator and leader in her field, social media maven, crafter, party planner, speaker, Mom-preneur, Mom of 3 boys, cruise director of her family, and all around girly-girl.

Website: TipJunkie.com
Twitter: @tipjunkie
Email: laurie@tipjunkie.com

What Others Say
"Tip Junkie is a great way to get your name out there! Laurie is amazing to work with and the exposure is GREAT!"

Laurie's Other Sites
Chic Chick Media
Tip Junkie Giveaway Directory
TJ Community
Buy Mom Made

Tip Junkie promotes creative women through their ideas and products.



Tip Junkie

DIY, Décor, Printables, Homemade Gifts, Parties, Holiday Crafts, and More!

What Makes Tip Junkie Unique

Tip Junkie has a loyal and powerful audience of talented and influential women. As women and mothers, we are united in our passion for learning new skills, finding creative outlets, trying out new products, and enriching our lives. Fellow Tip Junkie's have come to depend upon Laurie for quality content and new information daily

Reach in Social Media as of 1/11:

- 6,913 Twitter Followers
- 14,622 Facebook Followers {increasing 600/week}
- 2,752 Tip Junkie Community Members

Editorial Calendar

Weekdays:	Weekends:	Special:
Monday: Home Decor	Saturday: New in Social Media	Baby Shower Extravaganza
Tuesday: Show & Tell/Seasonal	Sunday: TJ Community Spotlight	Mother's Day Gift Guide
Wednesday: Recipe/Kids		Boredom Buster Series
Thursday: Party/Organize		Christmas in July
Friday: Paper Craft/DIY		Social Media Conferences

Sponsorship and Campaign Options

Laurie has worked with several corporations and brands to help meet their social media and advertising goals. Such corporations include Proctor and Gamble, Tide, Chevy, TJ Maxx & Marshalls, GameStop, PayPal, Provo Craft, Bill Me Later, Sea World, Where Women Create magazine, and Pepperidge Farms.

"Your day was the most successful who clicked through to the Bill Me Later website and then on to the merchant's websites! You received an over all a 37% click through rate! Bill Me Later was absolutely thrilled with those numbers." - Alexandria Ellis

There are several ways Laurie can promote your company or brand.

- Spokesperson, Brand Ambassador
- Attend Brand Events
- Event Correspondent
- Video & Editorial How-To

These include but are not limited to: editorial content creation, advertising space, sponsored post, Twitter, Facebook, giveaways, and YouTube videos. Due to the high demand, giveaways can only be held in conjunction with one of the above sponsorships or campaigns.

Pricing ~ Rate Sheet

All sponsorship and campaigns can be tailored specifically to meet your company's needs and will be priced accordingly. Feel free to reach me by phone (817) 422-1919 or by e-mail laurie@tipjunkie.com to answer any of your questions or to request a rate sheet.

SITE TRAFFIC AS OF 1/11

Page Views	715,341
Unique Visitors	182,257
RSS Feed Readers	32,562
Average time on site	2:51 min
Alexa ranking in US	6,260
Google Page Rank	5

Demographics

Age	25-49
Married Women	91%
Children in Household	75%
Average Income	\$50k+
	23% earn \$100k+