



Stacy Makes Cents

A debt-free frugal housewife's guide to life, raising kids, and eating good food on a budget

www.stacymakescents.com

Advertising and Media Kit

First Quarter 2014

Mission

Stacy Makes Cents is dedicated to helping people live free from the bondage of:

- **Debt**
- ***Mommy MUST Work* syndrome**
- **Guilt over food**
- **The disposable lifestyle**

Through five weekly posts, thousands of readers take small steps toward living free from debt, feeding their family well on a budget, and learning to “stick it to the man” by being more self sufficient.

In everything we do, we seek to bring glory to God – our Heavenly Father. He is the reason we do what we do – and why we try to reach and teach people to live free from the snare of debt and guilt.

Every month we grow in number because we feel as though most mothers and fathers are seeking this same purpose in their life. We unite together! ***In the past year we have had over 8.4 million page views***, with over 13 million since Stacy Makes Cents began in 2010.

“Owe no one anything, except to love each other, for the one who loves another has fulfilled the law.”

Romans 13:8

Reach

Average Monthly Website Visitors: **677,693**

Average Monthly Unique Visitors: **536,555**

Average Monthly Website Page Views: **1,067,604**

all visitor data based on a monthly average of 4Q 2013 statistics unless otherwise noted

Along with visitors to the website, Stacy Makes Cents connects on a regular basis with our audience in many far-reaching ways.

Social Media Impact:



: **14,870**
active subscribers



: **732**
subscribers



: **34,852**
followers



: **1,700**
followers



: **2,030**
followers



: **18,925**
followers

Daily Reach: 90,000+

includes daily average website visitors and all social media platforms with active, ongoing content

Our Impact

People love our content! Some of our more popular posts in the recent months have been:

Crock Pot Chicken Fajitas

- 1.4 million Pinterest pins
- 456 comments

Homemade Ant Bait

- 244,500 pageviews
- 2,600 Facebook shares

100 Days of No Processed Meals - Crock Pot Style

- 1.2 million pageviews
- 287,000 Facebook shares

Food is Not Your God

- 15,900 Facebook shares
- 534 comments

We have contributed content for several sites, including:

- [Kitchen Stewardship](#)
- [Intentional by Grace](#)
- [Keeper of the Home](#)
- [Hip Homeschool Moms](#)
- [Plan to Eat](#)
- [T-Tapp Moms](#)
- [The Humbled Homemaker](#)
- [Modern Alternative Mama](#)

About the Authors

In May 2010, Barry and Stacy Myers started Stacy Makes Cents in an effort to teach people how to save money and live on a budget

Stacy Myers



This blog was created in an effort to teach other Mommies (Daddies too!) how to live a frugal lifestyle. I first started out teaching others how to coupon and I supplied plenty of recipes for convenience foods. During a month when our family went “Storeless” we took a hard look at our eating lifestyle – and we didn’t like it. Through prayer and research, our family has turned to a mostly Whole Foods lifestyle. In our search to learn how to live healthy on a budget, I found that other women wanted the same information – and so I began to share everything I was learning.

Now I teach others how to save money in various ways from making their own laundry detergent to making homemade yogurt. I hope you’ll join us on our journey...we learn something new every day. “He’s still working on me.”

Barry Myers

As the husband half of Stacy Makes Cents, I get the opportunity to be Stacy’s official taste-tester (I know you’re jealous), techie, marketing guy and weekly article contributor on my favorite topic - money.

When I write on Stacy Makes Cents, my goal is to provide practical, real-world solutions to positively impact you where it often matters most – your pocketbook! I focus on the behavior that drives your financial choices. Follow along and I’ll help you get out of debt, save for short- and long-term goals and set good priorities with your money.



Why Advertise?

With over 1,200 posts and over 26,000 comments, our advice and expertise is impacting lives for the better.

Blog advertising is THE new way to advertise. ***People follow Stacy Makes Cents because they believe in what we have to say – they trust our opinion.*** When we endorse a product that we believe in, people take notice. Newspapers are phasing out, along with magazines – online is WHERE IT'S AT. Even television advertising is beginning to lose its importance, as people use recording devices and skip commercials or watch directly from their phones and see maybe ONE commercial per show.

Stacy Makes Cents is a valuable advertising venue because readers, looking for opinions on products and services, care about what we're saying – and they believe us. Stacy Makes Cents has a loyal audience who trusts our product recommendations and reviews.

We're around to stay – as we teach people to live within their means and be “weird.”

Our Readership

Stacy Makes Cents readers are primarily:

- age 25-44
- female
- caucasian
- reasonably affluent
- reasonably well-educated
- parents
- browsing at home

data courtesy alexa.com and lijit.com

"I'm really glad to have found a blogger that not only has information I can use, but is a Christian. Thank you for not being afraid to state your faith in our crumbling world."
-Diane

"Love your daily posts. Even if everyone around me is being ugly, I can go to my email and there's my friend Stacy, ready to brighten my day. Keep up the good work."
-Laurel

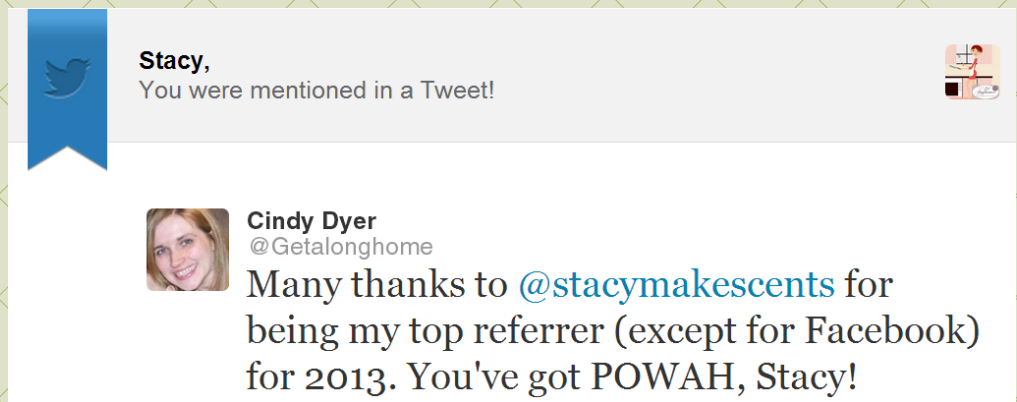
"Stacy, I love your site and all your wonderful information! You have a great sense of humor that just cracks me up!"
-Beccy

"I LOVE your blog, I have learned so much! I made the commitment to move toward a more whole foods diet and your page/blog has helped me so much!"
-Heather

Our Influence

Stacy Makes Cents is a community.

Women always congregate together to get advice from one another. In the social media age, blogs are becoming the best place for women to get information. Each week at least one post on Stacy Makes Cents collects dozens of comments, with some posts generating several hundreds of comments.



Stacy Makes Cents has social proof.

What exactly is social proof? Wikipedia defines it as a:

“. . .psychological phenomenon where people assume the actions of others reflect correct behavior for a given situation.” What that all boils down to is basically a herd mentality. More credence is given to an idea if it is stated by multiple sources.

- 70% of Americans now say they look at product reviews before making a purchase.
- 63% of consumers indicate they are more likely to purchase from a site if it has product ratings and reviews.

Advertising Overview

We want to ensure that working with Stacy Makes Cents is a positive experience.

There are numerous packages available to give you an idea of pricing and available options, but we are happy to discuss custom options as well.

The key to a good marketing campaign with Stacy Makes Cents is an open discussion of your goals and our ability to help you reach them through advertising with us. Knowing where you want to go, we can design a promotional plan for your product, company or service via any/all of the following:

- Website sponsorship
- Visual ads
- Sponsored posts/giveaways
- Social media mentions

“Stacy, you have been wonderful to work with. We have done quite a few product reviews and giveaways with you and we have been pleased with the results each time. You are very thorough and original with your post and we love that. We value the relationship we have built and look forward to continuing what we have begun in the years to come. Thank you so much for all you do for us, it has been a pleasure.”
--More Than Alive

“It’s been more than a pleasure to work with Stacy Myers! It only ‘Makes Cents’ to align with the Queen of Frugal! She makes our wee-advertising dollars go a long way with a great reading audience! I’ve enjoyed the professional, yet super friendly customer service “wee” have received! Bravo & Encore!”
--Alicia, Wee Cycle It

Monthly Sponsorship

**Do you really want
to be seen on Stacy
Makes Cents?**

This is the way to do it

This package provides you with a month full of advertising, including (at least):

- One dedicated post that month, with a review of your product or service. You would provide the product or service to us, free of charge, and also offer another to one of our readers via a giveaway. The post would also appear on Facebook and Twitter, in addition to our daily email for that day.
- Multiple social media mentions (number depends on service or product).
- One prominent, 280x280, above-the-fold visual ad, displayed at the top of the sidebar on all pages of stacymakescents.com.
- One prominent, ~600x200 visual ad, placed prominently within each of our daily emails for the month.

Package Cost: \$1,000

Visual Ads

Are visual ads more your thing?

We can handle that

- We offer two 280 (width) x 125 (height) sidebar ad spaces. These are seen on every page of the site. These are available to be purchased for one month (\$150) or three months (\$350).
- We offer three 280 (width) x 280 (height) sidebar ad spaces. These are seen on every page of the site. These are available to be purchased for one month (\$200), or three months (\$500).
- We offer four 125 x 125 sidebar ad spaces. These are seen on every page of the site. These are available to be purchased for one month (\$75) or three months (\$200).
- We offer long-term individual article ads (for articles already written) via a 650 (width) x 200 (height) banner ad to be displayed at the bottom of that article. These are available to be purchased for one month (\$50), three months (\$120) or six months (\$220).
- If your product or service is something we believe in, we are happy to mention it on Facebook or Twitter. Cost is \$25 each or 5 for \$100.

Package Cost: \$25-500

Reviews/Giveaways

Got a product you want us to try out?

We love sharing our opinion.

Blog giveaways are a very personalized and well-received method of advertising for Stacy Makes Cents readers. Giveaways receive an average of 200-900 entries, with some receiving well over 1,000 entries. Since we're honest and open with readers, if we are willing to promote a product or service, readers know we truly love it.

The time invested to run a giveaway is extensive, and a giveaway is great advertising for your company. We treat giveaways very seriously because we are putting our seal of approval on your product.

If you think your product or service is awesome enough to get Stacy's thumbs up, this may be the advertising option for you.*

*Items we will accept and consider for giveaways may include: food samples of nutritious, "real food", kitchen gadgets or items, or "green" cleaning or other homemade products. Products sent to Stacy Makes Cents for review will not be returned. [Contact us](#) for details on this type of promotion.

Package Cost: \$150*

Travel Sponsorship

Conference Sponsorship

Most serious bloggers attend conferences and meetings with other bloggers to hone skills and build valuable networking relationships. A travel sponsorship, either full (exclusive) or partial, is one excellent way to get your company in front of many up and coming writers and like-minded potential customers. Through travel sponsorships, I am able to promote your brand on Stacy via social media channels and live at the event. A full travel sponsorship usually runs between \$500-\$1,500, with an exact amount quoted when an event is upcoming.



Want us to speak at your event?

Both Stacy and Barry accept limited speaking engagement invitations. Stacy is willing to speak about frugal living or healthy eating, as well as discuss her experience as a blogger.

Barry is available to speak about personal finance issues including budgeting, debt reduction, the responsible use of money and similar topics.

Contact us to learn more about this opportunity.



Contact Details

Need to get in touch?

Ready to start advertising?

Want to interview Stacy or Barry?

Stacy & Barry Myers

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