



# MEDIA KIT

2024



hi there!

[healthyhouseontheblock.com](http://healthyhouseontheblock.com)

I'm on a mission to help families and moms create a healthy living space within their homes through cutting toxins and implementing unique healthy home strategies and habits.

On my blog, Instagram Account, YouTube Chanel and Pinterest Boards I share actionable tips and advice for creating a healthy home through remodels, product swaps, habit changes and more.

My audience and community's time and respect are EVERYTHING to me - my platform and my content are my livelihoods so I am VERY picky which brands I work with to maintain the integrity of my brand and the trust of my audience.

I'm excited to see how we can work together!

Amanda

BUILDING BIOLOGY PRACTITIONER + CERTIFIED HOME INSPECTOR

FEATURED IN





# ABOUT MY CONTENT

At [healthyhouseontheblock.com](http://healthyhouseontheblock.com), my weekly emails, blog posts, Instagram Feed & Stories, Pinterest and YouTube Chanel, I focus on science-based information and content so I can show up as a trusted expert in my community.

In addition to being a guide, there is a massive focus on tutorial-based content, with a side of grace and my own personal brand.

- TOXIN ELIMINATION
- HEALTHY REMODELS
- LOW TOXIN PRODUCT SWAPS
- HOUSE DETOX PLANS
- LOW TOXIN HABITS & LIVING
- HOME BUYING ADVICE



## ABOUT MY AUDIENCE

The amazing community around Healthy House on the Block is made up of motivated individuals who are ready to take action on their healthy home.

This audience is hungry for information and wants to begin implementing what they learn right away. My audience knows I will only steer them to products and information I have thoroughly researched and that there is always an element of grace as we change old habits and get healthier.

- 90% WOMEN
- 25 - 60 YRS OLD
- USA BASED



 **12,000+**  
WEBSITE VISITORS

 **2.6K+**  
SUBSCRIBERS

 **3.2K+**  
FOLLOWERS

 **1.6K+**  
EMAIL SUBSCRIBERS

 **49%**  
OPEN RATE

 **55,000+**  
MONTHLY VIEWS

# PARTNERSHIP OPTIONS & PRICING

## IMPORTANT INFORMATION

I care immensely about the integrity of my brand and how our site and channel rank with the unique algorithms within Google and YouTube.

Therefore, video or blog post sponsorships where the entire blog post or video is exclusively about the product/service being promoted, will not be considered. This type of content will not perform well and thus, it's not good for you or for us.

### **BLOG POST SPONSORSHIP PACKAGE** INTEGRATED MENTION IN POST & VIDEO + EMAIL

\$600

Secure a spot on a sponsored blog post; I create content that is related to your product/service, tell my audience how awesome you are and educate them at the same time. With this option the blog topic will be picked by Healthy House on the Block and will likely be a more broad topic than being ONLY about your product/service. This is due to the fact that we want to get YOU the most exposure by ranking high on Google & YouTube AND we want our audience to understand that we truly believe in your product, not that we're just doing a video because we're paid to do it.

### **INSTAGRAM POST + STORY PACKAGE** STORY + LINKING + IMAGE + TEXT

\$200

Instagram is my favorite place to connect with my audience and you have an opportunity to get in front of them as well. This sponsorship includes one Instagram post and 3 stories.

### **STORY MENTIONS** STORY + LINKING

\$100

Instagram is my favorite place to connect with my audience and you have an opportunity to get in front of them as well. This sponsorship includes 3 Instagram stories.





# WANT TO SEE IT IN ACTION?

1 blog post + video on my website has generated over \$36,000 from a \$100 product. This video does not specifically focus only on the product at hand, it's an added benefit to the viewer.

1 blog post + video on my blog and IG stories and post have generated over \$33,000 from a \$50 product. These posts share information that is inline with my audience's interest as well as the product as a solution, which is an added benefit to the brand and audience.



*Let's work together!*

I'm SO EXCITED to know that we might be working together and I am ready to promote your amazing product or service.

[info@healthyhouseontheblock.com](mailto:info@healthyhouseontheblock.com)  
[healthyhouseontheblock.com](http://healthyhouseontheblock.com)