

Advertising Opportunities *with*



Our focus: To educate, encourage and equip moms and homemakers in their quest to live in ways that are natural, sustainable, wholesome and healthy.

MEDIA KIT | 2013



Keeper of the HOME

Our focus is on providing women (and more specifically, moms and homemakers) with resources for natural living, better nutrition and overall health, and for practicing good stewardship of their bodies, finances, time and the earth.

Benefits to our advertisers

- Keeper of the Home is a **highly trafficked, regularly updated** blog
- Full of informative, **well-researched and carefully written posts** that bring readers back again and again
- **Very specific target market audience** of primarily women and mothers, homemakers, and those interested in health and natural living and homemaking

KeeperoftheHome.org

What we do

Bombarded by information, women who desire to find resources for more natural, sustainable, simpler and healthier living are often overwhelmed and frustrated. What's really true? How can they find the time to do all the necessary research to make good decisions for their families? Won't someone just point them in the right direction and teach them about the topics that matter to them the most?

Stephanie Langford knows these questions well because they are some of the same questions that pushed her to begin studying and learning all that she could in her early years of being a homemaker, wife and mother. Over 5 years ago, she decided to take the fruits of those years of study and begin to make good information available to women. **Her goal has always been to educate and provide resources on the topics that matter to moms and homemakers, in an encouraging, hopeful and helpful manner!**

Our Demographics (taken from Quantcast.com)

Gender: Female (98%)

Age: Majority are between 20-45 years

Income: Over 50% of readers have a family income of \$55,000 or higher. The other 50% are split evenly between income levels ranging from under \$25,000 up to \$55,000.

Marital Status: Married (94%)

Children: Yes (almost 70% have between 1-3 children, 12% have 4 or more children, and another 3% are expecting)

Educational Background: 60% have Bachelor's degree or higher, another 30% have some college or certification

Employment: 60% full time homemakers, 11% work from home, 29% work outside of home (p/t or f/t)

What People are Saying

“Not only is Stephanie one of the kindest and most sincere people that I’ve had the privilege to work with, but she attracts high caliber, thoughtful readers as well. When I advertise with Stephanie, I know that the people reading her blog are open to new ideas and willing to trust her authentic voice. Stephanie has built her audience with her insight, and that’s the type of community with which I want to be a part.”

Jennifer Tankersley, ListPlanIt

“Plan to Eat loves working with Keeper of the Home! Everyone on their team is creative, organized, passionate about what they do, and extremely pleasant to work with. Because of their hard work and exceptional character we get the advertising results we are looking for. We are grateful for everything they have done for us!”

Christopher McLaughlin, Plan to Eat

“We have been working with KOTH for a few months and it has been a huge benefit to have them as one of our advertisers. They keep their followers actively engaged, so when it’s time to share our information with them, we always get a great response. It has definitely been worth the investment!”

Christy Fechser, Modern Wellness

Working with Keeper of the Home has been fantastic for us! We have noticed a definite increase in orders when blog posts run, and working together to get a post or giveaway set up is quite easy. The KOTH team is a pleasure to work with.

Kimberly King, Redmond Trading Co. LC

“Stephanie was the first blogger I remember reading that wrote about natural living from a positive, God-honoring perspective. She continues to be the best in her field. She’s my go-to resource for the best brands and products that are healthy for my family, and I look forward to everything she writes! I’ve also appreciated all the great posts she contributes to simplebites.net – she’s a joy to work with.”

Tsh Oxenreider, Founder of Simple Living Media

“I so appreciate Stephanie’s heart to encourage and equip other women through her blogs. She constantly inspires and motivates me with her commitment to simple, natural, purposeful, God-glorifying living.”

Crystal Paine, MoneySavingMom.com

Our Audience

Blog Statistics

Monthly blog visits: 605,511

Unique monthly visitors: 491,503

Monthly pageviews: 845,193

Alexa: US 14,006 | Global 59,792

Facebook: 34,794

Twitter followers: 5,818

RSS and email subscribers: 16,350

Total Daily Reach: 76,495

*includes website visits, RSS and email subscribers, Facebook likes and Twitter followers

Advertising Options

Platinum Sponsorship

\$1500 for three months | 300x250 top spot, above-the-fold

- Includes RSS link, one set of Social Media Mentions per month
- Optional add-on of Giveaway Week spot for \$100 (half-price)

Gold Sponsorship

\$900 for three months (\$375 for one month) | 300x250 spot mid-sidebar, visible while reading articles

- Includes one set of Social Media Mentions and one post sponsorship per month
- Optional add-on of email sponsorship, 3 months for \$380 (more than 25% savings)

Classic Sidebar Ads

\$165 monthly, \$150 for 3 months at a time (\$450 total) or \$135 for 6 months (\$850 total) | 125x125 image ads

- Also available as a rotating ad for \$85/month (your ad is |seen for half of all page views. Limited availability)

Our fees are calculated according to CPM, which is the cost per 1000 pageviews. At a CPM of less than \$1, we are significantly below the average industry rate for quality, niche web advertising!

Previous sponsors receive **10% off one month** of a classic sidebar ad (one-time use only)

The screenshot displays the 'Keeper of the Home' website, which is a lifestyle and home management blog. The page features a navigation bar with categories like 'REAL FOOD', 'HEALTHY LIVING', 'HOMEMADE', 'KEEPING THE HOME', 'MOTHERING', and 'BLOG'. A prominent banner at the top promotes a 'natural MOTHERING EBOOK BUNDLE' for \$29.97, valued at \$525, available for a limited time from June 10-17. Below the banner, there are several content sections: 'RealFood' with recipes like 'Healthy Ice Pops & Frozen Treats', 'Homemade' with 'Herbal Wreath', and 'MyBooks' with 'Plan It, Don't Panic!'. A 'Welcome!' section introduces Stephanie, the creator. A 'Visit our wonderful sponsors' section lists various brands like '21 LIFE', 'paleo & primal', 'EtsyKids', and 'FAMILIES WITH FAITH'. A 'Change a child's life' section features a 'Sponsor A Child' button. A 'Weekend Links (and Giveaway Winners)' section lists recent winners and links. A 'How to Make Healthy Ice Pops & Frozen Treats' article is featured, along with a 'How I learned to cook whole fish, Sicilian style' article. A 'Popular Posts' section lists recent articles like 'Curing Down on Sugar: 21 Ways to Eat Less Sugar' and 'A Tour of Our Family Closet (Video Blog)'. The website also has social media links and a search bar.

Sponsored Giveaways and Email Sponsorship

Giveaways

Everyone loves giveaways! Highly attractive to readers, giveaways can also be used to generate a lot of media buzz about your company and product.

Giveaways are run quarterly during very highly-trafficked “giveaway weeks.” 6-10 giveaways will run over 3-5 days, each with its own post and entry options.

The fantastic benefits of giveaways include your company/product being the sole feature of an entire post, valuable links from our main page, and the power of social media sharing!

You will also have the unique opportunity to add our readers to your mailing list, Facebook page, etc.

The prize must be a minimum value of \$100, and an identical item must be provided to the blog editor as well for the purposes of review (if you would like me to comment on your product beyond basic details from your website).

We will take care of all giveaway details. You are responsible for shipping the prize to the winner.

Cost of Sponsorship:

\$200 per giveaway post

Email Sponsorship

Want your business to appear straight in our reader’s email boxes? With over 11,000 email subscribers (and growing daily), you can get your products out to readers 4-5 times each week with our email subscription mailouts.

Cost of Sponsorship:

\$175 monthly or

\$450 per 3-month quarter (\$50 savings)

Includes:

Prominent 300x250 graphic ad, linked to your choice of URL
Sole sponsorship: No additional ads will be featured in these newsletters, however the posts featured in the email may contain content about other products, such as a giveaway. Your graphic image will appear above other product images even in those situations.



Christmas Gift Guide Sponsorship

Each Christmas season KOTH offers a highly-promoted full page on the site that is devoted to sharing natural and green living companies that we think are great resources for Christmas gift shopping. The continued huge rise in popularity of online shopping leaves customers with a myriad of confusing options, but in our limited and exclusive annual Gift Guide we offer powerful marketing for your business through personal recommendations and descriptions.

- Your company is featured in several paragraphs
- Includes large image or logo & links back to your site
- Includes price range information, and opportunity to offer coupon code
- Features “Stephanie’s Picks” for personal recommendations from us
- Includes a mention in a Gift Guide blog post
- Gift Guide page is linked in our navigation bar and sidebar, as well as being heavily promoted through social media

The Gift Guide is live for 3 months at the Christmas season, from mid-October through to mid-January. This is one of our most popular advertising options, so book early to avoid disappointment!

*Participants in the Gift Guide are also eligible for a 15% discount on sidebar ads!

Cost of Sponsorship:

Cost of a feature spot: \$175 (early bird) and \$185 (regular)

The screenshot shows the homepage of KOTHP.com. At the top, there is a navigation bar with links for HOME, ABOUT, CONTACT, ADVERTISE, and MY BOOKS. Below this is a search bar and social media icons for Facebook, Pinterest, Twitter, RSS, and Email. A teal navigation bar contains links for START HERE, REAL FOOD, HEALTHY LIVING, HOMEMADE, KEEPING THE HOME, MOTHERING, and BLOG, along with a subscriber count of 16,376. The main content area features a section titled "2012 Christmas Gift Guide" with a sub-section for "Apple Valley Natural Soaps". This section includes a small image of soap bars, a description of the business, a list of "Stephanie's picks" (Wheat and Honey Almond Bar, Man 2.0 Bar, Kitchen Spice Bar, Himalayan Pink Grapefruit Tea Tree Pedal Scrub, Creamy Butter Lotion Bar, and Organic Herbal Salve), a price range of \$3.50-\$25, a discount code "KEEP10", and a shipping note for USA only. A link "Visit the shop here!" is provided at the bottom of the section.

Social Media Mentions

Available only to current sponsors. Each Social Media Mention Includes 1 Facebook post (may include an image) and 1 Tweet.

Cost of Sponsorship:

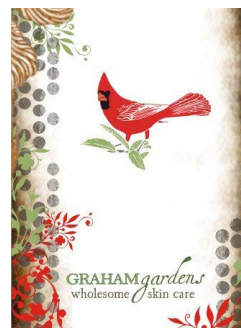
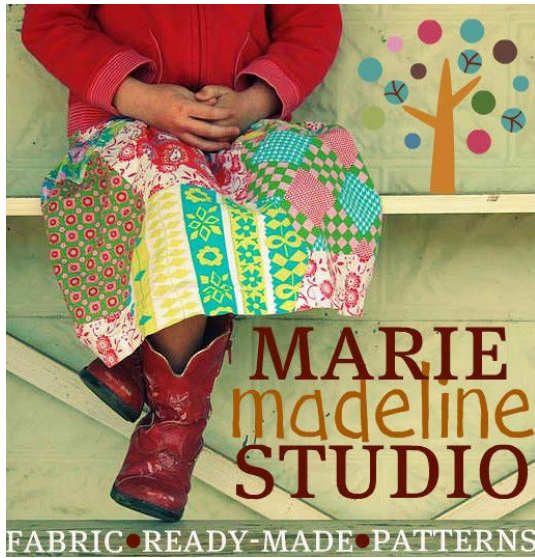
\$30 per mention

Have other ideas for how you'd like to customize your advertising with us? Struggling to make the best use of your advertising budget?

We would be happy to find a package that fits your business needs perfectly! At KOTH, we aim to offer a diverse array of options, and love to come up with new ideas that best deliver your company and brand to our readers' attention in fresh ways. We will figure out the right strategy for you, connecting you with our growing and enthusiastic audience. Contact us to get started!

Join our other Sponsors

All sponsors are permanently pinned to our "KOTH Sponsors" Pinterest board.



Email Beth Ad Manager
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