

Krafty Planner: Media Kit

The [Krafty Planner](#) is a consistently growing platform covering the topics of organization, productivity, and personal development. The blog offers planning tips, journaling prompts, and a wide array of printables to streamline life, home, and business. Our mission is to empower individuals to establish effective systems and routines, helping them achieve their goals and thrive.

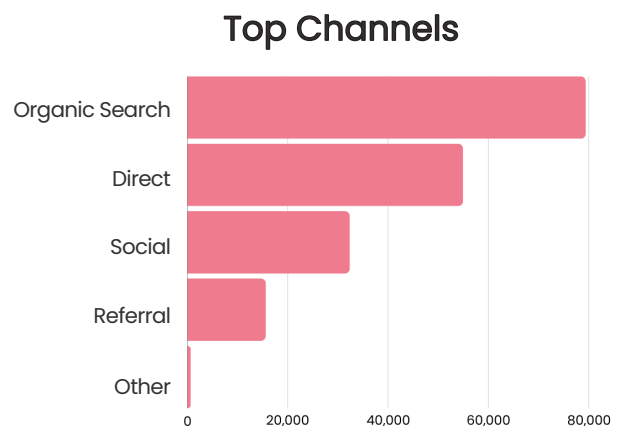
Founded in 2019 and the home to over 600 articles (unique, quality content), ranking #1 for keyword phrases, and having new content published consistently (two posts a week or more) for 5 years, the platform and its creator - Maria Bonacci - have established themselves as one of the go-to resources in the planner, journaling, and printable communities and have become trustworthy in the eyes of search engines.

Niche + Topics

- Planning
- Personal Growth
- Printables
- Time Management
- Journaling
- Lifestyle
- Productivity
- Education

Top Marketing Channels

- Organic traffic
- Email marketing
- Pinterest



34 DA

Domain Authority

687

Linking Root Domains
(According to Moz)

1% SS

Spam Score
(According to Moz)

5 years

Domain Age

Traffic + Audience

For 2023:

Traffic

Last Year ▼ \$ USD

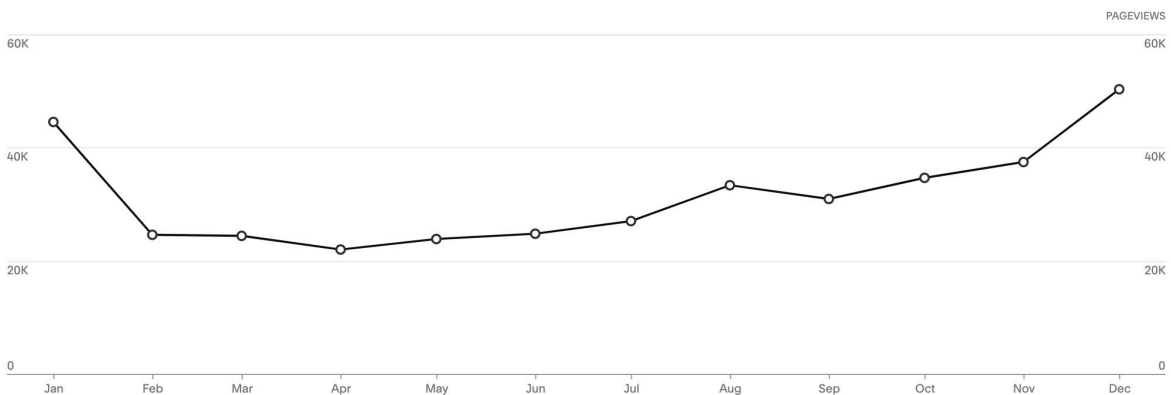
Traffic Traffic Sources Search Keywords Geography

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
183K	65.3%	157K	378K
+19% yr/yr	-7% yr/yr	+21% yr/yr	+25% yr/yr

Pageviews

Jan 1-Dec 31, 2023 • 378,213 Total +25% yr/yr

Monthly ▼



Source: Squarespace Analytics

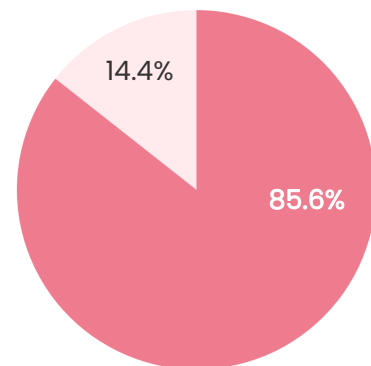
Monthly Stats:

- 30K-34K average page views
- 13K-15K average users

Audience Stats:

- Top Countries: US, Canada, UK, Australia
- 83% female visitors
- 86% new visitors
- 55% of readers are 28-44

New Visitor Returning Visitor



24.1K

Email
Subscribers

31%

Open Rate

650.94K

Pinterest
Impressions

4,526

Pinterest
Followers

Packages

Whether you're looking for more exposure, evergreen marketing or more serious content marketing campaigns, there are options for us to work together. Here are the different packages I currently offer:

BACKLINK

\$150

- 1 do-follow link in an existing article
- Links are permanent

NEWSLETTER AD

\$125

- Text only, short newsletter ad
- 1 link included in my [weekly newsletter](#) (every Tuesday morning)
- 300 character limit (URL does not count)
- Monthly bundles available (4 weeks for \$397)

GUEST POST

\$250

- 1 article provided by you that gets published on my blog
- 1 backlink
- 1 dedicated email and mention in weekly newsletter
- Links are permanent

WRITTEN BY ME

\$350

- 1 quality article written by me
- 1 backlink
- 1 dedicated email and mention in weekly newsletter
- Links are permanent

BUNDLE

\$1200

- 4-5 high quality and optimized articles written by me
- 1 of the articles can be a review
- 1-4 backlinks per post
- 1 dedicated email per article and mention in weekly newsletters
- Links are permanent

Conditions

Payments

- We accept payments via PayPal (in USD).
- Payments are made in advance.
- You'll be asked to provide a company name and address for the invoice (or the name and address of an individual).

Blog Post Requirements

- Provide a unique piece of content
- Include only one link to your website/product/client/etc. (unless you're ordering the Bundle)
- Include the link naturally in the text and not right in the beginning

Newsletter Ad Requirements

The Krafty Planner newsletter goes out every Tuesday to 24K+ subscribers.

Newsletter ads are like newspaper classifieds—short, text-only blurbs. Promote your website, products, podcasts, books, services, freebies... whatever you want.

- Choose a date (always a Tuesday)
- Choose the number of weeks you want your ad to run.
- Include the blurb and link with your request. Use lettercount.com to be sure it's 300 characters or less (no need to count URL characters)
- I reserve the right to reject an ad without explanation.

Additional Details

- I reserve the right to make final edits to the articles in terms of formatting, adding images, and external and internal links.
- Blog posts written by you often get published immediately after I review them. Allow at least 24 hours for the publication to be live. In some cases it may take a couple of days.
- Advertising should be done in compliance with Google's guidelines and without looking spammy to readers. So please get in touch with me only if you're offering quality content with naturally inserted links.

Previous Collaborations

Here are some of the brands I've worked with in the past. The following blog posts were either provided by the company or written by me.

Guest Post

- [Cycle Syncing: Period Help And More & a Free Printable Tracker](#)
- [5 Beach Day Activities For Kids](#)

Client: Siege Media (Content marketing & link building specialists)

Guest Post

- [Munbyn Thermal Shipping Label Printer Review](#)
- [Munbyn Portable Label & Sticker Maker Review](#)
- [How to Print Shipping Labels on Etsy \(A Step-by-step Guide\)](#)

Client: Munbyn (Shipping label printer company)

Guest Post

- [HTV-RONT Auto Heat Press Machine Review](#)
- [DIY Halloween Pillowcases and a Giveaway!](#)

Client: HTV-RONT (Heat Transfer Press & Vinyl company)

Guest Post

- [10 Fun and Frugal Ways to Save on Everyday Expenses](#)

Client: ShopHer Media (Content marketing company)

Guest Post

- [How to Change the Folder Color on MacBook Pro](#)

Client: Softorino (Software & app development company)

Contact Me:

If you think your products or services will benefit my readers, shoot me an email at maria@kraftyplanner.com to start a conversation about sponsoring a blog post on this website.

Make sure to include details of your products/services in your email so I may determine if they're a good fit for my blog.

Please do not just ask me for a price without introducing yourself and/or which brand/company you represent. These emails will be trashed and marked as spam.