

Advertising Opportunities *with*



# Keeper of the Home

NATURALLY INSPIRED LIVING FOR THE CHRISTIAN HOMEMAKER

*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 | 2012

# at 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](http://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 4 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 my 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*

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“Stephanie has made my experience, advertising my business on Keeper of the Home, a simple and enjoyable one. **She went to extra lengths to be sure that I got as much value from my ad spot and time as possible.** It has been a joy to be a part of a blog that is not only well written, but is run with integrity. I am so pleased to have had a chance to work with Stephanie.”

Jennifer Tankersley, ListPlanIt

“We’ve really enjoyed working with Stephanie over the past year to share Moody Publishers products with Keeper of the Home readers. **I’ve been delighted by the response!** We appreciate the opportunity to connect with like-minded readers who are seeking to build Christ-centered families and homes.”

Carolyn Shaw, Marketing Manager, Moody Publishers

“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 SimpleOrganic.net -- she’s a joy to work with.”

Tsh Oxenreider, Founder of Simple Living Media

“As a new business, we needed to find a way to advertise that would target our niche market (young moms who are into healthy living) while still being economically priced. **Our advertising experience with Keeper of the Home was a perfect fit, as this popular blog is geared towards the same market as our business. We noticed an immediate and significant jump in site traffic, much to our delight.** Also, Stephanie was very accommodating, prompt and professional in answering any questions. Thank you, Stephanie, for offering such a good advertising product!”

Barbara, Just Bumming Around Diapers

“Advertising on Keeper of the Home has been, hands-down, my best business decision. It generated an unbelievable amount of traffic to my website and resulted in many sales. Stephanie is so great to work with, and I plan on advertising with Keeper of the Home again.”

Laura, Owner, Eden Diapering

“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*

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## Blog Statistics

Monthly blog visits: 131,822

Unique monthly visitors: 85,915

Monthly pageviews: 227,671

Google Page Rank: 4

Alexa Ranking: US 20, 141. Global 90,193.

Facebook "likes": 11,130

Twitter followers: 3,792

RSS and email subscribers: 11,139

**Total Daily Reach: 30,493\***

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

# Advertising *Options*



## 1. Premium Ad Sponsor: 300x250 px



These ads are in the right hand, above-the-fold position, and are singled out from other ads on the site. This means that they immediately catch the readers eye upon visiting our site!

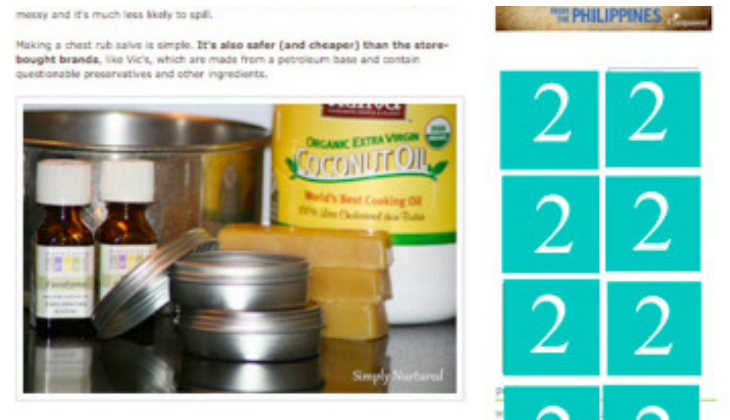
### Cost of Sponsorship:

\$1200 per quarter (3 month run)

- Includes the only text link ad in RSS feed (the focus is on you!)
- Up to 3 ad graphics can be set to rotate
- Monthly Facebook mention or Tweets, at your request.

Our fees are calculated according to CPM, which is the cost per 1000 pageviews. At a CPM of less than \$2, we are significantly below the average industry rate for quality, niche web advertising!

Ad Size		Monthly	Quarterly	Includes RSS Text Link
1. 300x250px		n/a	\$1200	Yes
2. 125x125		\$125	\$325	No



## 2. Image Ads: 125x125 px

These 8 ads are just slightly lower and are rotated evenly throughout the month. They offer advertisers a cost-effective way to expose thousands upon thousands of women to their brand.

### Cost of Sponsorship:

- \$125 per month
- \$115 monthly for a 3-month run (\$345)
- \$105 monthly for a 6-month run (\$630 total)

**Important to note:** Attractive, well-designed ads with a clear call to action ALWAYS get the most clicks, so choose your ad well!

# Sponsored Giveaways *and* Email Sponsorship

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## 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 (one per season), during very highly-trafficked “giveaway weeks.” 6-10 giveaways will run in a given period of time (usually 3-5 days), **each with its own post and entry options.**

### Specific benefits of giveaways:

1. Feature your company/product in a post
2. Valuable links from our main page
3. Use of social media as further marketing leverage to get your product out there!
4. The possibility to add our readers to your mailing list, Facebook page, etc.

### Requirements:

- Minimum \$75 giveaway product value
- Two identical giveaway items-- one for blog editor (if you would like me to be able to comment on your product/company beyond basic details from your website), one for winner.
- We will take care of all giveaway details; we ask that you ship the product to the giveaway winner.

### Cost of Sponsorship:

\$150 per giveaway post

## Email Sponsorship

Want your business to appear straight in our readers email boxes? With **over 5,000 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:

\$150 monthly *or*

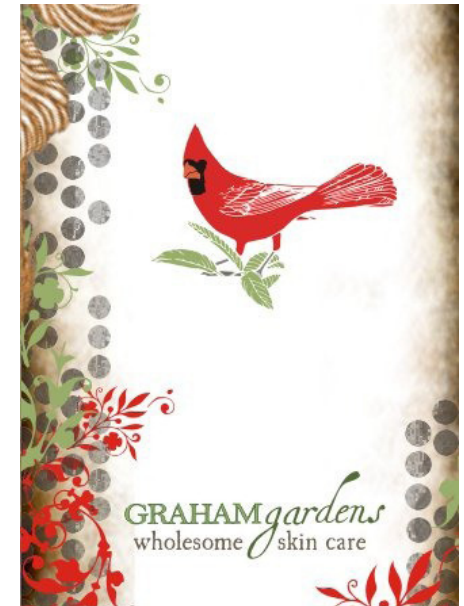
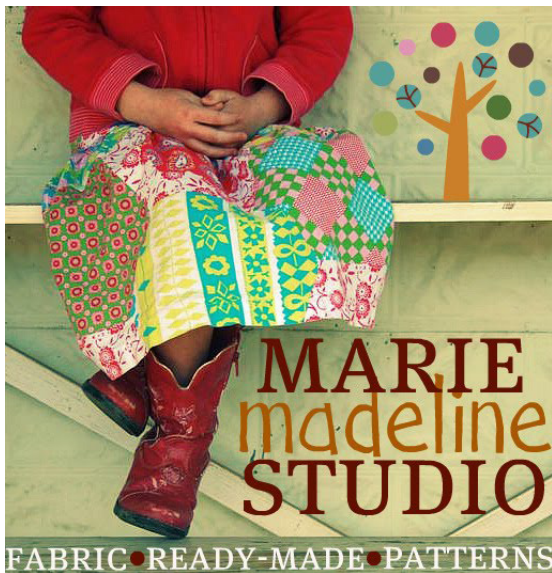
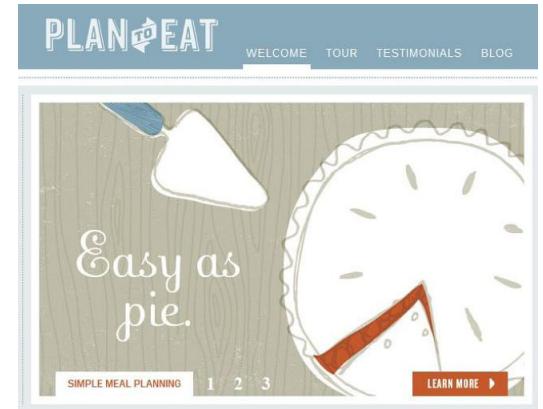
\$400 per 3-month quarter (\$50 savings)

### Includes:

- Prominent 300x250 graphic ad, linked to your choice of URL
- Sole sponsorship- We will not feature any other ads in these newsletters, so all eyes are on you (note that sometimes the posts featured in the email may be about other products, such as a giveaway post, but your graphic image will appear above other product images even in those situations)

**Have other ideas for how you'd like to customize your advertising with us? Just let us know... we'd be happy to find a package that fits your business needs perfectly!**

# Join our other *Sponsors*



Email Lindsey, Ad Manager

[advertise@keeperofthehome.org](mailto:advertise@keeperofthehome.org)