

BALLOON
DECORATION GUIDE

Balloon Decoration Guide
MEDIA KIT



About Balloon Decoration Guide

Since 2006, Balloon Decoration Guide has been a trusted resource for people who love decorating with balloons, whether professionally or as a hobby.

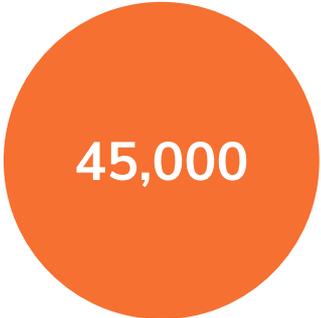
Our readers are women between 25 and 44 years in the U.S., UK, Canada and Australia. They are family focused, love to decorate their homes, enjoy shopping for party supplies, seasonal items and gifts for their spouses, friends and kids.

Some of them are balloon professionals. Others plan to turn their decorating skills into a home based business.

Website Audience



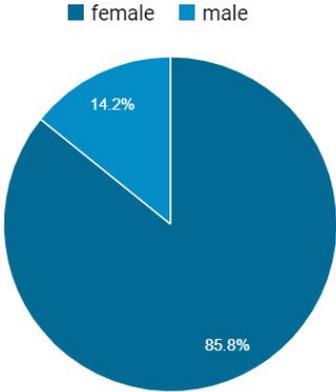
Monthly Visitors



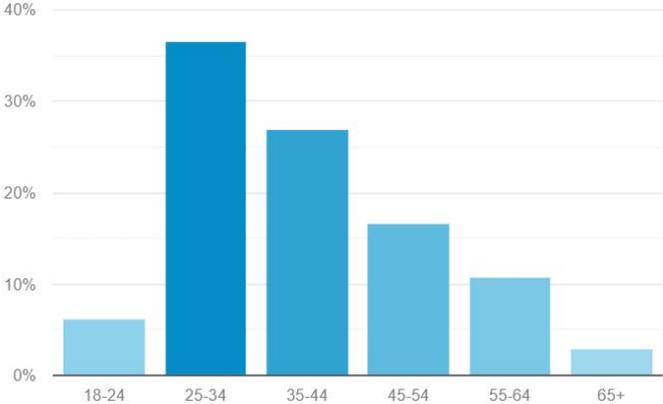
Monthly Page Views



Time on Page



Gender



Age

Social Media
&
Email
Subscribers

8,120 Followers

1.3 Million Monthly Viewers



10,288 Likes

All organically grown, not paid!



150 Subscribers

Growing & engaged list. Open rates > 30%



How We Can Work Together



Sponsored Posts

Product Reviews



SPONSORED POSTS

Sponsored posts (articles) offer a powerful opportunity to share your message with my readers. All posts are written in my own voice, trusted by my readers since 2006.

Articles have a minimum of 800 words and are optimized for organic search. Unless it's a temporary promotion, the article remains on my site indefinitely.

RATES start at \$450.

These rates include **2 posts on Facebook and 2 pins on Pinterest**, with images and descriptions optimized for each platform. They also include a **dedicated mail-out** to my newsletter subscribers.

Want to reach even more people? I can scale your posts with **Facebook and Pinterest ads** for an additional fee.



PRODUCT REVIEWS

In a product review, I'll look "under the hood" of your digital or physical product. The review will detail main features, benefits, pros and potential cons.

Depending on the type of product, I will include images, graphs, screen recordings or even a short video.

Like a sponsored post, the product review will be optimized for organic search and remain on my site.

RATES start at \$650.

Banner Advertising

Long Term Ambassadorships



BANNER ADVERTISING

Banner ads offer a valuable branding opportunity for your product or service and bring qualified traffic to your site.

Ad space is available in the sidebar and within the article content.

SIZES and RATES (per month*):

200x300: \$30 (sidebar)

200x600: \$45 (sidebar)

300x250: \$60 (in article)

*Receive 10% discount for a 3 month commitment!



AMBASSADORSHIPS

I would love to develop a long term relationship with a brand that brings value to my readers.

As your brand ambassador I would do an in-depth review of your product or service, write up to 3 blog posts and share my overall experiences with your brand repeatedly on social and via my newsletter.

Rate depends on the scope of the project.

Contact me for an informal chat and we can work out a customized package!

Balloon Decoration Guide conforms to the FTC disclosure guidelines. All links within product reviews and sponsored posts are no follow links. All sponsorships are clearly marked as such.

About Me



Coming from a science background, my marketing motto has always been to "Keep it real." I hate sneaky sales and marketing tactics. I strive to provide the best content for my readers. Every question gets answered. That's why my audience trusts me and my recommendations.

Since 1995 I've been in marketing one way or another. First as a local business owner. Then as AdWords Specialist at Google's European Headquarters. Currently I am the Marketing Director for SiteSell. They created the system that helped me grow this site into a high-traffic online business.

I only promote products I believe in. So, if your brand is a good fit, you can be sure to get a great ROI out of our partnership. Contact me today!

Let's Talk | Contact Me

Margit Streifeneder

Marketer | Solopreneur | Brand Ambassador

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