



Survival Spot Blog
The Practice and Philosophy of Survival

2016

MEDIA KIT

MEDIA KIT & ADVERTISING GUIDE

WHY ADVERTISE WITH US?

The **Survival Spot Blog** has over 3000+ RSS subscribers, 50,000-60,000 visitors a month, over 140,000 page views a month and growing. When you advertise with Survival Spot you will get the benefit of being tied to the fastest growing publisher in the survival realm. As you will discover in the following data, Survival Spot Blog is one of the **highest rated survival blogs** on the net. Not only do we have the kind of traffic to bring maximum exposure to your site, but we make it our top priority to ensure the success your ad campaign.

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SITE TRAFFIC



Annual (2014)



Monthly (Jan 2015)

Site Usage



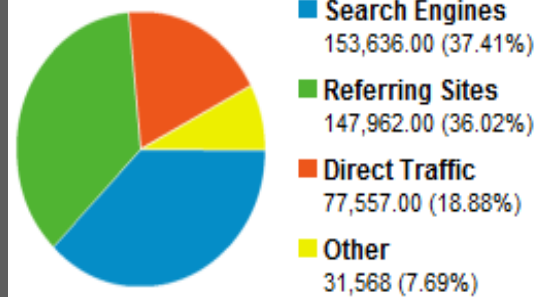
The Survival Spot Blog has experienced unprecedented growth since its creation in April of 2008. Not only do we have many friends in the industry that love to send traffic our way, but the majority of our site traffic comes from **organic sources** such as major search engines like Google, Yahoo, MSN and Bing.



QUICK FACTS:

- ⇒ Over *half a million* visits in 2014
- ⇒ Over *1 million* page views in 2014
- ⇒ Traffic has been on a *steady incline* of 35-40%
- ⇒ Projections for 2016 suggest over **1.5 million** visitors
- ⇒ Over **47K** visitors and **95K** page views in January 2015 alone

Traffic Sources



SITE TRAFFIC

Average Monthly Traffic: 50-60k

Average Monthly Page Views: 120-150k

Average Daily Visitors: 1900

Google
PageRank

5

The Survival Spot Blog receives approximately 30% of return visitors monthly. Our readership is comprised mostly of individuals who are extremely **devoted to emergency preparedness and self sufficiency**. Our target audience consists primarily of individuals with a “**Survivalist**” type mindset who are known for making larger, more expensive online purchases. Then we have the more moderate “**Prepper**” types who are very consistent and typically make multiple purchases and repeat purchases (in many cases even bulk orders) from trusted online sources.



RSS Subscribers: 1000+



Email Subscribers: 500+

Alexa


 22,822
Traffic Rank in US 

 115,485
Alexa Traffic Rank 

PAGE VIEWS

SURVIVAL SPOT CREATES REAL VALUE FOR OUR READERS

Although this may reduce potential page views in some instances, we feel this strengthens your position as an online advertiser.

 **1,398,575 Pageviews**

Some web sites choose to obtain artificial traffic through site referrals and other misleading tactics. At Survival Spot, we generate genuine interest in our site with **consistent, quality content**.

Our blog is setup to provide **free, easy to read, quality content** for our visitors. Many publishers setup articles in such a way that it actually forces visitors to view multiple pages needlessly. We like to keep all of our article content on one page to make it easier for visitors to read the information presented.

1 times	10,459.00	
2 times	1,184.00	7.90%
3 times	528.00	3.52%
4 times	347.00	2.31%
5 times	258.00	1.72%
6 times	196.00	1.31%
7 times	163.00	1.09%
8 times	119.00	0.79%
9-14 times	434.00	2.90%
15-25 times	381.00	2.54%
26-50 times	435.00	2.90%
51-100 times	327.00	2.18%
101-200 times	71.00	0.47%
201+ times	89.00	0.59%

February 3rd 2015

- **3,729 Visits**
- **5,540 Pageviews**
- **1.49 Pages/Visit**

Loyalty to advertisements comes from loyalty to their source and statistics have shown that our visitors are very responsive to our online sponsors.

SOCIAL MEDIA

Survival Spot has a strong social media presence with over 6000 Facebook Fans, 12,000 Twitter followers and over 3400 Pinterest followers. We understand the importance of social media in today's changing market so we make it a priority to keep our reputation up to snuff on a variety of popular social media platforms.

twitter



About @Survivalspot

1,272
Tweets

5,988
Following

7,208
Followers

245
Listed



Survival Spot

Cottonwood Heights, Utah · www.survival-spot.com

The Practice & Philosophy of Survival

2,254
Pins

755
Likes

3,460
Followers



Survival Spot
6,210 likes



facebook

Recommendations



Fox News Reports Massive Food Shortages | The Survival Spot Blog

Chrystle Poss, Simon Snow, 4 other friends and 114 people shared this.



<http://www.survival-spot.com/survival-blog/collecting-rainwater-now-illegal-in-many-states-as-big-go>

Alice In-Code, Will Way, 2 other friends and 163 people shared this.



Judge Dismisses Charge Against Farmer for Sale of Raw Milk | The Survival Spot Blog

Lori Winchell and 8 people shared this.



Facebook social plugin



Wall

Needs Review

2

Info

Photos (35)

Notes

Friends

Subscriptions

Subscribers (622)

Friends (5001)

SOCIAL MEDIA



DIGG.COM

179 diggs **The Surprising Benefits of Honey**
Throughout history honey has been a miracle food. For over 10,000 years (and may
digg 7 Comments Share Bury Submitted Ju

168 diggs **How to Survive a Flu Outbreak**
6 ways to To Survive A Flu C
12 Comments Share Favorite? Submitted
dugg!

OUR BLOG CONTENT REGULARLY RECEIVES LARGE AMOUNTS OF EXPOSURE ON POPULAR SOCIAL MEDIA SITES LIKE TWITTER.COM, FACEBOOK.COM, DIGG.COM, STUMBLEUPON.COM.

STUMBLEUPON.COM



Stumble **9 Unique Alternative Housing**
some of the pics look a bit photosh
article actually make a lot of sense
47K Views
Reviewed by drupadhi Oct 26, 1
Share now >

Stumble **Benefits of Honey | Honey F**
From the page: Throughout history
nutritional and physical benefits. R
maybe more) honey has been use
the new foods that can actually... m
31K Views
Reviewed by mouseSB Jun 08

SEARCH ENGINE OPTIMIZATION

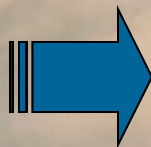
Survival Spot is on the **leading edge** of Search Engine Optimization (SEO) and internet marketing techniques. We have thousands of **top search engine rankings**. Right now we're ranked #2 for "survival blog" in Google.



WHAT DOES THIS MEAN TO YOU?

Not only do we understand what our blog visitors really care about. But we also know how to get our articles to the top of the search engine results. This means your site will receive great exposure to a targeted audience for an unbeatable price.

Devoted, loyal audience with proven purchasing power



Powerful, online medium connecting buyer to seller



Successful advertisement campaign for YOUR company!



WHERE DO YOU FIT IN?

THE SURVIVAL INDUSTRY ENCOMPASSES A WIDE VARIETY OF INTERESTS

Outdoors

- ◆ Camping, Hunting, Fishing
- ◆ Gear (knives, tools, gear, lighting)
- ◆ Survival, First Aid
- ◆ Sporting Goods

Home & Garden

- ◆ Homesteading, Self Sufficiency
- ◆ Gardening, Farming
- ◆ Alternative Energy
- ◆ Alternative Home Design
- ◆ Natural Medicine
- ◆ MRE's, Food Storage
- ◆ Water Storage & Purification
- ◆ Pets, Animals
- ◆ Homeschooling, Education
- ◆ Weather

Military & Tactical

- ◆ Guns, Weapons
- ◆ Tactical Gear
- ◆ Self Defense, Martial Arts
- ◆ Tools

Other

- ◆ Apocalypse
- ◆ Conspiracy, Political
- ◆ Religion, Rapture
- ◆ Vehicles
- ◆ Real Estate, Finance
- ◆ Small Business
- ◆ Niche Sites
- ◆ Books, Videos, Radio Shows, TV Shows, Magazines etc.



ADVERTISING OPTIONS

BANNER ADS

<u>Ad Type</u>	<u>Position</u>	<u>Size (in Pixels)</u>	<u>Cost (per month)</u>
Leader Board Rotator	Top Of Header	728 x 90	\$105
	Bottom of Footer	728 x 90	\$55
Full Banner	Bottom of Posts	468 x 60	\$75
Medium Square Rotator	Top Right Sidebar	250 x 250	\$115
	2nd Sidebar Position	250 x 250	\$85
	3rd Sidebar Position	250 x 250	\$75
	4th Sidebar Position	250 x 250	\$65
	5th Sidebar Position	250 x 250	\$55

SPONSORED REVIEWS

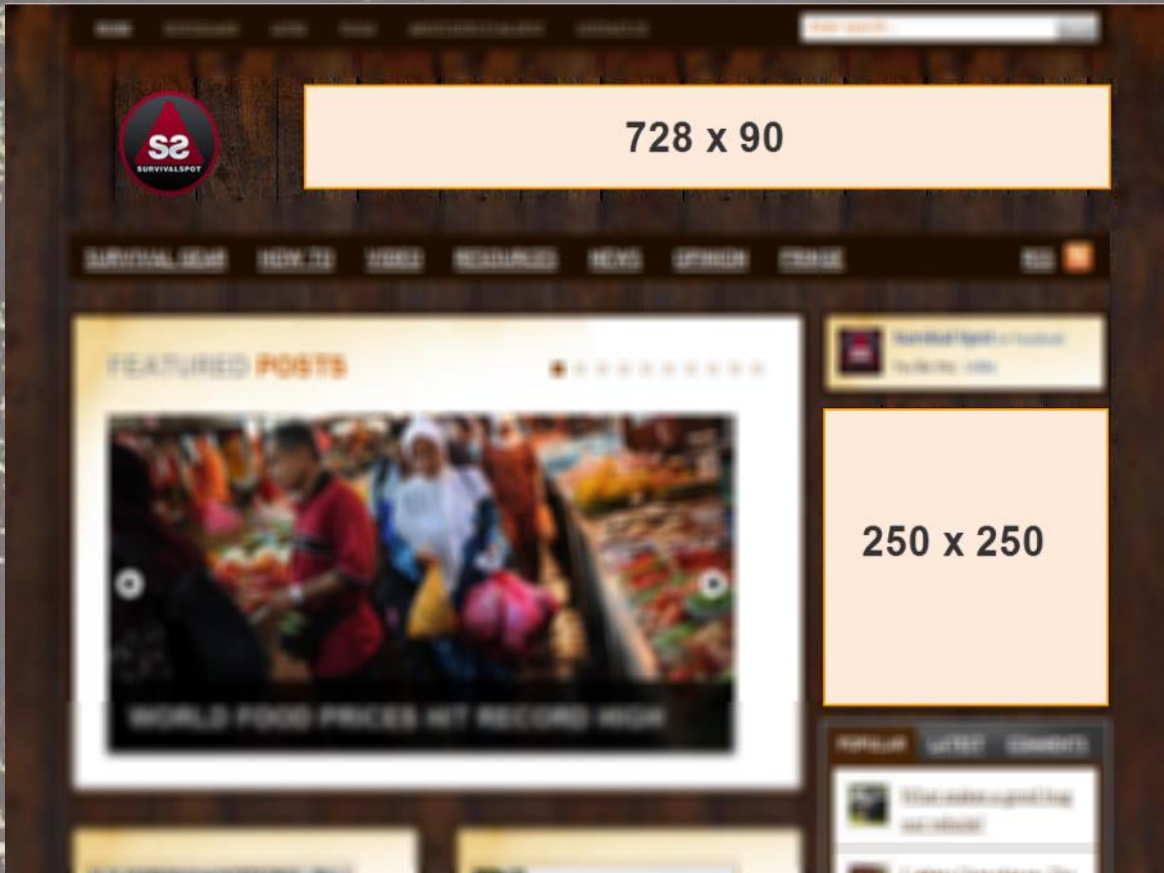
<u>Package</u>	<u>Ad Type</u>	<u>Followed Links</u>	<u>No Followed Links</u>	<u>Cost (per month)</u>
Bronze	1 Par. Mention	0	2	\$50
Silver	Half Pg Article	2	0	\$100
Gold	Full Pg Featured	3	0	\$150
Text Link	Yearly Link	1	0	\$50
Text Link	Permalink	1	0	\$250

ADDITIONAL OPTIONS

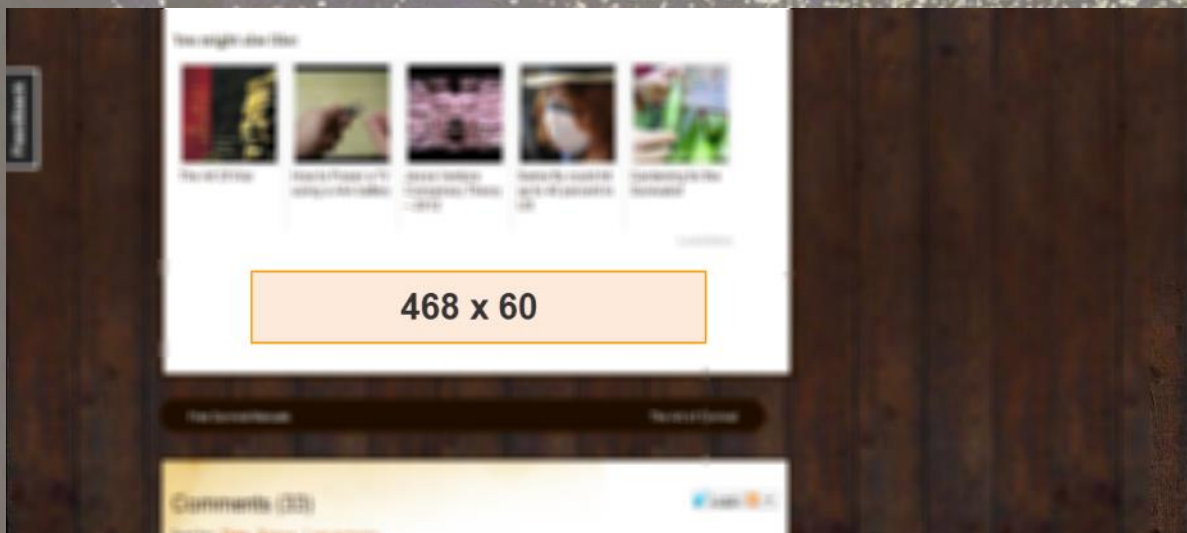
<u>Ad Type</u>	<u>Reach</u>	<u>Cost (one time)</u>
Email Blast	500+ Subscribers	\$40
Social Mention	20,000+ Fans, Followers	\$40
Product Giveaway	~	Inquire for Details
Product Review	~	Inquire for Details

AD POSITIONS

TOP OF THE BLOG



BOTTOM OF EACH POST



START TODAY!

When it comes to your online advertising campaign, we know there are plenty of choices out there. What sets us apart from the rest is that we truly care about the survival/preparedness industry and we understand core **marketing and sales** psychology principals. This allows us to provide the highest quality content to our readers, while also ensuring **maximum ROI (Return On Investment)** for our advertisers.

We are devoted to continuously improving our site and content, so that we can deliver more value to readers, advertisers and the cause of preparedness. This dedication means that we will always be one step ahead on technology, distribution channels and marketing & advertising. Here at Survival Spot we **deeply value your business** and work tirelessly to guarantee the highest quality level of support throughout your journey to online success.

Contact us today to start your advertising campaign! We look forward to working with you.

CONTACT US

E-mail: info@survival-spot.com

Google Chat: survivalspot@gmail.com

Contact Form: www.survival-spot.com/survival-blog/contact-us/

****We approve and respond to all ad inquiries promptly*



TERMS & CONDITIONS

POLICIES

Survival Spot may choose in some cases not to approve ad requests that promote products or services we don't feel are aligned with the views and interests of our readers. We feel this is in the best interest of our advertisers and readers alike.

Survival Spot reserves the right to terminate ads at any time for any reason (unless otherwise specified). The primary cause for ad termination is a lack of quality products/services or inappropriate or misleading advertisements. Should a problem arise with your ad, you will be given a warning and 24 hour grace period to correct the problem prior to termination.

Upon placement of an advertisement, *Survival Spot* shall remain harmless from and against any loss, expense or other liability resulting from claims or suits that may arise from the publication of an advertisement.

PAYMENT

Invoice must be paid in full prior to receiving placement on *Survival Spot*. Most ads are placed within a few hours after payment is received. You will be receive a monthly invoice which must be paid within 7 days of receipt. If account is left past due after this period, your ad will be removed and your account will be canceled.

AD PLACEMENT

Normal ad slots are determined prior to the launch of your advertisement. Based upon verbal agreement, you will receive the ad slot pre-determined at the time of sign up.