

the DATING DIVAS

2017
Media
Kit

The Dating Divas are a team of 30+ married women who blog ideas, tips, and advice on how to strengthen your marriage, family and relationships! Our articles include spectacular reviews, lots of beautiful images and engaging first-hand experiences. This has helped us build an amazing and loyal tribe of readers over the past 10 years!

ABOUT OUR READERS

Our readers are primarily interested in content targeted toward strengthening their marriage and finding unique ways to draw closer to their spouse. In addition, we have found other verticals such as parenting and family, lifestyle, cooking, beauty, and craft/DIY to also be appealing to our readers.



DEMOGRAPHICS

- 92% of our readers are women
- 35% are between the ages of 25-34
- 30% are between the ages of 35-44
- 75% of our readers have children
- 75% of our readers are Caucasian, with at least some college education



SITE TRAFFIC

1,943,607
monthly page views

1,637,073
monthly unique visitors

69,046
newsletter subscribers

SPONSORSHIP AND CAMPAIGN OPTIONS

Due to our large audience, reach and influence, our sponsored posts allow you to immediately gain organic followers to your social media channels and to your website. As a partner with us, your company would benefit from a customized marketing experience consisting of your incredible product combined with powerful marketing tactics that are proven to work on our platform.



166,978 followers
@thedatingdivas



3,120
private fb group



420,636 followers
@thedatingdivas



16,954 followers
@datingdivas



45,755 followers
@datingdivas



9,148 followers
@datingdivasdotcom

CONTACT US

- Meet The Divas
- Advertise With Us
- Become A Referral Partner
- Frequently Asked Questions



SPONSORSHIP OPTIONS

Sponsored Post - \$2,000

Our sponsored post package features 1 dedicated blog post, social media shares on our most popular outlets with beautiful pictures and engaging text, as well as a newsletter feature with a custom graphic/image to draw readers in!

Sponsored Series - \$8,000

This is an integrated partnership resulting in a longterm beneficial relationship. With a sponsored series, companies receive multiple sponsored posts wherein we navigate the ever changing online world to ensure we are using the latest trends to maximize exposure.

Social Media Campaign - \$1,000

This is a campaign geared toward social media only where all of our social channels will be utilized. This option results in exposure to over half a million followers on all of our social channels combined, but only using methods that work for our readers.

A la Carte - \$100-500

Depending on the product and content, Pinterest (\$500), Facebook (\$500), Twitter (\$150), Google+ (\$100), Instagram (\$300) and our newsletter (\$500) all behave differently, and this option allows companies to optimize their reach on specific platforms

OUR PAST COLLABORATORS

- eBay
- Aflac
- Shutterfly
- NuMe
- Bare Minerals
- Vaseline
- The Date Box
- Wilson Football
- Sears



CONTACT INFO

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