

# Just

is a **four** letter word

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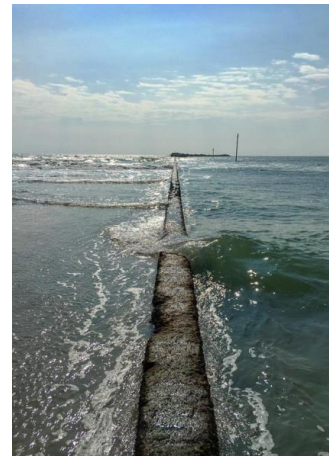
## About Andrea

Andrea Updyke is a married mom of two boys living in Raleigh, NC. A self-proclaimed social media nerd, she published her first book, Klout for Dummies, in 2013. Andrea's personal mission is to celebrate the big and the small in parenting young children by sharing her many attempts at balancing working-from-home and motherhood along with the fun stuff like traveling and entertainment.

## About Just is a Four Letter Word

Just is a Four Letter Word is a lifestyle blog that focuses on the reality that working moms are constantly juggling many things. Andrea realized how often she added the word "just" as a qualifier to her accomplishments and committed to remove it from her vocabulary while embracing the best of each day.

The blog name is a reminder that wearing many hats is something to celebrate! Blog posts typically focus on family experiences, travel, and the motherhood journey.



## community

Pageviews:  
5k/monthly

Facebook:  
1,565+

Pinterest:  
2k+

Twitter:  
17k+

Instagram:  
2430+

## services/rates

sponsored post - \$250  
social share - \$50  
video/live - \$300

\*\* Please inquire about packages and rates for anything not listed

## collaborations



## Work With Andrea

Andrea accepts a limited number of sponsored opportunities each month to ensure a pleasant and authentic experience on Just is a Four Letter Word. When she finds a product she loves, she's not shy about shouting it from the rooftops with enthusiasm. Readers trust Andrea's opinion because it is sincere, honest and engaging.



## audience

Just is a Four Letter Word has a readership made up of mostly women in the United States and Canada. Of these women, more than 50% are between the ages of 25-44.

Top Affinity categories include Family-Focused, Cooking Enthusiasts, and News Junkies/Avid Readers.