



## BLOG AUDIENCE

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- My audience is 81% women, 19% men.
- Targeted readers are predominantly between from ages 25-34
- Audience is located predominantly in US, Canada & the UK with a select few otherwise, internationally.
- 75.76% of my readers buy Baby Products
- 87.88% of my readers buy Online Products
- 30% of my audiences household income is \$50-\$100K
- 70% of them have children

# teach. workout. love

A LIFESTYLE BLOG



## ELSEWHERE

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**Teach.Workout.Love**

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## ABOUT THE BLOG

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My name is Jennifer O'Shea: Mom, Teacher & Fitness enthusiast. My mom lifestyle blog focuses around products, fitness, fashion, maternity, pregnancy, education, family and everything mommy!

88,000+ Pinterest Views  
1K+ Blog Monthly Pageviews  
1,500+ Facebook Reach Daily  
500+ Twitter Followers  
7,700+ Instagram Impressions Weekly