



FUNNY STORIES.
CRAFTS WE'LL NEVER DO.
RECIPES I'LL NEVER MAKE.

ABOUT THE BLOG

Cloudy, With a Chance of Wine is a place for fabulous, modern moms to enjoy a quick laugh and an endless supply of useful parenting tips, fun kids activities, and yummy recipes to make their hectic lives a little easier. And for those days when they're craving a little TLC themselves, there's also a library of easy beauty tricks that will help make them feel like more than just a mom and wife.

Nominated as one of the 2013 "Funny Blogs to Watch" by Circle of Moms, co-contributor to the bestselling anthology *I Just Want to Pee Alone*, and featured on popular sites such as Scary Mommy, BlogHer, and My Life and Kids, Cloudy, With a Chance of Wine isn't just your typical mom blog. It's an "everything in between" blog, too.

PAGEVIEWS

XXXXXX

UNIQUE VISITORS

XXXXXX

PAGE RANK

3

SOCIAL STATS



9,504



17,769



5,629



ABOUT DANI RYAN

When Dani Ryan left her corporate marketing job to become a SAHM, she was grossly unprepared for how difficult it would be. The sleep deprivation, the loneliness, her inability to cook a meal without burning something, her daughter's intense dislike for crafts...

But rather than wallowing in self-pity, she created a place where she can laugh at the indignities of parenthood and share all of the things she's passionate about in hopes she can make someone else's hectic life a little easier. It keeps her from opening a bottle of wine at 9 am. Sometimes.

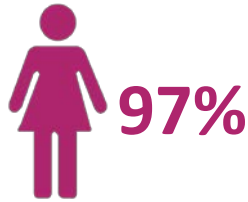
Dani is a 30-something freelance writer and blogger who grew up in Singapore. She currently lives with her husband and 3-year-old daughter in Toronto, Canada, and dreams of retiring to a warmer climate someday. Preferably tomorrow.

"I just started my own blog and it's my fantasy that it will someday be as popular and well read."

--Mary W., Subscriber

THE READERS

77% ARE
BETWEEN THE
AGES OF
25-44



55% HAVE
A COLLEGE DEGREE



55% EARN
OVER \$60K/YEAR



Health-
conscious



Tech-savvy



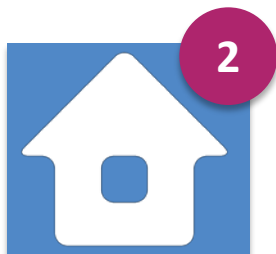
Foodies

"I started reading Cloudy, With a Chance of Wine and instantly knew we were kindred spirits. Dani's irreverent take on all things parenting made me feel like I had found 'my people'. I respect and enjoy her writing."

--Stephanie J., Subscriber

TOPICS & FAN FAVORITES

1. BEAUTY TRICKS – [10 Tips to Teach You How to Curl Your Hair](#)
2. PARENTING TIPS – [10 Tips All New Moms Should Read](#)
3. KIDS ACTIVITIES – [25 Indoor Toddler Activities for Rainy Days](#)
4. FOOD & WINE – [10 Simple & Healthy Casserole Recipes](#)
5. HEALTH & FITNESS – [15 FREE Jillian Michaels Workouts](#)



“I can’t thank Cloudy, With a Chance of Wine enough for their help in spreading awareness about our safety app, React Mobile. The post was...well written, personalized, and...we saw a noticeable spike in downloads as a result.”

--Robb M., on behalf of React Mobile

OPPORTUNITIES



SPONSORED POSTS



GIVEAWAYS



PRODUCT REVIEWS



SOCIAL MEDIA
PROMOS



AMBASSADORSHIPS

WITH ANY SPONSORSHIP
OPPORTUNITY, YOUR BRAND’S
MESSAGE WILL BE AMPLIFIED TO A
COMBINED SOCIAL MEDIA AUDIENCE
OF OVER 35,000 FOLLOWERS!

LET’S WORK TOGETHER!

Get your brand in front of loyal, practical moms who can’t wait to find products and services to make their lives easier!

Send me an email and we’ll discuss which opportunities work best for you and your budget.

chanceofwine@gmail.com

“Dani consistently weaves product placement into an authentic narrative. Her readers are loyal and the engagement that she receives on her sponsored posts is genuine, causing her work to transcend the label of ‘branded post’ and becoming word of mouth advertising – a coveted and powerful resource for marketers.”

--Alison M., on behalf of Mom Central Canada

PAST PARTNERSHIPS & SAMPLE POSTS

1. MAJESTA – [I Can’t Believe This Didn’t Block Our Toilet](#)
2. CONAIR – [5 DIY Spa Treatments for Busy Moms](#)
3. FRIGIDAIRE – [9 Tips to Make Your House Look Cleaner in Only 30 Minutes](#)
4. SUBWAY – [The Worst Wife in the Whole World](#)
5. COLGATE – [Because No One Should Live in a World Without Ice Cream](#)



FRIGIDAIRE

