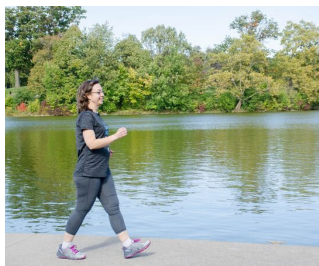




# The Holy Mess

Balancing Faith, Family, and Fitness



## THE HOLY MESS

The Holy Mess, [theholymess.com](http://theholymess.com), is a website strengthening women as they balance faith, family, and fitness. Our readers are ages 30-65, primarily Christian, college-educated, mothers and grandmothers. They juggle families, careers, and home, and search for ways to find enjoyment in life and care for themselves.

Our readers are busy, but they are smart, dedicated women who know what they want! Products that meet the needs of today's active woman, help her grow in faith, or meet the needs of her family do especially well.

Topics on the website include faith encouragement, Christian resources, fitness, weight loss, Weight Watchers/WW, parenting, teens, special needs parenting (behavioral, emotional, and medical), adoption, foster care, and recipes.

## Faithful Finish Lines

Faithful Finish Lines, [faithfulfinishlines.com](http://faithfulfinishlines.com), is an online weight loss program for Christian women. Faithful Finish Lines is a grace-filled place. You won't see strict diets, lists of unrealistic rules, or guilt. Fumbles are understood as part of the process. Our programs will meet you wherever you are in your weight loss journey. Faithful Finish Lines is your go-to location for step by step guidance to meet your health and fitness goals.

## Sponsored Post

With the purchase of a sponsored post, your product or service will be in the spotlight at The Holy Mess! In a blog post written uniquely for you by Sara, SEO optimized, she will highlight your brand's best features and options in her own unique style. Suggestions for Pinterest and Facebook friendly graphics will be included. Option to include unique promotion code to loyal Holy Mess readers. Includes bonus social media promotion!

Sara is open to creative thinking and collaboration.

## Meet Sara

### SARA BORGSTEDTE SPEAKER, WRITER, MENTOR

Sara Borgstede is a triathlete, speaker, and writer. She has been maintaining a 100 lb weight loss for 10 years +, and runs an online faith and fitness program for women, [faithfulfinishlines.com](http://faithfulfinishlines.com).

She is mom to 5 kids through birth and special needs adoption, and she and her husband Mike, were foster parents to 35 children. Sara takes a lot of power naps.

Find her at her website, The Holy Mess, at [theholymess.com](http://theholymess.com), and on Facebook, Pinterest, and Instagram.



8 GROUPS  
WITH OVER  
17K MEMBERS



4.9M  
MONTHLY  
VIEWERS



THM FB PAGE  
14,500  
FOLLOWERS



2.39K  
SUBSCRIBERS

## Monthly Reach

Page views - 250,000-450,000 per month.  
Email subscribers - 35,000  
with open rate of 30% and  
6% click-through rate  
Faithful Finish Lines Course Members - 7,000