

THE CRAFTSMAN BLOG

2017 ADVERTISER'S PACKAGE

SUMMARY

TheCraftsmanBlog.com is one of the top ranked websites for old house restoration and historic preservation on the web. Having just gone through a massive redesign and upgrade it has added a ton of feature rich content to keep readers coming back more often than ever and staying on-site longer as well.

As a restoration expert and business owner, Scott Sidler's content is authentic and relevant to old house owners, fans and DIYers. The website is extraordinarily personal in nature and Scott's availability to answer reader's emails and comments personally gives The Craftsman a concierge feel not found within the old house niche.

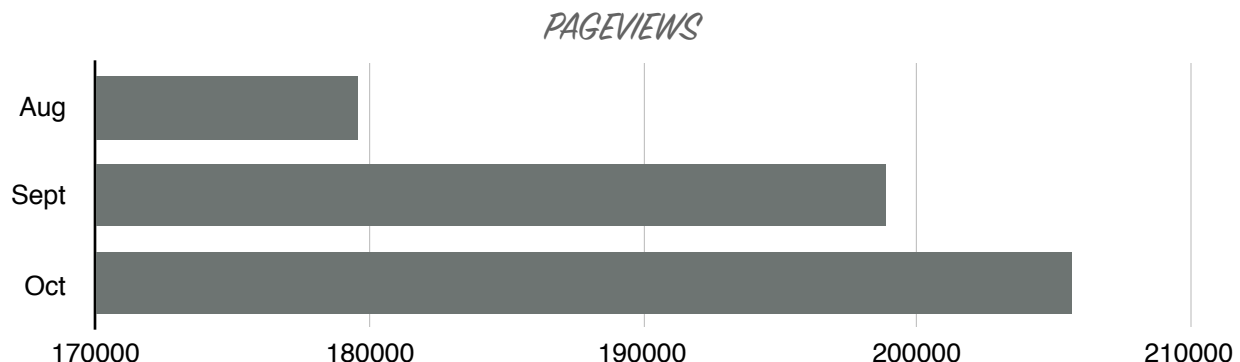
As a result, **his readership has grown by 444% over the last 2 years!** Becoming a blog advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is very responsive to products and services tailored to the old home DIY and historic preservation crowd.

To discuss your advertising needs, please contact
Amber Schrimsher at contact@thecraftsmanblog.com

SITE TRAFFIC

These are the page views for The Craftsman Blog for, as reported by Google Analytics. In addition, The Craftsman franchise has over 5,500 RSS and newsletter subscribers and an incredible **open rate of 44.5%** compared to the industry average of 26.4%.

The Craftsman brand is also very active across social media outlets with approximately 5,700 followers across Twitter, Facebook, YouTube, Pinterest, and Instagram



READER PROFILE

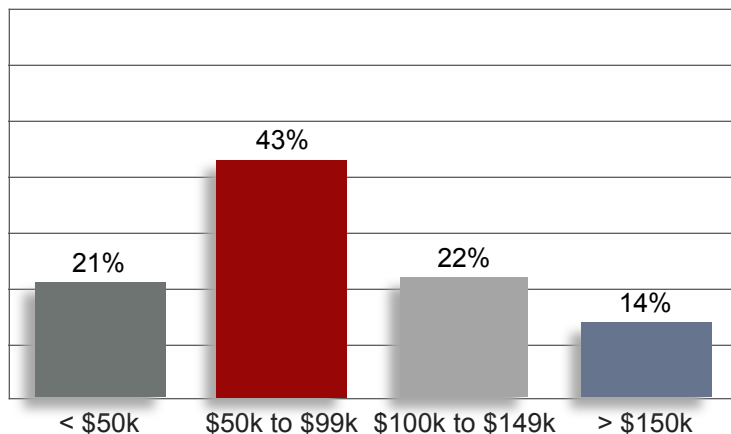
The typical readers of The Craftsman Blog are two main demographic profiles:

- 1) A 55-64 female homeowner, annual income over \$85k looking for advice for contracting restoration professionals and products.
- 2) A 25-34 couple, new homeowners, annual income under \$60k looking for DIY advice and products.

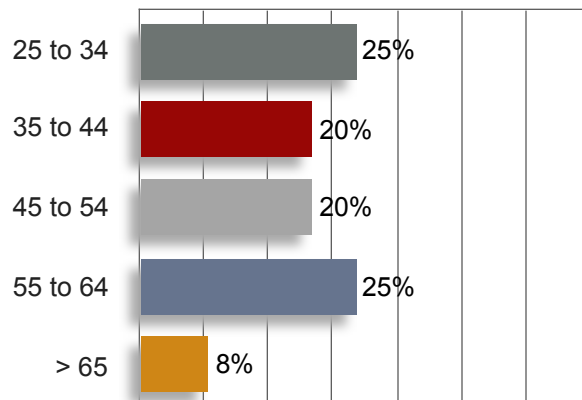
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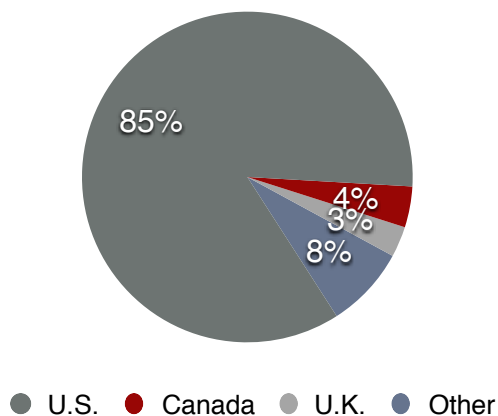
Annual Household Income



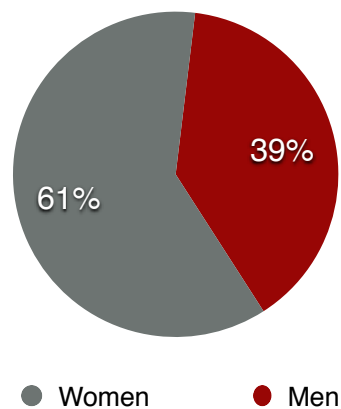
Age of Readers



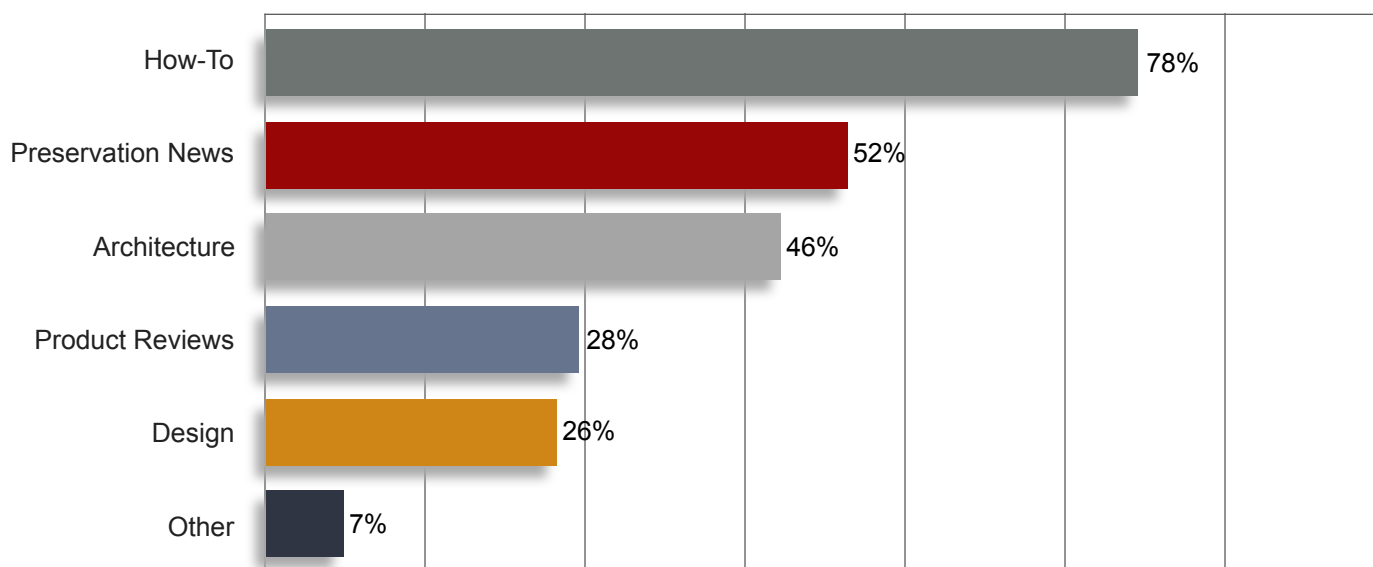
Country of Residence



Gender



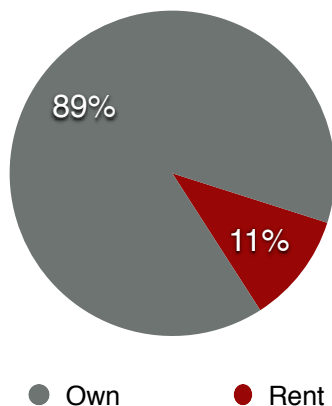
Favorite Subject Categories



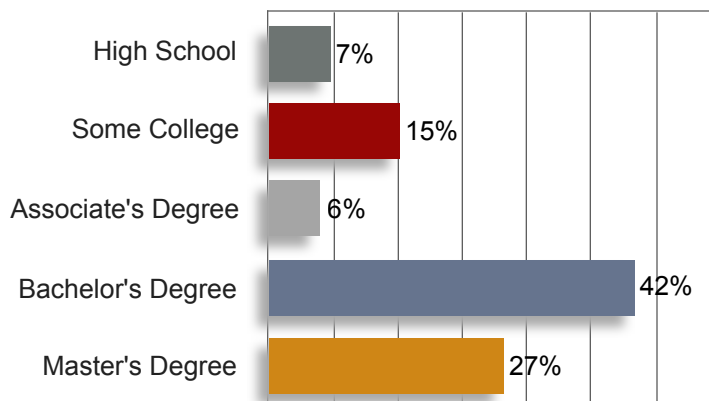
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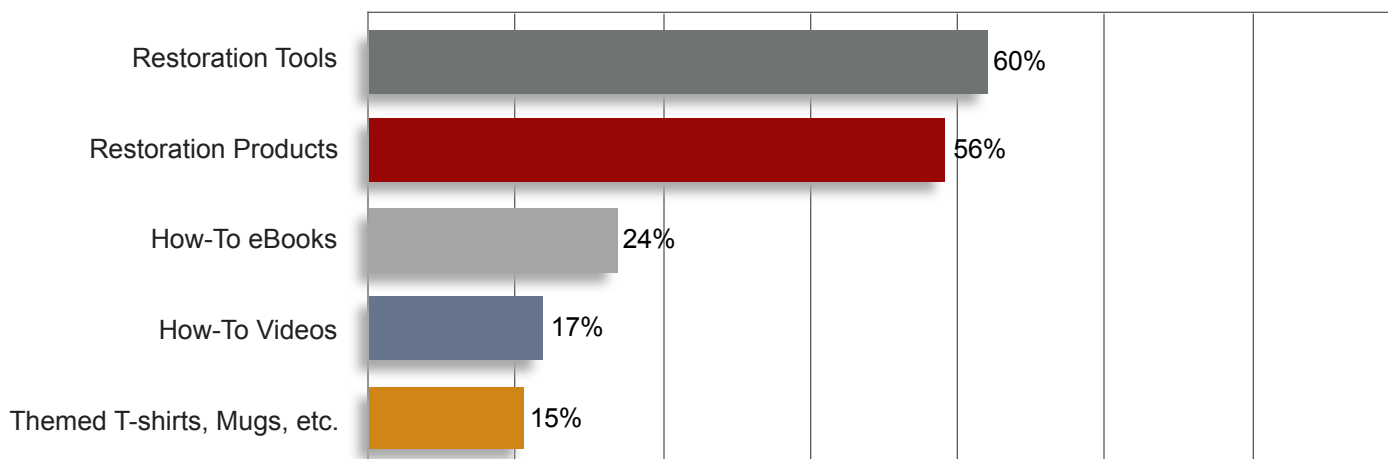
Rent or Own Home



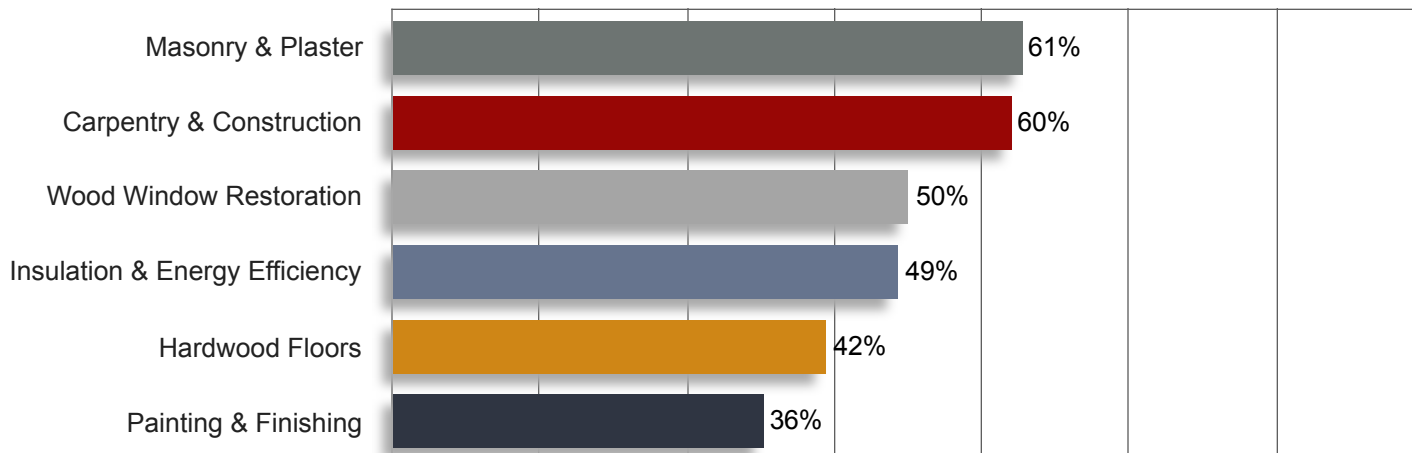
Highest Level of Education



Interested in Purchasing



Looking For Help With



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ADVERTISING OPTIONS			
Post Sponsor	Sponsor one (1) organic blog post	<p><i>This option includes:</i></p> <ul style="list-style-type: none"> • Minimum of 2 text links within an organic post on the blog specifically tailored to sponsor's target market. • Evergreen content that is constantly relevant, available in perpetuity and good visibility to search engines. <p>A one time fee for a lifetime of visibility!</p>	<p>\$387</p> <p>ONE TIME</p>
Product Review	One (1) organic product review post	<p>Send us your product/service and we will try it out and give an <i>honest</i> review in the form of an organic blog post.</p> <p>If you don't like our review we'll refund your money and cancel the post so you avoid any bad press.</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> • 1 newsletter with a minimum of 2 text links to your service or product. 	<p>\$367</p> <p>ONE TIME</p>
Newsletter Sponsor	Sponsor one (1) subscriber newsletter	<p>Reach over 5,000 of our most committed fans who have expressed their desire for old house products and services.</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> • 1 review with a minimum of 2 text links to your service or product. 	<p>\$337</p> <p>ONE TIME</p>

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DISPLAY ADS			
Premium	Position 1: <i>Top Sidebar Ad Large</i> 300 x 250 (Top Right)	The most prominent ad on the site. Placed above the fold and right by the search bar. The position has the potential to generate huge traffic for the right sponsor.	\$327 PER 30 DAYS
	Position 2: <i>Top Sidebar Ad Medium</i> 300 x 125 (Top Right)	This ad is in exactly the same place as the Position 1 ad; it is just half as tall. Still generating lots of clicks.	\$297 PER 30 DAYS
Standard	Position 3: <i>Upper Sidebar Ad Large</i> 300 x 250 (Middle Right)	Placed just below the Position 1 ad, on larger screens this is still above the fold, but on mobile browsers this will be just below the fold.	\$217 PER 30 DAYS
	Position 4: <i>Upper Sidebar Ad Medium</i> 300 x 125 (Middle Right)	Same as Position 3 only half the size.	\$187 PER 30 DAYS
	Position 5: <i>Lower Sidebar Ad Medium</i> 300 x 250 (Bottom Right)	Placed below the 'Austin Home Restorations' ad in the 'Trusted Sponsors' section this ad generates moderate traffic.	\$147 PER 30 DAYS
Starter	Position 6: <i>Mid Sidebar Ad Small</i> 125 x 125 (Bottom Right)	These quarter sized ads appear in the right-hand sidebar at the top of the 'Trusted Sponsors' section and generate modest clicks in addition to getting a SEO boost for your website.	\$87 PER 30 DAYS
	Position 7: <i>Lower Sidebar Ad Small</i> 125 x 125 (Bottom Right)	Same as Position 6 except these are placed in the lowest section of the sidebar.	\$67 PER 30 DAYS