



SCHNELLE ACEVEDO

Brooklyn Active Mama started 8 years ago as an online journal. Schnelle has since built this blog into a thriving and engaged community of strong, educated millennial and gen-x women.

An accomplished speaker, Schnelle has commanded audiences at national conferences, and has been recognized as a three time Iris Award nominee for her authentic storytelling and engaging content.

SOCIAL



5.0K



25.3K



7.2K



10.8K

21,000+

Unique Visitors
per Month

25,000+

Page Views
per Month

Brooklyn

Active Mama

BROOKLYNACTIVEMAMA.COM

MEDIA KIT

ABOUT THE BLOG

Schnelle "Nellie" Acevedo is Brooklyn's Active Mama. A busy millennial mom of three, Nellie began inspiring others to live healthier in 2011 with her body positive brand. Combining her passion for fitness with everyday life, Nellie shares tips for parenting, travel, and wellness with a national audience of over 50k social media and blog followers.

Nellie's readers know that they can depend on her for marathon training tips—right alongside advice for family friendly travel, strength training routines and easy recipes.

Schnelle currently resides in Brooklyn, New York and she is married to her high school sweetheart of over 20 years and together they parent two grade school boys 10 & 7 years old and most recently an infant baby girl.

DEMOGRAPHICS

Brooklyn Active Mama serves a community of Millennial/Gen-X moms and working women who love fitness, travel, entertainment and easy recipes. They are super busy women but they take care of themselves by working out and setting huge fitness goals. They yearn to hear the real stories of motherhood not the perceived perfection of social media.

ADVERTISING

Partnership opportunities include:

- Sponsored posts
- Social Media promotion
- Press Trips
- Event Attendance
- Event Hosting

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<https://BrooklynActiveMama.com>