

A is for Adelaide

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ABOUT A is for Adelaide

A is for Adelaide began as a resource for parents of special needs children to gather information and share stories, and quickly became a platform for advocacy and autonomy. We discuss many facets of parenting, DIY projects, life planning, recipes, running, gardening and a lot of anecdotal life lessons. We write about products organically chosen and work hard to maintain the integrity of the site, while providing different viewpoints, products and lifestyle options for an array of followers... and future leaders.

5,000+

MONTHLY UNIQUE VISITORS

10,000+

MONTHLY PAGE VIEWS

8,000+

SOCIAL MEDIA FOLLOWERS

300+

EMAIL SUBSCRIBERS

ABOUT CHELLEY

I am a 30-something New England transplant by way of Philadelphia, PA. A 2006 graduate of Johnson & Wales University, I've accumulated over a decade in food industry and events. I've been in the blogging industry since 2007, writing for myself and eventually branching out to offer editorial per diem services, as well as the *In-house Content Creator* for a Rhode Island company starting in 2014. After the 2012 birth of my first child, Adelaide, I began to write about her dwarfism and family life, becoming passionate about activism in the special needs and disability communities. Since becoming a mother to 2 girls, I've enjoyed building my brand and mother style while sharing and creating engaging content to my readers.



CHELLEY MARTINKA
Content Creator



5,200+

[@aisforadelaide](https://www.facebook.com/aisforadelaide)



1,600+

[@martinkadelux](https://www.twitter.com/martinkadelux)



400+

[@ChelleyMartinka](https://www.pinterest.com/ChelleyMartinka)



400+

[@MichelleMartinka](https://www.google.com/+MichelleMartinka)



1,850+

[@martinkadeluxe](https://www.instagram.com/martinkadeluxe)

SERVICES OFFERED

- Sponsored Posts
- Custom Content Creation
- Editing
- Brand Ambassadorship
- Social Media Campaigns
- Sweeptakes, Contests, Sampling
- YouTube/IG video production

Have something else in mind? Contact me!

For all sponsored opportunities, payments can be made via PayPal.

THE AUDIENCE

90% Female

44% Aged 25-34

75% From the U.S.

70% Comes from social sources

68% Bounce Rate

Source: Google Analytics

TOPICS THEY LOVE TO READ

- Advocacy work
- Community updates
- Adaptive tools
- DIY
- Fitness/Health
- Travel destinations
- Birth/Pregnancy/Childcare
- Videos/Unboxings
- Recipes
- Fashion/Beauty

PAST PARTNERS



Calm-A-Mama



WHAT THEY SAY

"Chelley's drive to succeed and dedication are incredible and make her an asset in any endeavor. Her passion for success is evident in everything she does from seeking industry knowledge and consulting potential clients to striving to attain goals in a high-pressure environment. She's got a great work ethic, common sense, and high degree of professionalism. I would highly recommend Chelley and hope that I will have the opportunity to work with her again in the future!" - Erin C., Premier Education Group

"Chelley was an excellent choice! Offering insight and solutions, taking pride in all her work and leading group work in fine management style. Smart, loyal, personable, and dedicated...and a sincerely nice person.- Kevin C., event executive

SOME WORK SAMPLES

My portfolio expresses my diversity; check out a variety of posts I've done for clients below.



READY TO ROLL?

Let's talk at review@aisforadelaide.com