



Whimsicle

JOANN CROHN

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RAISING FAMILY. STAYING SANE.

ABOUT THE BLOG

Whimsicle is a blog for moms. Each post aims to support, encourage and inspire readers in parenting and achieving their own goals as women.

JoAnn Crohn is the CEO/ Blogger of Whimsicle. She is a former elementary school teacher who lives in Phoenix, AZ raising two young children with her college sweetheart.

She writes about family activities in the Phoenix area, as well as easy style, confidence and her personal parenting fumbles.

WORKED WITH



BY THE NUMBERS



1449



1092



1736



1,303

Pageviews: 25,000/ month

Visitors: 17,000/month

WHY WHIMSICLE?

Audience is women 25-44 in the shopping, cooking and savvy parents demographics.

Featured in Mind Body Green & on CBS KPHO 5 Morning Show

SERVICES

Sponsored Posts

Product reviews/giveaways

Travel Reviews

Freelance Writing

Sponsored Representation at Events

Speaking