



Live fruitfully, without multiplying your budget



Kosher on a Budget

2022 Media Kit

ABOUT KOSHER ON A BUDGET

Kosheronabudget.com is the first blog dedicated to helping kosher consumers cut their cost of living without compromising their lifestyle.

Through strategic shopping, menu planning, and responsible budgeting, Kosher on a Budget teaches readers to halve their grocery expenses and create margin in their financial lives, so that they can live a "fruitful life".

PROMOTIONAL OPPORTUNITIES

Web Banners - Below the Fold, Every Page

- 300 x 250 Graphic Ad - \$150/mo. | \$400/3 months
- 125 x 125 Graphic Ad - \$50/mo. | \$125/3 months

Email Newsletter Banners (2,100+ subscribers)

- 468 x 60 Graphic Ad - \$75/mo. | \$200/3 months

Customized Campaign, including Social Media

- Contact me for a tailored price quote

Reviews & Giveaways

- Family friend and relevant for KOAB.com readers | No fee for minimum prize value of \$100

National Workshop Sponsor

- Promote & distribute samples at nationwide KOAB classes | Contact me for more information

QUICK STATS

Site Traffic

Unique Visitors | 20,000
Page Views | 95,000

Social Media

Facebook Fans | 3,500
Twitter Followers | 1,500
Subscribers | 3,300
Alexa Rank | 120,000

Reader Demographics

89% are women
95% are married & 90%
have at least one child living
at home

79% have a college degree
or higher

65% work outside the home

Median family income is
\$85,000

21% earn over \$150,000

87% shop online at least once
per month

About Mara Strom She may be frugal, but blogger Mara Strom knows that saving money doesn't just happen by pinching pennies. It requires *smarter* shopping to live better. Highly regarded for her work as both a blogger and a national public speaker, Mara's mission is to help others in the Jewish community live fruitfully without multiplying their budgets. Mara and her husband live in Kansas City with their three children.

For more information or to schedule your campaign, please email kosheronabudget@gmail.com

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