



Live fruitfully, without multiplying your budget



# Kosher on a Budget

2022 Media Kit

## ABOUT KOSHER ON A BUDGET

KoshersonaBudget.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 [koshersonabudget@gmail.com](mailto:koshersonabudget@gmail.com)**

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