



Dirty Diaper Laundry

Who

- [Dirty Diaper Laundry](http://dirtydiaperlaundry.com) (dirtydiaperlaundry.com)
- [Cloth Diaper Finder](http://www.clothdiaperfinder.com) (www.clothdiaperfinder.com)
- [DDL YouTube Channel](http://youtube.com/kdhoney1) (youtube.com/kdhoney1)
- [DDL Fanpage](https://facebook.com/dirtydiaperlaundry) (facebook.com/dirtydiaperlaundry)
- [@KimRosas](https://twitter.com/KimRosas) (twitter.com/KimRosas)
- dirtydiaperlaundry@gmail.com

<https://bitly.com/qoEQTr>



To download .pdf visit this page

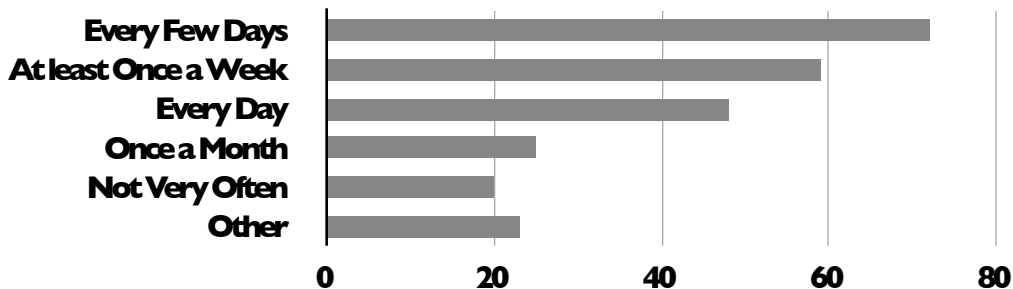
Website

Dirty Diaper Laundry (DDL) is a blog primarily focused on promoting cloth diapers. Other frequent topics include breastfeeding, babywearing, homebirth, co-sleeping, green living, product reviews, and family life.

1. Posts [Cloth Diaper Video Demonstrations and Reviews](#) every Monday. Over 100 have been filmed to date.
2. Provides Informative and well researched articles about cloth diapers, including the popular [“Introduction to Cloth Diaper Series.”](#)
3. Performs [product reviews](#) relevant to my outlook and audience that aren’t always cloth diapers but that make sense in relation to my blog. This would include baby gear, clothing, and accessories.
4. Reports on current events related to my chosen topics. Attends conferences and relates news to readers.
5. Offers manufacturers, stores, and advocacy groups an amazing advertising opportunity to reach eco-conscious moms

Audience

- Female (97%)
- Age 25-34 (68%)
- Loyal. See graphic below. References the question “How often do you visit DDL?” in a survey of 300 readers.*



Stats (6 Month Average)

1. 53,600 Page Views per Month
2. 15,000 Unique Visits per Month
3. 24,800 Visits per Month
4. Average time on Site 3:24
5. 2.16 Average Pages Viewed
6. 670,000+ YouTube Video Views (total videos 160+)

Influence

- Facebook Fanpage ♦ 3,690 +
- Twitter Followers ♦ 4,358 +
- YouTube Subscribers ♦ 1,060+
- Google Friend Connect ♦ 1,460 +
- Feedburner Subscribers ♦ 1,500 +
- Newsletter Subscribers ♦ 600+
- Klout Score ♦ 67/100
- Google PR ♦ 3
- Alexa ♦ 262,031 (Worldwide)

Consistently Ranked on Page 1 of Google for “Cloth Diaper Reviews.” Usually my reviews rank Page 1 on Google for “(brand name) review.”

bummis reviews
X Search

About 145,000 results (0.18 seconds) Advanced search

▶ [Diaper Pin - Bummis® Super Whisper Wrap - Cloth Diaper Review](#)

Product **review** for **Bummis®** Super Whisper Wrap by Diaper Pin members. Covers.
www.diaperpin.com/diapers/itemdetail.asp?id=42 - Cached - Similar

[Bummis Organic Cotton Prefold Kit Review | Dirty Diaper Laundry](#)

Dec 28, 2009 ... I was excited to get another opportunity to try **Bummis**, and this time I was going to get the chance to **review** the entire iParenting Award ...
dirtydiaperlaundry.com/bummis-organic-cotton-prefold-kit-review/ - Cached - Similar

[Amazon.com: Customer Reviews: Bummis Super Whisper Wrap Cloth ...](#)

This **review** is from: **Bummis** Super Whisper Wrap Cloth Diaper Cover: Medium (15-30 lbs). (Baby Product). I love it! I was looking for a good quality cover for ...
www.amazon.com/Bummis-Super...reviews/B00094HPVE - Cached - Similar

Advertising Options

Dirty Diaper Laundry has several Advertising Options Available:

125x125 Sidebar Ad- Upper Right

Rate: 65\$ Per Month. Discount Available for multiple months.

470x60 End of Post Ad- Bottom of Each Individual Post

Rate 75\$ Per Month. Discount Available for multiple months.

Cloth Diaper Finder Ads (www.clothdiaperfinder.com)

Dirty Diaper Laundry also operates a searchable cloth diaper database with advertising options.

(See last page for more information on the Cloth Diaper Finder)

300x300 Rotating Ad- Upper Right

Rate: 75\$ Per month.

4 Ads rotate in random order with each page refresh.

600x100 Skyscraper- Sidebar, right side.

Rate- 100\$ Per month.

125x125 Square Ads- Right Sidebar

Rate: 25\$ Per Month.

Special discounted rate to allow WAHM's and Smaller Stores Ad Space.

Featured Diaper on Cloth Diaper Finder

Rate: 100\$ per Year (Big/Small Manufacturer) **50\$ per Year** (WAHM/Artisan)

If you list a diaper on www.clothdiaperfinder.com there is the additional option of being featured. This means your diaper will always turn up at the top of applicable search results. (after featured diapers- search results are listed alphabetically or sorted by top rated.)

Advertising Prices and Availability subject to change, please contact to confirm a price quote and to check ad availability.



Why Partner with DDL?

Advertising with DDL isn't just an ad. I strive to make the most of our relationship. I consistently promote advertisers on Twitter and Facebook, and when applicable, include them in blog posts. I am loyal. If another company is interested in an ad, review, or giveaway and I feel that this relationship would threaten the value of your ad or partnership I will not accept.

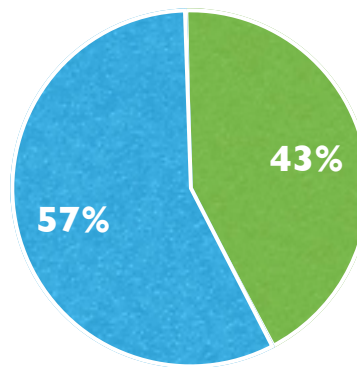
If you believe your brand, product, or store is a good fit for DDL please see the opportunities on Page 6 for advertising and partnerships. I do like to work with companies, stores, and brands that reflect the topic and values of my blog.

Advertising with blogs, especially those with a social media presence, is a good thing! See this report: [How Valuable Are Social Media Sponsorships?](http://bit.ly/oQCWba) <http://bit.ly/oQCWba>

When 300 DDL Readers were asked*

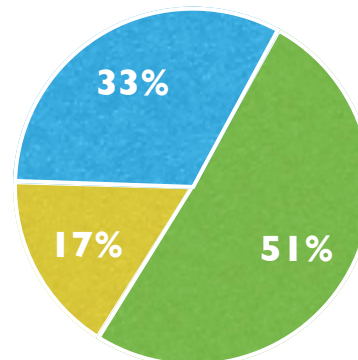
Have you purchased an item based on a DDL Review?

- Yes
- No



Do you consult DDL video reviews before purchasing a diaper?

- Always
- Sometimes
- Never



If you don't believe me, listen to past/current DDL advertisers and partners:

"I work with many bloggers for reviews and giveaways and often end up advertising on their sites. Kim and Dirty Diaper Laundry have been BY FAR the most successful partnership I have experienced as far as reach and a targeted and loyal readership. And Kim herself is professional and simply a delight to work with." -Wendy Armbruster Bell of Pumpease.com

"Kim has been nothing but a pleasure to work with. She is an amazing blogger - her creativity, passion, and professionalism make her shine. She continually went above and beyond to effectively promote both our products, and our brand." -Melissa Wood former Marketing Manager for Bravado Designs

"When Ms. Rosas and Dirty Diaper Laundry (DDL) talks about a product or creates a challenge, it's as if the whole world listens and wants to be a part of it. Case in point, the "Flats Challenge" DDL sponsored. A month before the challenge we had a good number of loyal customers who wanted to be a part of it and asked us to carry flats. When we got them, they flew off the shelves and we couldn't keep them stocked. Not only did she help educate others on an alternative style to diapering (one that's been around for generations but has fallen to the wayside) but also helped drum up business for both big and small companies." -Linda Marciano of Sandbox Lane

"Kim was a pleasure to work with on her review of the itti bitti line of cloth diapers. Kim provided a very comprehensive and professional review of our product. Her video reviews, cloth diaper finder, and blog are such a valuable asset to the cloth diapering community." -Calley Pate, Marketing Director for itti bitti US.

"Kim Rosas with Dirty Diaper Laundry has been an active affiliate for DiaperShops.com (and Kelly's Closet) for over 2 years and is by far our best affiliate customer that we work with. Dirty Diaper Laundry ranks as the #1 blog referring traffic and is #5 for top referring sites to our store (excluding direct links to KellysCloset.com and DiaperShops.com) falling right below search engines such as Google, Bing, Yahoo and Facebook. She has helped us improve our affiliate program and has worked with us on several integrated marketing campaigns. Kim is very professional to work with and we ourselves often refer our customers to Dirty Diaper Laundry when they have questions about specific products. The cloth diapering community is lucky to have Kim as an active resource and we are fortunate to have her as our top affiliate." -Bobbi-Jean Palmer Owner of Diapershops.com

"Like many other companies making products for moms and babies, we get approached every day by bloggers looking to review our products or receive sponsorship. With so many requests, it can be challenging to sort through the noise to find bloggers who will cover our products with an authentic voice and connect us with our target mom.

We've had the pleasure of working with Kim Rosas over the last 18 months, and can say with confidence that partnering with Kim/DDL has helped us to increase brand awareness and has driven actual sales. Kim's audience is highly-engaged and her opinion is highly respected within the natural parenting community. On the topic of cloth diapers, Kim's knowledge is second-to-none (I once sent a family member to her for cloth diapering advice!).

For brands looking to connect with moms in the natural parenting space, we enthusiastically recommend partnering with Kim/DDL." - Kate Gulbransen of Hygeia Baby

Other Services:

Review:

I do not charge for reviews. I do keep the product sent, although many products are donated after reviewing them. I typically review cloth diapers, baby carriers, breastfeeding related items (such as nursing bras), eco-friendly and other children/family related items. I take a minimum of 3 weeks to review an item but usually longer. Cloth Diaper reviews are best when I have a long time to spend with them. If you have a target date for a cloth diaper review to be published (for example, if you want a review to post the same day as the release) keep in mind that I need as much time as possible to review the item, and enough notice to add you to the schedule in a fair way. I usually have at least 4-7 diapers in queue being reviewed at any given time. Cloth Diaper videos are widely viewed; not only are they embedded on my blog, they are published to my YouTube account and seen on my Cloth Diaper Resources app. Please note that by agreeing to have your item reviewed you accept that the good and bad will be published. If it turns out that the item is something I cannot recommend in any way I will not publish the review and will contact you. The item will be donated unless you pay for return shipping. [Request a Review](#)

Giveaway:

One Giveaway Post, item of your choosing, to promote your Product or Store. I link to your website, include stock product images, and let you choose the entries. I will grab information about your store or product from your website or you can send over text to include. Sponsor will ship prize directly to the winner. **Rate: 25\$** per post. [Sign up to host a Giveaway](#)

Social Media Package:

The DDL Fanpage and Twitter Following is active and loyal. Have your business Fanpage tagged in a status update along with a call to action to have my fans "like" your page. This usually results in 40-80 new likes, however I cannot guarantee any numbers. In addition, be included in a mention on Twitter with a call to action to follow. -or- Have a special promotion you are running, such as a sale, mentioned on my Fanpage (with your page tagged if you have one) with a link to the sale, and the same sale/promo Tweeted with your business mentioned if you are on Twitter. **Rate: 75\$** for the first option and **50\$** for the second.

Custom Product Demo Video:

If you would like your cloth diaper, baby carrier, or other item (I'm open to discussion) demo'ed on film in my style I am available to make a video for your website. Your logo and URL would be included in the title page with no mention of dirtydiaperlaundry.com. The HD quality 1280x720 video will be saved and sent to you via a Large File Sharing program. I am also open to uploading directly to your FTP to skip the middle man. **Rate: 250\$+** depending on the type of video you want, the length, and the subject. [Contact me for a quote.](#) Free Consultation by Skype if needed.

Private Pre-Release Diaper Tester:

With over 100 cloth diaper reviews under my belt I think it is safe to assume that I know what works (and doesn't.) I have experience with virtually every major brand on the market today. You would send a prototype diaper for me to use on my son. Unlike a blog review, this is a more in depth examination of not only how the diaper works for me, but how I see it working for others. I will give you a detailed and critical report on the performance, fit, quality, and suggestions on improvements. Privacy is guaranteed and I am happy to sign a Non-Disclosure Agreement. **Rate: 100\$** [Contact me for a quote](#) based on your needs and time constraints.

Cloth Diaper Finder Information

Conference Sponsorship:

Sponsor DDL to attend a conference. Sponsorships will include advertising on DDL, blog posts, tweets, and Facebook posts about your brand/product. Other services, including consulting on social media campaigns, blog work, and product testing can be arranged. **Rate 1,000\$+(Full Sponsorship)** Quote will be based on cost of travel, hotel, and conference ticket and the type of work we agree upon in exchange. Partial Sponsorships are available as well. Email dirtydiaperlaundry@gmail.com.

**All chart data included is sourced from a Survey conducted on September 4, 2011- September 6, 2011 of 300 Dirty Diaper Laundry readers. Other Stats and demographics from Google Analytics and Facebook Insight. Full Survey report and access to Analytics available upon request.*



Cloth Diaper Finder Features:

Real Time Search Results

15 Search Criteria

Ability to select multiple options

Dynamic Pop-up details

Star Rating Snapshot

Review Summary with

Star Rating and Pros and Cons

Convenient links to Buy

Video links when available

Help? with FAQ and Terms

User Submitted Reviews

Star Ratings, Pros and Cons,

Would Buy Again?

Unique Sliding Scale for

Visual Size Reference

User submitted photos

Vote for helpful reviews

Sort Results by Top Rated

Useful and Powerful

Constantly updated

Currently 200+ listed

The collage displays various features of the Cloth Diaper Finder website. It includes search filters for criteria like 'Company', 'Country of Origin', and 'Diaper Type'. Product detail pages for items like 'bamGenius 4.0' and 'bamGenius Deluxe AIO' are shown, featuring images, specifications, and a price of \$17.95. User reviews are highlighted, showing star ratings, 'Ease of Use' and 'Fit' scores, and sections for 'Pros' and 'Cons'. A 'Who would buy this diaper again?' poll is also visible, showing user preferences and helpfulness votes.

www.clothdiaperfinder.com