

BUDGET EARTH

Real Recipes, Reviews, & Tech from our Human & Furry Family

MEDIA KIT

www.budgetearth.com

Summer 2015

ABOUT BUDGET EARTH

Budget Earth is a magazine-style publication focused on products, recipes, & tech used in our home and life, with our two Alaskan Malamutes (Reya & Ivi). While we prefer natural products, we try being 'realistically' green. On social media & our blog, we take great pride in the trust we have built with brands and readers alike since 2011!



ABOUT YOU

Susan Bewley is a professional writer & blogger who has been writing content online & in print format for over 10 years. As well, she is an alumni of the University of Louisville with a Masters Degree in Special Education. When not freelance or ghost writing, she can be found writing on Budget Earth or on her own novel.

WEBSITE.COM

216,099 Average Monthly Page Views
26,084 Average Monthly Unique Visitors
17,568 Newsletter & RSS Subscribers

SPONSORSHIP OPTIONS

Budget Earth is excited to partner with brands of all sizes. We offer a variety of different packages to help brands create the right amount of exposure for their products or services. As well, we conform to Google SEO guidelines & FTC disclosure guidelines, without exceptions. The following services are available:

- Sponsored Posts
- Social Media Promotion
- Brand Ambassadorship
- Giveaways
- Banner ads
- Product Placement

LET'S WORK TOGETHER

Want to work together? Contact Susan today!

Email: susan.l.bewley@gmail.com

Phone: 859-907-3820

AUDIENCE

The majority of Budget Earth's readers are women who work outside of the home with dogs, cats, and children under the age of 12. As well, over 50% of my readers have attended college, with many holding a 2-4 year degree.

DEMOGRAPHICS

90% are women
65% are 18 - 44
35% are 36-65+
84% are from U.S.
06% are from Canada

TESTIMONIALS

"Thank you again for all the social media traffic. That was awesome!"


- Homeright.com


"Just wanted to let you know that everyone over here LOVED your review and we shared it on AKC's social platforms."

- AKC.org

SOCIAL MEDIA

 26,335 Followers
[@Budgetearth](https://twitter.com/Budgetearth)

 33,554 Likes
[@Budgetearth](https://www.facebook.com/Budgetearth)

 20,800 Followers
[@Budgetearth](https://www.pinterest.com/Budgetearth)

 5,455 Followers
[@Susanlbewley](https://www.instagram.com/Susanlbewley)



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SPONSORED POST

Want long term exposure for your products or services? Our sponsored posts are SEO friendly, meeting Google's standards, & get quite a bit of exposure. Products must be included for pictures. All photo rights reserved to Budget Earth. - \$250



SPONSORED SERIES

Want a tutorial, recipe, or info series written using your products? Have us write a series of posts featuring your brand on the topic of your choosing, and agreed to, by us. Supplies may add additional cost. Price includes 3 posts. - \$700

SOCIAL MEDIA PROMOTION

Want extra exposure for your sale, new product release, or latest news about your products or company? Let us share it for you on our network of over 90,000 followers.

1 Facebook - \$10 | 1 Twitter - \$10 | 1 Pin - \$20 |
1 Original Instagram Photo - \$50 (all copyrights reserved to Budget Earth)

CONTESTS & GIVEAWAYS

Want to build your social media following & gets lot of exposure? Have us set up a giveaway for you! We have 3 tiers of giveaways - Budget Earth Readers only (200 - 500 unique entrants), Budget earth + 10 - 15 other bloggers (700 - 1,500 unique entrants), & Budget Earth + up to 50 bloggers (2,000 - 5,000 unique entrants) - \$75/ \$150 / \$250

PRODUCT PLACEMENT

Want your product featured on Instagram, Facebook, & Twitter? Reya, Ivi, or Susan will wear or display your product in 2 - 3 pictures that will be shared on social media for 2 weeks. If not present in household, product must be provided. - \$100



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PRODUCT REVIEW

Honest product reviews are available, min. \$50 of full size product. If min. value is not met, any review will be invoiced as a sponsored post UNLESS otherwise agreed upon. NO REVIEW PRODUCTS RETURNED - no exceptions. Reviews come with 1 share per SM network & free BE reader only giveaway.

SIDEBAR ADS

125 x 125 \$120 /MONTH
180 x 150 \$125 /MONTH
250 x 250 \$250 /MONTH
300 x 250 \$250 /MONTH
250 x 300 \$250 /MONTH
240 x 400 \$300 /MONTH

ASK ABOUT MULTI-MONTH & FOOTER DISCOUNTS!

PRIOR COLLABORATIONS

- KitchenAid
- Mars Petcare
- Best Buy
- PetSafe
- American Kennel Club
- HoMedics
- EA Games
- D-Link

