

THE TRUTH ABOUT MOTHERHOOD

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DEBORAH CRUZ
Writer•Blogger•Ninja Mommy•Social
Media Mastermind

Deborah Cruz AKA Truthful Mommy is the creator/writer of the popular parenting blog The TRUTH about Motherhood. She is a freelance writer, tech savvy social media ninja and editor work-at-home mother. She lives in the Midwest with her two beautiful little girls, ages four and six, and her husband, who she affectionately refers to as the Big Guy. Deborah has a Master's of Art in Liberal Studies from the University of North Carolina Greensboro. She is also the creator of Throat Punch Thursday and Fashion Haul Friday.

MEDIA KIT 2012

THE WEBSITE



DEMOGRAPHICS

MAIN DEMOGRAPHIC

- Female; Ages 25-44
- College educated
- Has children or is expecting
- Stay at home and working mothers

SOCIAL MEDIA & ONLINE REACH

- Twitter
Klout Score of 67
3336 Followers
- Facebook
TruthfulMommy Cruz: 463 Friends
The TRUTH about Motherhood: 500 Fans
- Google PageRank: 5
- Alexa U.S. Traffic Ranking: 74,063



THE TRUTH ABOUT MOTHERHOOD

MEDIA KIT 2012

THE WEBSITE

The TRUTH about Motherhood, launched in May of 2009, is a popular parenting blog with a constantly growing community on Twitter, Facebook, Google Friend Connect, and via RSS and email subscriptions. The TRUTH about Motherhood offers a place for moms to interact and share their experiences of Motherhood. I start the conversation by inviting my readers into my world by honestly sharing my own successes and failures in motherhood. This tight knit community, built on trust and honesty, fosters an expanding readership of women who come to laugh, cry, find friendship, understanding and sisterhood. I can bring your product/services to a large, diverse group of women. The reach of The TRUTH about Motherhood blog is far and wide in social media circles and my content is engaging and well written. I am very well-respected and known in social media. I can bring your product to the mom next door. Bottom line, my readers know that I am honest, I've built my reputation on it. If your product/ service is a good fit for my readers and myself, not only will I tell my readers about it; I will shout it from the social media rooftops. The TRUTH about Motherhood was listed as #6 of the [Top 10 Most Thought Provoking Blogs](#) by Sheknows.com, was nominated for a Shorty and was awarded a Blogmas Award.

DEBORAH CRUZ

Deborah Cruz, aka Truthful Mommy, is the creator of the blog The TRUTH about Motherhood. She is a freelance writer, social media strategist and work-at-home mother. She lives in the Midwest with her two beautiful little girls and her husband. Deborah has a Master's of Art in Liberal Studies from the University of North Carolina Greensboro. She spends her days loving on her littles, surviving suburbia and shuttling her girls between Catholic school, ballet and play dates. When she's not exposing the truth about motherhood or advocating for sisterhood through motherhood, she can always be found exhausting her potential and realizing her dreams.

Deborah utilizes her social media savvy to network and ingratiate herself with a large group of wonderful women and men. She is highly visible on Twitter, Facebook, and can be found on Posterous, Youtube.com, Aboutme.com, Flickr, Stumbleupon and just about any place you'd expect to find a tech savvy ninja Mommy. Aside from maintaining her own popular blog, The TRUTH about Motherhood, she is also a contributing writer on Jessica Gottlieb's tech site [www.tehuser.com](#) and MoonFrye, and a staff writer at Aiming Low. Deborah has written for Momversation.com and has been featured on MommyNaniBooBoo.com, HerSay.com, and ScaryMommy.com. She is also a Mom panelist for Aboutone.com and has been featured in Michiana Moms Magazine. Deborah was also partnered with The Motherhood.com, Nickelodeon, and the National Wildlife Federation to be a State Leader for the Be Kind To Earth Day Project and the Great American Backyard campout. Her articles can also be found on BlogHer.com, themotherhood.com, typeaparent.com and on [several other sites](#).

HOW WE CAN WORK TOGETHER

- Site Sponsorships
- Ads-Media Buys
- Sponsored Posts
- Brand Event Ambassadorship and Representation
- I also blog for hire as well as do freelance writing.
- Product Review/Post & Giveaway
- Event Sponsorship
- Spokesperson Role