



# The Prairie Homestead

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*Advertising Opportunities*

## Spring 2013 Media Kit

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*Cultivating Old-Fashioned Skills in a Modern World*





# Mission

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The Prairie Homestead is dedicated to challenging readers to **return to their roots** by cultivating old-fashioned skills in our modern world through the avenue of modern day homesteading.

We understand that not every person is capable of moving to the country and purchasing land, so we strive to encourage a **homesteading spirit** in all walks of life—whether the reader lives in an apartment, the suburbs, or on many acres.

Through our posts on simple living, whole food cuisine, farm animal husbandry, and do-it-yourself projects, our readers are inspired to **learn new skills and expand their self-sufficiency.**

The Prairie Homestead has accumulated over **2.5 million pageviews** and continues to grow rapidly since its formation in November 2010.

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# Statistics & Reach

US Alexa Ranking: **27,843** | Global Alexa Ranking: **138,133** | Google Page Rank: **3**

Monthly Blog Visits: **198,600**

Unique Monthly Visitors: **152,700**

Monthly Page Views: **323,500**

*(Based on Google Analytics reports from April 2013)*

Along with frequent blog posts, The Prairie Homestead maintains an active presence in the online homesteading community in a variety of ways. Many readers subscribe to our posts through automatic email updates, as well as following us on Facebook, Pinterest, and Twitter.

 RSS & Email Subscribers: **12,000**    Facebook Fans: **22,700**    Pinterest Followers: **7,300**    Twitter Followers: **1,600**



The Prairie Homestead is also an active member of the Village Green Network.

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# About the Author

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I'm Jill Winger, the owner and editor of The Prairie Homestead.

I'm also a wife, mother of two, and modern-day homesteader who lives in the wide open spaces of Wyoming. Even though I didn't grow up on a ranch or farm, I've always had a deep-rooted passion for the rural way of life.

I dabble in a wide variety of homestead-related ventures, including dairy animals, home meat production, essential oils, gardening, chicken-keeping, horsemanship, canning, soap-making, and cooking from scratch.

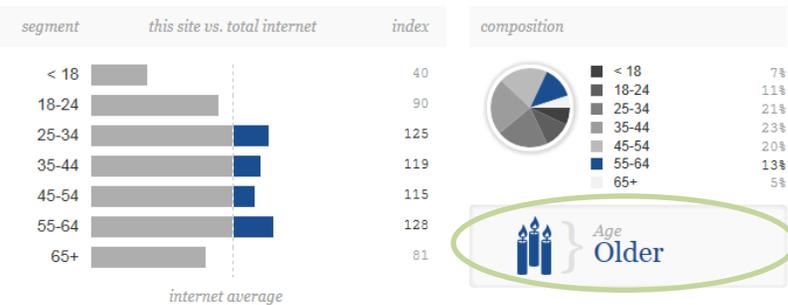
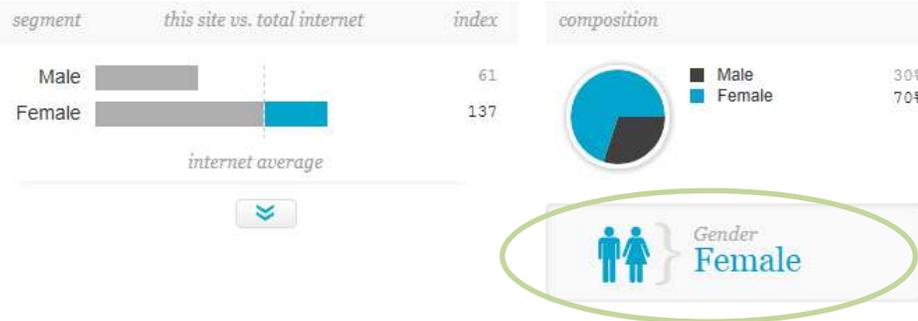
I've appeared in Urban Farm magazine and am a regular columnist for Hobby Farm Home. I have also guest posted for numerous blogs including Stacy Makes Cents, Money Saving Mom, Kitchen Stewardship,

and Common Sense Homesteading.

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# About the Readers

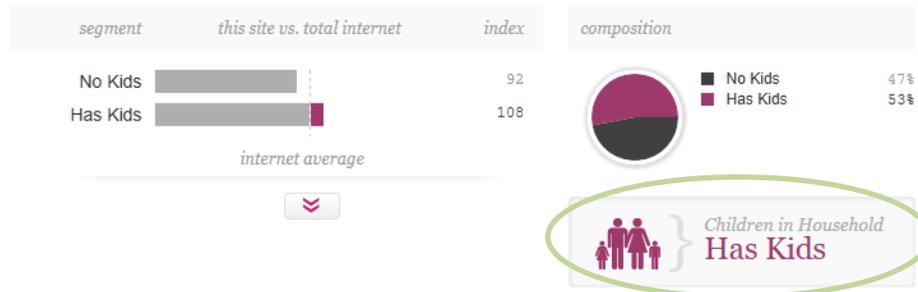


## Children in Household

Embed

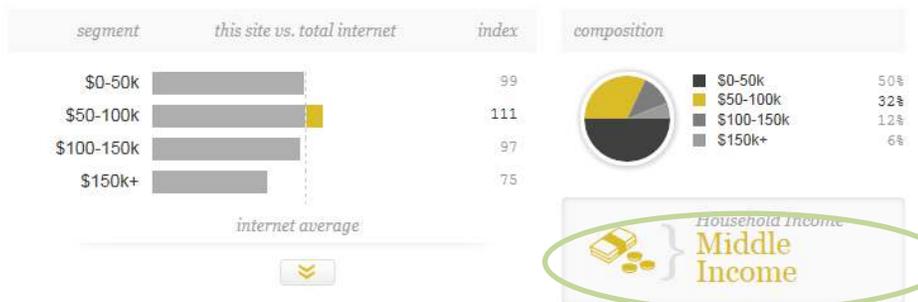
## Education Level

Embed



## Household Income

Embed



All demographics reports are available online at:  
<http://quantcast.com/theprairiehomestead.com>

# What Sponsors Are Saying

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*"We have been advertising with the Prairie Homestead for several months now and our traffic has almost doubled. It has been so good to have the exposure from a great following of homesteaders!" ~Erin, [www.homesteaddryingracks.com](http://www.homesteaddryingracks.com)*

*"I wanted to thank you for the Facebook comment you made recently about 14 Reasons to Have Compost Worms. I had **more than 40 new Facebook followers - in less than 24 hours - from that single comment!** Wow!! You have such a loyal (and large) reader base. If it's something you like, and homestead related, they seem to check it out. I'm so glad you had a sponsorship slot available. Thanks so much!" ~Holly, [www.yourgardeningfriend.com](http://www.yourgardeningfriend.com)*

*"The Prairie Homestead has been a wonderful resource for us! Jill is extremely easy to work with, her readers become loyal customers, and her attention to her advertisers separates her from many bloggers out there. When I let her know of an upcoming sale, she has been gracious enough to announce it through social media, with immediate results!"*

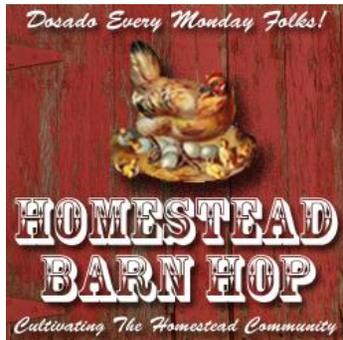
*~Chaya, [www.pantryparatus.com](http://www.pantryparatus.com)*

*"I have had the pleasure of working with Jill on several occasions, both in review/giveaways and as an advertiser on The Prairie Homestead. She has been wonderful to work with, being prompt and professional in all our correspondence. My relationship with The Prairie Homestead has been a boost to my Lilla Rose business, while at the same time supporting a blog I believe in. Thank you, Jill!"*

*~Jill, [Independent Lilla Rose Consultant](#)*



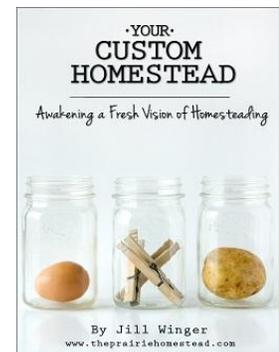
# Features



✓ We are proud to co-host the popular **Homestead Barn Hop** every Monday. Each week, hundreds of readers link up their best homesteading-related posts. As a result, Mondays are usually the highest traffic days at The Prairie Homestead.

✓ The long-running **Goat 101 series** has been a favorite among readers. It covers topics ranging from goat health, to kidding, to milking schedules. Posts from this series are frequently pinned and referenced around the web.

✓ Our first eBook, **Your Custom Homestead**, features a 21-step process to realizing the homestead of your dreams, regardless of where one may live. It is available in both .PDF and Kindle formats and has sold hundreds of copies since it was released.



✓ Our second eBook, **The Essential Homestead**, is a guide to successfully using essential oils in the home and barnyard. It was released in February of 2013 and is provided as a free gift to all email subscribers.



# Overview

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With over **380** unique posts and over **11,000** comments, The Prairie Homestead has proven to be an influential voice in the online homesteading community.

Our readers **trust us** to give them the inside scoop on the latest skills, products, and news in the homesteading realm.

If you are looking to promote a homesteading-related product or service, we would welcome the chance to **partner with you**. We will strive to make your advertising relationship with The Prairie Homestead a successful one.

We offer a variety of ways to introduce your business or product to our readers including **full site sponsorship, visual banner ads, and giveaways**.

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# 1. Featured Sponsorship

The Featured Sponsorship package is available on a monthly basis. During that period, your **300 x 250** banner ad will be visible **above the fold** on every single page of The Prairie Homestead.

## This package also includes:

- ✓ **1 Sponsored Post** with optional giveaway. *(If you would like to include a giveaway, you must provide one item for me to review, plus one identical item for the winner.)*
- ✓ **2 Facebook mentions** during that month.
- ✓ **468 x 68 banner link** at the bottom of every post that my email subscribers receive.

*(This is vital as many readers choose to read posts solely through email.)*



**Cost: \$200 per month**

## 2. Image Ads

By far, the most popular form of advertising on The Prairie Homestead are the **125 x 125** image ads.

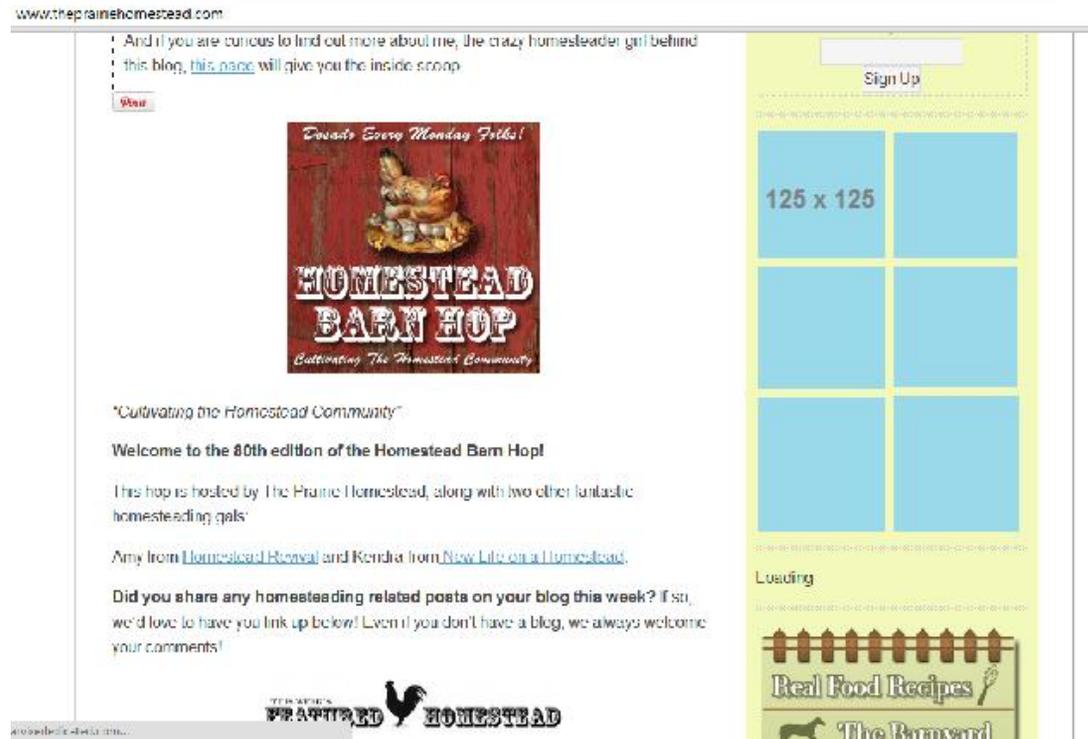
These 6 ads are placed slightly below the fold in the sidebar. They are visible on every single page of the blog.

### Cost:

**\$40** for one month

**\$70** for two months

**\$100** for three months



The screenshot shows a blog post on the website www.theprairiehomestead.com. The main content includes a text introduction, a 125 x 125 image ad for the Homestead Barn Hop, and a call to action for bloggers to share their posts. The ad features a red background with a chicken and the text "Towards Every Monday Folks! HOMESTEAD BARN HOP Cultivating The Homestead Community". The sidebar on the right contains a "Sign Up" button, a "125 x 125" placeholder for an ad, and a "Loading" section with a "Real Food Recipes" link and a "The Barnyard" logo.

We are always open to other ideas, so if you have something else in mind, please don't hesitate to let us know.



# 3. Giveaways

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Giveaways are a prime way to introduce your company to the online community. I strive to only promote products that I feel are beneficial to my readers. Giveaways on The Prairie Homestead usually accumulate anywhere from **1,000 to 7,000 entries**.

## Giveaway posts include:

- ✓ A personalized, honest **review** of your product
- ✓ A **link** to the landing page of your choice
- ✓ Social media **promotion** (*via Facebook and Pinterest*) during the period of the giveaway
- ✓ The option for you to choose up to **two extra entry options** (“Liking” a page, subscribing to a newsletter, etc.)

## Guidelines:

- ✓ Minimum \$50 product value.
- ✓ You are required to provide 2 of each item (one for me to review, one for the winner)
- ✓ I will contact you after I’ve had a chance to use the item. If I think it’s a fit for my readers, we can discuss possible dates and details.
- ✓ You are responsible for mailing the item to the winner. I will take care of all other details and promotion regarding the giveaway.

**Cost: \$40 per giveaway post**

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# Contact Info

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Thank you for considering The Prairie Homestead for your advertising needs. I look forward to working with you! If you have any other questions, ideas, or proposals, please don't hesitate to contact me.

*Jill Winger*

[jill@theprairiehomestead.com](mailto:jill@theprairiehomestead.com)

[www.theprairiehomestead.com](http://www.theprairiehomestead.com)

[facebook.com/theprairiehomestead](https://www.facebook.com/theprairiehomestead)

@homesteader

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