

Ripped Jeans and Bifocals

A blog by Jill Robbins about motherhood, life, and adoption

Ripped Jeans and Bifocals is a popular parenting and lifestyle blog that launched in 2014. What started out as an online adoption journal is now a fun, vibrant online community for parents that touches on parenting hacks, travel tips, easy food, written with heart and humor...and occasional sarcasm. Ripped Jeans and Bifocals has some practical and insightful adoption articles but the general theme of this website is “stuff parents like.”

If you have a product, service or event that falls in to the “stuff parents like” category, then let’s work together. My readers just might be your next loyal consumer. Let’s connect the dots, have some fun and make things happen.



35K

MONTHLY UNIQUE VISITORS



38.5K

MONTHLY PAGE VIEWS



43K

SOCIAL MEDIA FOLLOWERS

1.5K

EMAIL SUBSCRIBERS



JILL ROBBINS

I'm a mom of three, writer, blogger, speaker and self-proclaimed domestic ninja living in San Antonio, Texas. My blog, Ripped Jeans and Bifocals has received numerous awards and accolades. I appeared in the 2015 Listen to Your Mother: Austin show and produced Listen to Your Mother: San Antonio in 2016 and 2017. My writing has appeared in The Washington Post, Scary Mommy, Disney's Babble, and more.

I enjoy traveling, food and wine, and cleaning up the sticky messes my kids make. One of these things is a lie. I bet you can guess which one.



25K+

@rippedjeansandbifocals



10.1K+

@jillrobbinsrjab



6.1K+

@jeansbifocals



2.6K+

@jillrobbins2012

SPONSORSHIP + COLLABORATION

SERVICES OFFERED

- Sponsored Blog Posts: 500-word minimum blog post that pops, optimized for SEO, 3-5 photos and promoted on Facebook, Pinterest, Twitter, and Instagram
- Brand Ambassador: Monthly sponsored posts, exclusivity, monthly strategy calls, generous social shares and more!
- Social Media Campaigns
- Freelance Writing and Editing Services
- Speaking Engagements
- All sponsored content disclosed as such in accordance with FTC regulations
- Email me for current rate sheet

BRANDS I'VE WORKED WITH



WHAT PEOPLE ARE SAYING

We've worked with Jill on two sponsored posts that told our brand's story in step with her own story. If you're looking for personal, word-of-mouth advertising for your family-friendly brand, I can't recommend her enough. She puts a lot of heart into her writing and her content is engaging and fun. Trish Bennett, Orange Leaf Frozen Yogurt

Our company handles PR for SeaWorld San Antonio and we've worked with Jill and her family for over two years. She's prompt, professional and an excellent spokesperson for our brand. She's made a huge effort to learn our conservation story and her passion shows in her writing. Rachel Trevino, the DeBerry Group

It's so difficult to write about yourself. When I published my book, I got stuck on my author bio. Jill asked a few pointed questions and crafted the perfect bio! It was funny, inspiring, engaging, natural and factual. Thank you, Jill! Herchel Scruggs, best-selling author and blogger

READY TO WORK?

let's talk at rippedjeansandbifocalsblog@gmail.com