



# Slop Swap

## Serving Up Sassy Savings!



Dawn is the owner of [Slop Swap](#). She started Slop Swap in April of 2011 and in less than one year Dawn has grown her fan base to over 17,000 readers.

She is the administrator for [Mission Giveaway](#) Madame Deals Media and a proud member of [Moms with Voices Media](#). Dawn is also a contributor for [MomsEveryDay.com](#).

*"Dawn is a personable blogger with thousands of devoted fans. She is instrumental in organizing and engaging over 70+ bloggers each week for the Mission Giveaway Event. Her promotional ideas and consistency are top rate. I highly recommend working with her!"*

Amee Cantagallo  
Madame Deals

Creator of the Mission Giveaway event  
and Lifetime Mom contributor

*"Dawn is not only a pleasure to work with, but is consistently one of the highest producers in any of our contests and activities. She is the leader in referrals over 3 campaigns, and does not fail to prove one of the highest traffic generators we have. Dawn is most certainly an asset to our team."*

Cynthia Andrzejewski  
Moms with Voices Media

### About Slop Swap

I started Slop Swap to share recipes and money saving tips. Since then it has grown into way more. Now the site is a great collection of recipes, meal plans, frugal living tips, coupons, deals, giveaways, reviews, homeschooling information, and our everyday adventures. I also just started a joint venture to share travel tips and stories at [Blogging is a Trip](#).

### About Dawn

I am a stay-at-home/work-at-home, homeschooling mother of 4. I have a degree in Marketing-Retail and before having the opportunity to stay home with my children, I was in Retail Management for 15 years. I love blogging and staying in touch with my readers. I think having that connection with them is what keeps them coming back to the blog.

### Readership Demographics

Slop Swap readership base is 96% Female. While our readers are primarily women, we do draw some search engine traffic and male readers with our [Man Cave](#) section. Our traffic is mostly U.S. based; however, Slop Swap does have readers in 20 Countries.

Age Range:

- 18-24 - 4.7%
- 25-34 - 28%
- 35-44 - 21%
- 45-54 - 18%
- 55+ - 25%

### Slop Swap Statistics

Facebook Readers: 17k	Twitter Followers: 6000+
Triberr Twitter Reach: 145k+	Email Subscribers: 2200+
Monthly Pageviews: 22k+	Monthly Unique Visitors: 10k+
Google Page Rank: 3	

*updated 6/12*

### Why should you advertise with Slop Swap?

I take a lot of pride in everything I do and that is reflected in my blog. I make sure that all of my advertisers are getting top notch promotion and that they are satisfied with what they have purchased. I have listed a variety of advertising options on my [PR and Advertising page](#). If you do not see what you want from what is listed, please [contact me](#) and we can customize a package that will fit your needs. I also have Blog Conference [Sponsorship Opportunities](#). It would be great exposure for your business.

**Now, the question is...**

**When would you like to advertise with Slop Swap?**