



MEDIA KIT • 2020

About the Blog

Fabulous in First is an educational/lifestyle blog where Michelle shares ideas for the classroom, closet and home. Michelle shares practical and research-based ideas for the classroom, while also helping teachers to find fashion and décor that is affordable.

Fabulous in First readers are interested in learning engaging ideas to help their students to succeed. In addition, they are looking for ways to live a fabulous life outside of the classroom.

About Michelle

Michelle started Fabulous in First in early 2011, as a way to share her passion for teaching with educators around the world. Previously, she authored the website Fantastic First Grade for 8 years. Michelle taught first grade for 14 years before become a reading specialist and literacy coach. She currently teaches reading to grades K-4 along with coaching teachers to be their best in the classroom. In addition, Michelle creates curriculum for educators around the world and shares literacy intervention ideas. Her 19 years of experience in education, in addition to parenting two boys, and a passion for fashion and décor, helps her to share practical ideas with educators. She has built a following across social media sites, and her blog attracts approximately 35,000 pageviews each month.

Let's Collaborate

Partnership Opportunities include:

1. SPONSORED POSTS
2. BRAND AMBASSADOR
3. ADS
4. GIVEAWAYS
5. AFFILIATE PARTNERSHIPS

CONTACT ME @ michelle@fabulousinfirst for other opportunities

Let's talk Numbers

| BLOG & SOCIAL MEDIA NUMBERS | AD RATES |
|-----------------------------------|---|
| 35,000 BLOG PAGEVIEWS/MO | |
| 23,600 FACEBOOK FANS | \$100 BLOG SIDEBAR AD MONTHLY RATE |
| | \$150 INSTAGRAM FEED POST |
| 25,550 INSTAGRAM FOLLOWERS | \$100 INSTAGRAM STORY POST + SWIPE UP 15 SECOND VIDEO OR STILL IMAGE |
| | \$75 INSTAGRAM STORY POST 15 SECOND VIDEO OR STILL IMAGE |
| 14,400 TEACHERS PAY TEACHERS FANS | \$300 BLOG POST REVIEW |
| 423.5k PINTEREST VIEWS/MO | TBD CONTACT FOR UNIQUE OPPORTUNITIES |



CONNECT:

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