

indie icing

a delicious dose of handmade

Overview:

Launched in November 2008, Indie Icing is an almost-daily blog focusing on indie handmade finds, inspiration, craft tutorials, book reviews and more from the world of handmade and design. We bring readers a delicious dose of indie handmade.

Readership:

Indie Icing has experienced steady growth over the past several months. Monthly readership is approximately:

- 16,000+ page views
- 3,600+ unique visitors
- 6,100+ visits
- 54% new visits - so we're seeing steady growth!

Our readers are:

- Female - 64%
- Adults - 35% 18-35; 29% 35-49
- Educated - 51% college-educated; 16% graduate school
- Interested in - fashion, beauty/cosmetics, weddings, home & garden, hobbies, home decor, jewelry

Press Highlights:

- Etsy, The Storque, Guest Curator: <http://www.etsy.com/storque/spotlight/guest-curator-indie-icing-6484/>
- HandmadeNews.org: <http://www.handmadenews.org/article/index.php?id=4565>
- Simply Hue, Blog Love: <http://matissecolor.blogspot.com/2010/01/blog-love.html>
- Swap-Bot Blog: <http://blog.swap-bot.com/2009/08/06/blog-review-indie-icing/>

Ad Options:

We have several options that fit every budget!

- **Featured** - Top 2 "above the fold" ads in the right sidebar. Ads randomly rotate positions. 200x150 pixels.
- **Select** - Located under Featured Sponsor ads in the right sidebar. Ads randomly rotate positions. 200x100 pixels.

Acceptable formats:

Ads must be jpeg, jpg, gif, or png. Slow animations allowed (please allow a minimum of 3 seconds per frame).

Rates:

All rates are on a monthly basis, with 10% discount for those booking 2 months and 15% discount for those booking 3+ months. Pricing is as follows:

- Featured Ads = \$20/month (with discount: \$36.00 for 2 months; \$51.00 for 3 months)
- Select Ads = \$14/month (with discount: \$25.20 for 2 months; \$35.70 for 3 months)

If you have questions or would like to reserve ad space, please email Jessica at indieicing@gmail.com.

Indie Icing retains the right to refuse any advertisements/advertisers that are deemed unsuitable. Payments are non-refundable once ads begin.