



media kit



Erin at Large is a lifestyle blog covering family life, food, and style. Interesting recipes, family living in an urban setting, accessible style, simple home and garden DIY, and tech reviews are all part of modern family life in a big city. I focus on quality over quantity for my content, and look for partnerships that fit with my urban family readership. Named one of the Top 30 Vancouver Mom Bloggers in 2013.

About me

I'm a freelance writer and editor by trade, based in Vancouver, Canada. I've been blogging, in one form or another, since 1997, and before that I wrote zines - blogging on paper! I have an obsession about researching things, and I like to share my discoveries with my readers. Despite living in the middle of the city, we grow and preserve much of our own food, and keep honeybees. My work has been featured in **VancouverMom.ca** and Treehouse TV Parents.



blog stats



Average unique monthly visitors **800**

Twitter followers **1363**

Pinterest followers **219**

Instagram followers **200**

statistics as of may 2015

Some of my **popular posts**:

Five tips for geocaching with kids

Beautiful bike panniers. No, really.

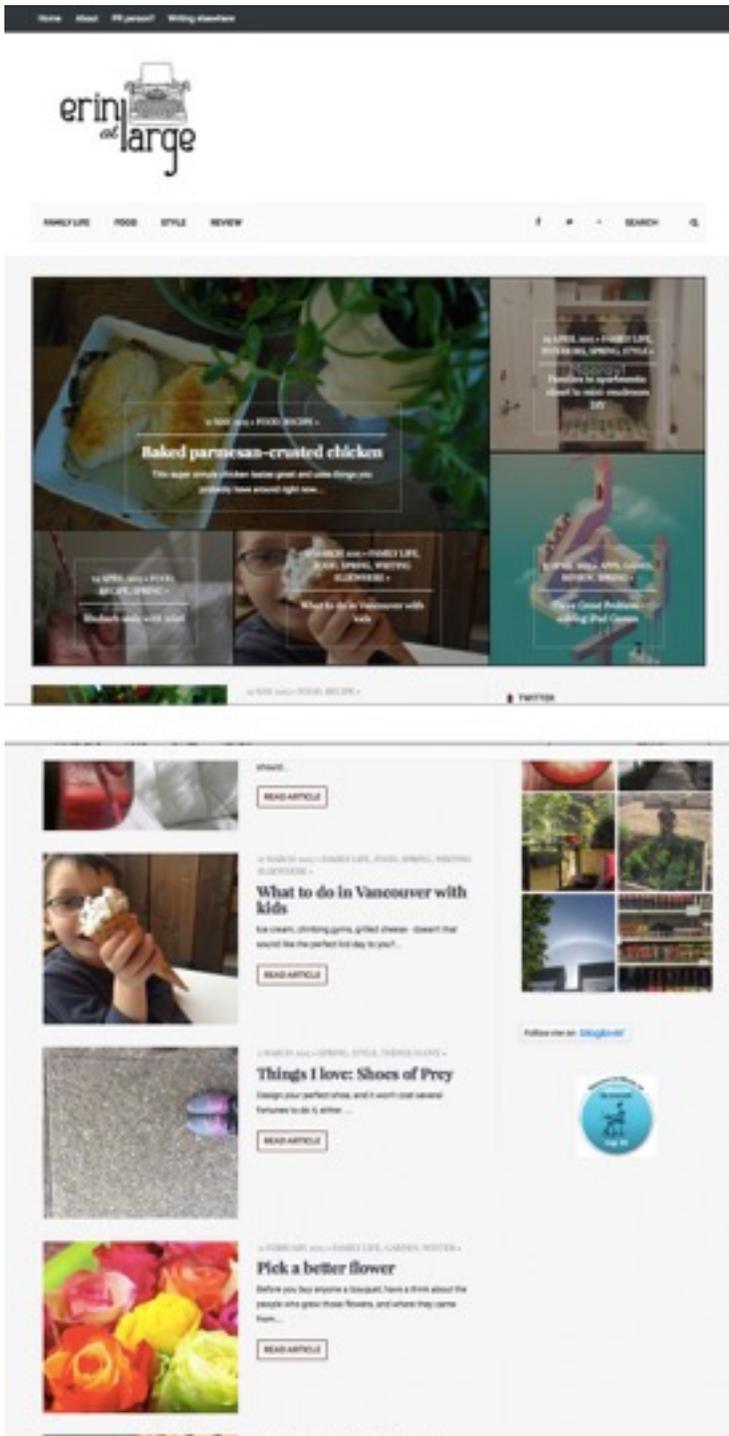
Families in apartments: closet to mini mudroom DIY

Nutella on popcorn? Oh yes.

Three Great Problem-solving iPad Games for Kids



advertising & partnerships



Sidebar adverts are available on a monthly basis. **Single height adverts \$20/month.**

I don't charge for **reviews**, but I do like to stick to products and organizations that fit well with my content. If possible, I prefer to have a product to giveaway to my readers.

I've worked with many companies including independent game developers, Whole Foods, local fitness studio Barre Fitness, Ricardo Cuisine, StickyGram, Penguin Books, and Grace Foods. I work hard to publicize partnered posts, and find the best way to make content work both for me and my partners.

Drop me a note at erin_mcgann@mac.com and we can discuss what I can do for you.