



thelakecountrymom.com



ABOUT US

I am a lifestyle blogger who has literally grown up in the lake country area in Wisconsin. I write about new places to try, whether it may be a place to play, to see, or to eat! I focus on the family. I keep an extensive up to date event calendar, which includes things to do in southeast Wisconsin, with a main focus on Waukesha county. From play groups, story time, festivals, concerts, special events, trick or treat times, parades, school's out deals, and so much more! I want to be the authentic source on the internet for families in Milwaukee, Waukesha counties and beyond! (southeast WI.) I stay up to date, and keep up with the latest news and happenings locally! I love trying new places and telling everyone about them! I love writing reviews. I always give my honest opinion, I also share about my family life, post a DIY craft, fun & easy recipes, thoughts of motherhood, and most importantly—I let everyone know where to find all the fun! I keep all of my content relative and personal.

196K+

WEBSITE HITS

2.9K+

IG FOLLOWERS

9K+

FB FOLLOWERS

About the blog

**RACHEL
REED,
BLOGGER**

I am a 30-something mama to my beautiful daughter, Cam who inspires me to be the best version of me. She sparks the creativity in me in every way. My choices in life are driven by her, what is best for her, what is fun for her, and what makes our life happy. We live in the heart of the lake country area in Wisconsin. It is such an amazing place to live and raise your children. The beauty of the lakes, trails, rivers, parks astonish me daily. The community is full of hometown pride. Each little town and city that make up all of lake country is proud to be a part of it. In the past few years, I have been on the constant hunt for fun things to do, places to go, crafts to make, recipes to try, pictures to take. Doing all those things and then sharing who, what, where, when and why with friends and family. So I thought why not take my love for the lake country area, for families, for the community, for crafting, for trying new recipes, for writing reviews, for sharing my stories, and put it all in one place. Welcome to The Lake Country Mom. I am excited to show you how to live life creatively in every aspect in your daily life.

BLOG AUDIENCE

OUR MOST FREQUENT VISITORS

75.2% Female / 24.8% Male

Average ages of readers

25-54

Southeast WI, with heavy focus on the lake country area



the lake
country mom



BLOG STATS

thelakecountrymom.com is a blog, a website, a community, a "mom" blog, an event calendar, it is all of these things. It is a hyperlocal website (blog) that caters to our community. We also focus huge on all things local. We support small business in all ways!

hyperlocal // adjective

1. relating to or focused on a very small geographical community, as a neighborhood: hyperlocal news websites



LET'S DO THINGS TOGETHER!

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As long as it's appropriate for our audience and engages our readers; we can work with any company, event or website. We are currently offering sponsorship on the right sidebar of the blog's home page and will be offering future spots throughout the website as we grow. We currently receive thousands of hits per month & have a large following which creates exposure for any business or upcoming activity. We are also heavily active in various social media and sponsor our pages for growth utilizing Facebook campaigns to drive traffic to our website.