

spelhouseLove

2012 Media Kit

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background

'spelhouse' DEFINED

spelhouse is a term which refers to the union of a Spelman College and Morehouse College student.

ABOUT

spelhouseLove is a family & parenting site about my life and how I've been married for 7 years and have 3 kids.

KEY TOPICS

My 100 Life Goals, stories about my MBA experience, and artistic photos of my kids get the most attention



about me



I was born on September 15, 1980 in Minneapolis, MN. I grew up in Minnesota until leaving in 1999 to attend Spelman College. I am also a recent graduate of NYU Stern's School of Business. I specialized in Marketing and work as a Marketing Manager. I live in north Texas, have been married for 7 years, have two little boys: Gadget who is 5, and the Lion who is 5, and a sweet baby girl who I call my Caterpillar.



readership

DEMOGRAPHICS

- 87% female / 13% male
- 87% black / 9% white / 4% other
- 60% have an annual household income of \$75k+, 35% earn \$100K+
- 60% have a masters degree or higher
- 67% of readers are between 26-34 / 98% are 18 -45
- 84% have or are planning to have children
- 53% attended HBCUs / 36% attended Spelman College
- 56% are married
- 58% have a blog

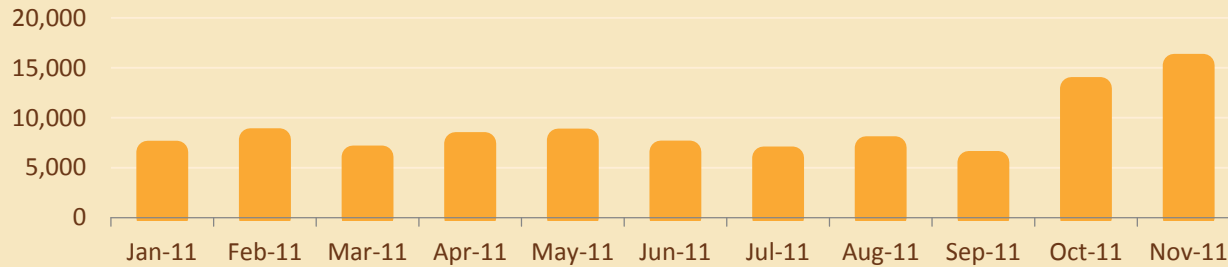
Source: 2010 spelhouseLove survey



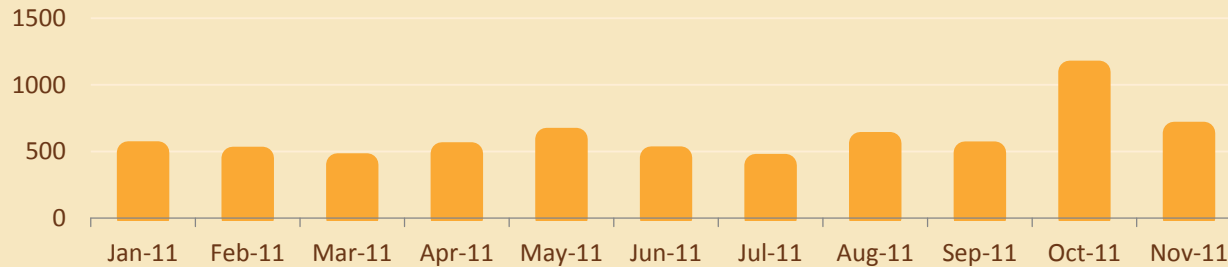
site trending

Over 15K pageviews (Nov '11)

Pageviews Per Month



Unique Visitors



site stats

- 638 Absolute Unique Visitors
- 15,270 Pageviews
- 12.96 Average Pageviews
- 00:05:38 Time on Site
- 2.38% Bounce Rate
- 44.14% New Visits
- 34.8% Organic Search Traffic
- life goals Leading keyword term

Source: Nov 2011 Google Analytics



behavior

HIGH ENGAGEMENT

- **Frequency & Recency**
- 100+ counts of visits by >11% of visitors
- **Duration**
- 149 visits accounted for 57% of monthly pageviews
- **Page Depth**
- 66% of pageviews come from page depths of 20+

Source: Nov 2011 Google Analytics



banner ads



AD UNITS

1 homepage unit
1 post unit

RATE CARD

•\$3.50* CPM

*based on Google Adwords rates

BANNER SIZES

160x600 (homepage)
336x280 (post)



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