

THE Kitchen & Bathroom BLOG

MEDIA KIT • 2022-2023

ABOUT THE BLOG

The Kitchen & Bathroom Blog was established in March 2013 and re-launched in September 2015 with a new look and format.

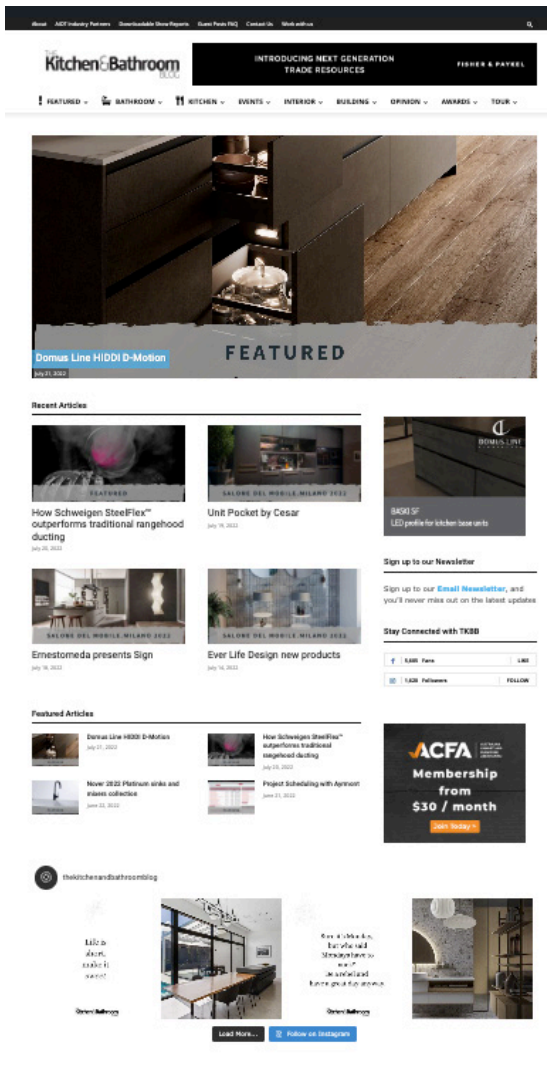
The Kitchen & Bathroom Blog is Australia's only independent blog specifically written and curated for the design and building industries. It is a fully-researchable resource that profiles major events, new products, product launches and commentary from Australia and across the globe.

News is posted live on the site daily from Monday to Thursday and on Fridays subscribers receive a weekly email with a summary of that week's posts and additional news items.

The Blog is supported by an active Facebook page, Instagram feed and Facebook group (The Kitchen & Bathroom Chat). Sponsors are encouraged to join the Chat and engage with our community.

The site can be searched by keyword or category. Posts are categorised into the main interest areas of:

- Kitchens
- Bathrooms
- Events (industry events, showroom openings)
- Interiors & Lighting
- Building
- Opinion & Design Trends
- Awards
- International Tours



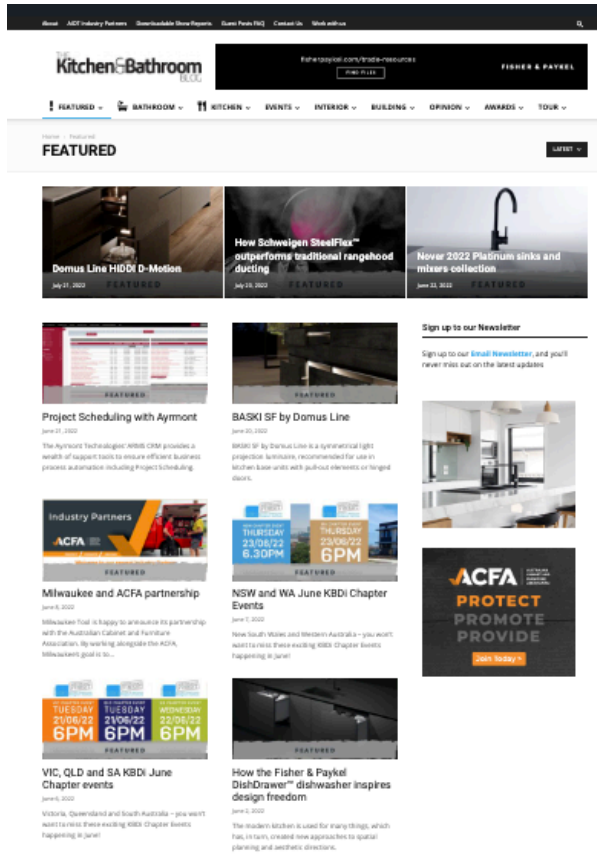
OUR NETWORK

FACEBOOK / @thekitchenandbathroomblog
7299+ followers
FACEBOOK GROUP / facebook.com/groups/TheKitchenBathroomChat/
692+ members
INSTAGRAM / @thekitchenandbathroomblog
2258+ followers
LINKEDIN / @melaniegardener
2033+ connections
LINKEDIN / @simonhodgson
3055+ connections



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AUDIENCE

Unique Page views (av. per month): 3409
 Pages per session (av.): 2.5
 Overall page views (av. per month): 7427
 Unique visitors per year (av. per year): 40,912
 Bounce rate: 0.57%
 Female (51%) | Male (49%)

TOP CHANNELS

Organic search: 74.5%
 Social media: 10%
 Direct: 11.5%
 Email: 2%
 Other (referrals etc): 2%

TOP LOCATIONS

Australia: 53.5%	Italy: 2.5%
United States: 8.5%	New Zealand: 2%
United Kingdom: 4.5%	China/Canada: 1%
India: 2.5%	Germany/France: 1%

SPONSORSHIP PACKAGES

Gold

\$3750 + gst

- ✓ Annual membership.
- ✓ 4 Tile advertisements — spaced as you like (one Ad live at any one time).
- ✓ 3 featured articles during 12 month period (max 500 words) — one article per quarter.
- ✓ Two year option \$6750.00 plus GST.

Diamond

\$5000 + gst

- ✓ Annual membership.
- ✓ 8 Tile advertisements — spaced as you like (one Ad live at any one time).
- ✓ 6 featured articles during 12 month period (max 500 words) — one article per 2 months.
- ✓ Two year option \$9000 plus GST.

Platinum

\$6500+ gst

- ✓ Annual membership.
- ✓ Guaranteed top banner placement - no competing sponsor.
- ✓ 12 advertisements on the home page (one Ad per month).
- ✓ 10 featured articles during 12 month period (max 500 words) — spaced as needed.
- ✓ Two year option \$11,700.00 plus GST.

for more information

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