

Maat van Uiter

Author, Blogger, Social Media Personality,
Natural Living Expert

2018 Media Kit



Maat van Uiter



Maat van Uiter (pronounced May-aht van Eye-tert) is the founder of the home and garden website *Pampered Chicken Mama*, which reaches approximately 20 million readers every month, and author of 2 best selling Amazon books, *Organic By Choice: The (Secret) Rebel's Guide To Backyard Gardening* and *Chickens: Naturally Raising A Sustainable Flock*. Maat has been featured on NBC, CBS, ABC, and featured in and interviewed by *Glamour*, *Prevention*, *Reader's Digest*, and *Women's Health*. Maat lives on a small organic farm in Southeast Missouri with her husband and two children.

Maat's been
featured &
interviewed by:



GLAMOUR Prevention



Women's Health

Recent Media Appearances

Mid-South Homesteading Conference "Fermenting For Beginners" & "Getting Started with Backyard Chickens"

Prevention, "Essential Oils For Sleep"

Reader's Digest, "Essential Oils In The Home"

Glamour Magazine "We Asked 50 Women From 50 States: What's Something Big You've Overcome?"



Media Inquiries: Please contact maat.vanuitert@gmail.com

Blog & Social Media

Please click the links below for additional information & contact us with any questions!



Select Brands I've Worked With:



Sample Product Reviews

Layla Mattress Product Review

Butcher Box Feature

Manna Pro Harris Egg Basket Product Review

Omlet Eglu Cube Live Stream & Review

About Pampered Chicken Mama

Pampered Chicken Mama has a growing audience. Here's our 2018 website statistics

Key Facebook Statistics:

Reach: Up to 3.1 Million per week:

This Week

3,129,026 ↑
Post Reach

Live Stream Engagement: 35%

(Industry average for engagement: 1%)

Pageviews

2,384,187

Sessions

1,857,037

Pages per Session

1.28



45,000 followers
7.3 Million Reach



20,000 followers
3.1 Million Reach



9,000 followers



17,000 subscribers

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Social Media

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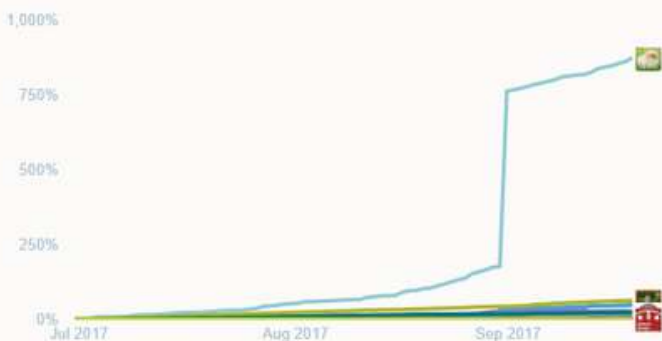
Key Facebook Audience Engagement Analytics

Compared to major Facebook business pages in the Backyard Chicken niche. Current to May 2018

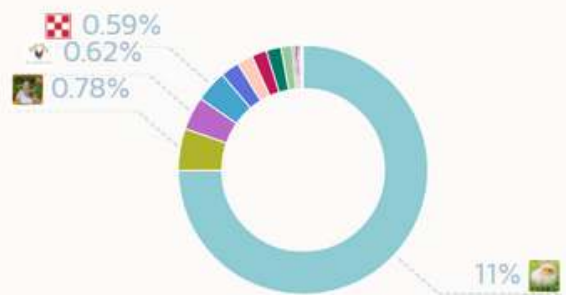
TABLE **CHART BOARD** ANALYSIS HISTORY MATRIX REPORTS

7/16/17 - 10/4/17

ENGAGEMENT



ENGAGEMENT



Key Pinterest Statistics:

**FrugalChicken |
Backyard Chickens
& Homesteading**



thefrugalchicken.com

Got chickens? Cool me too.
TheFrugalChicken.com/chickenbook

87.4k Pins
175 Boards
7.3M Monthly viewers

Pampered Chicken Mama has maintained an upward trend in growth, and is an industry leader in audience targeting with an engagement level of 35% in the past 30 days and 11% on the past 90 days.

Additional Information

Please click the links below for additional information & contact us with any questions!

About Maat van Uitert

[Link to *FrugalChicken* Blog](#)

[Downloadable Bio](#)

[High Res Head Shot 1](#)

[High Res Head Shot 2](#)

[Low Res Head Shot 1](#)

[Low Res Head Shot 2](#)

Sample Interviews

[Podcast Interview Sample](#)

[Video Interview Sample](#)

[Magazine Feature Sample](#)

Book Promotional Info

[Downloadable Book Description & Praise/Reviews](#)

[300 dpi Book Cover Image](#)

[Sample Chapter/TOC](#)

[Where To Buy Chickens: Naturally Raising A Sustainable Flock](#)

Suggested Interview Topics

- Why Millennials Care About The Backyard Farming Movement
- Getting Started With Backyard Chickens For Farm Fresh Eggs
- All Natural Solutions for Back To School
- Getting Started With Living Naturally On A Budget



Chickens

**NATURALLY RAISING A
SUSTAINABLE FLOCK**



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