ABOUT NOT SO FORMULAIC

Not So Formulaic reaches mothers of intellectually gifted and Twice-Exceptional children who seek simple tools, practical advice, and prayerful support for raising sensitive, quirky kids.

At Not So Formulaic, moms can find hands-on, creative activities for learning, guidance from a seasoned special-needs mom, and honest reviews of products and places suitable for bringing out the best in their families from a family-oriented, Christian perspective. Social media outlets such as Gifted Homeschoolers Forum, Raising Lifelong Learners, and CatholicMom frequently share NSF’s articles.

Pageviews/mo: 35,000
UMVs: 20,000
Email Subscribers: 2,100

ABOUT GINNY

Catholic | Mama | Author | Homeschooler

Ginny Kochis is an author, blogger, and advocate for Gifted and Twice Exceptional children, but most of all, she’s a mom. She is passionate about her faith and her children, and enjoys sharing what’s she’s learned with others.

A former high school English teacher and adjunct professor, Ginny retired from the classroom in 2007 to raise three exceptional children. All of them are intellectually gifted; one has been diagnosed with sensory processing disorder and two cope with anxiety on a daily basis.
### THE READERS

**WHO THEY ARE**

- **75%** of readers are mothers of gifted children
- **95% are women**
- **35-44** Average age

**Family-Focused**
Not So Formulaic readers place a high priority on time spent as a family, seeking inclusive opportunities for quirky, creative kids to grow in grace and wisdom.

**Education-Minded**
Not So Formulaic readers seek out engaging, hands-on educational opportunities for children who love to learn.

**Value-Seeking**
Not So Formulaic readers often have large families. They are budget-conscious and make financial decisions based on overall value.

**WHAT THEY LIKE**
Not So Formulaic readers value

- critical thinking skills
- hands-on education
- organizations and institutions that are sensory-friendly
- faith, morals, and reason

"Your blog has been an absolute breath of fresh air. You don't hide your struggles or the truths of your experiences."  

- A.E., Not So Formulaic reader
PARTNERSHIPS
Ginny offers a variety of opportunities for brand partnerships. From evergreen sponsored posts and one-time reviews to social media posts, giveaways, videos and more, Ginny provides promotional packages tailored to each client's needs.

OPPORTUNITIES

Giveaways: Promotional giveaways include product reviews and social media shares on Facebook and Instagram. Partner companies receive increased exposure and follower numbers from an engaged, targeted audience.

Reviews: Reviews include a detailed overview of your product or service. Exceptional images, thoughtful text, and video coverage are included.

Sponsored Posts: Looking for evergreen coverage of your product or service? A sponsored post offers an in-depth look at your company’s offerings in a season-spanning, highly relevant blog post optimized for SEO.

Your blog is just what I needed. Insightful, thoughtful, current, funny, and very supportive.

- P.G, Not So Formulaic reader

PAST PARTNERS

Homey, the Chore App
Beautiful Feet Books
Candlewick Press
and more!

LET'S TALK!
I look forward to working with you to showcase your company!

notsoformulaic@gmail.com