

Ripped Jeans & Bifocals

by Jill Robbins

Navigating Motherhood, Adoption & The World With Heart & Humor



ABOUT US

Ripped Jeans and Bifocals is a popular parenting and lifestyle blog that launched in 2014. What started out as an online adoption journal from the self-proclaimed "oldest mom of the youngest kids wherever she goes" is now a fun, vibrant online community for parents that offers travel tips, parenting hacks, and recipes that show you how to make easy, healthy food your kids will eat without making gagging noises. Jill is a "tell it like it is" mom who engages her readers with content written with heart, humor and occasional sarcasm.

If you have a product, service or event that falls in to the "stuff parents like" category, let's work together. Jill's engaged readers and social media fans are predominantly North American stay-at-home or work-from-home moms in their 40's who make purchasing and travel decisions for their families. Jill's fan base might just be your next loyal consumer. Let's connect the dots, make some introductions, have some fun and make things happen.



42K

MONTHLY UNIQUE VISITORS

50K

MONTHLY PAGE VIEWS

60K

SOCIAL MEDIA FOLLOWERS

2K

EMAIL SUBSCRIBERS

JILL ROBBINS

Hey there! I'm a mom of three, writer, blogger, speaker and self-proclaimed domestic ninja living in the San Antonio area. My blog, Ripped Jeans and Bifocals has received numerous awards and accolades, to include Healthline Magazine's Adoption Blog of the Year for three years running and BlogHer Voice of the Year for 2015.

I'm a professional writer and speaker. 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, San Antonio Woman Magazine and more.



30K+



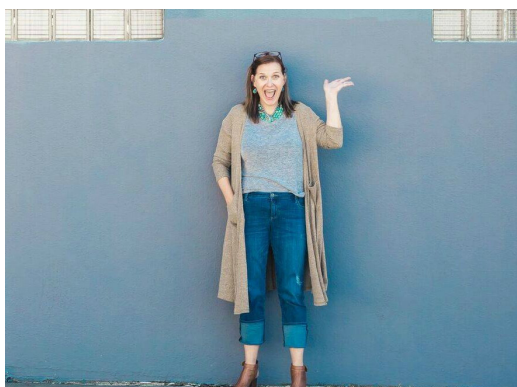
12K+



12K+



6.5K+



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