



KMP Blog (Media Kit)

as of 2/28/15

<http://kmpblog.com>
info@kmpblog.com

AUDIENCE & BLOG STATS

AVERAGE UNIQUE MONTHLY VISITORS	2,957
AVERAGE MONTHLY PAGEVIEWS	3,460
GENDER	Mostly female
AGE GROUP	25-34

NOTABLE WEB MENTIONS:

- [BLAZING MINDS UK](#)
- [KIKOLANI](#)
- [FLIGHTPATH](#)
- [REASON TO PLAY](#)

SOCIAL MEDIA STATS

TWITTER	6,377
INSTAGRAM	1,585
FACEBOOK FANS	701
FEED SUBSCRIBERS	242
KLOUT SCORE	56
GOOGLE PAGE RANK	2

ABOUT ARIE RICH



Ariette aka Arie Rich is a NYC resident, fitness and lifestyle blogger. As means to keep up with the pulse of NYC, Arie Rich coined the phrase “Keep Me Posted.” Shortly after, the phrase developed into KMPBlog.com.

As a fitness enthusiast, whether by using fitness apps or by attending some of her favorite gym classes, in 2013, Arie decided to add some running to her lifestyle and run with Nike+ NYC Run Club.

To-date she has completed multiple short

distance races (5Ks, 10Ks), as well as eight half marathons, and three full marathons, including the Nike Women’s Marathon San Francisco in 2013.

In 2014 she was one of five New York Road Runners Official Social Reporters and ran her 3rd marathon and first NYC Marathon in November 2014.

Some of her 2015 fitness and running goals are to become a Certified Personal Trainer, while continuing her fitness journey to inspire and motivate others to do the same.

ABOUT KMP BLOG

KMP (Keep Me Posted) Blog started in 2008 as a means to deliver a variety of tips, reviews, and event postings. Updated daily, KMPBlog.com covers topics from health and fitness, to

what movies are worthy of adding to your Netflix queue or picking up on Tuesdays. Visitors are also privy to be notified of fun and exciting networking events that allow them to take part in

fitness, fashion, music, and other facets of entertainment that may not be widely promoted and/or advertised.