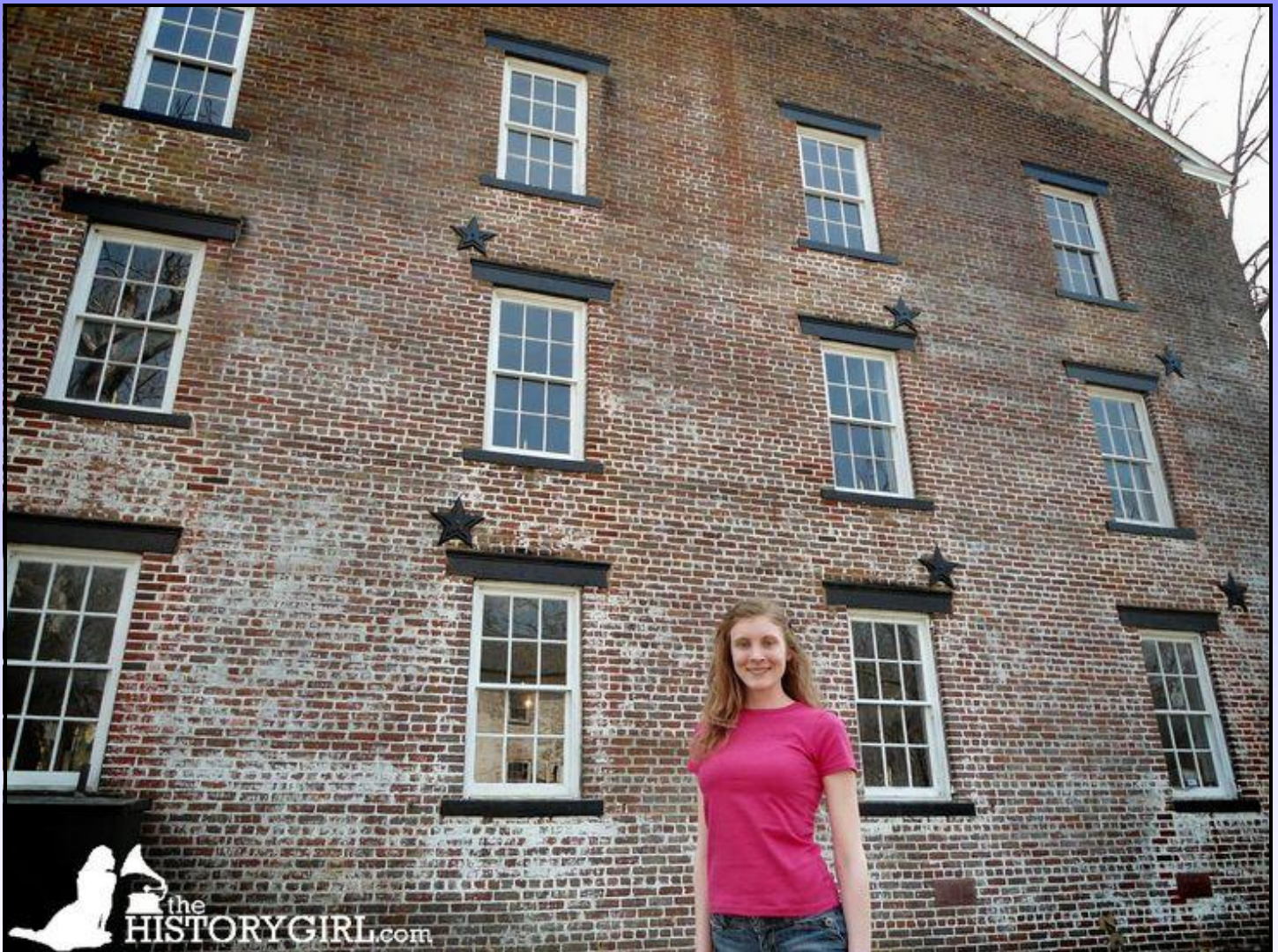




Media Kit 2015



Advertising and Sponsorship Information

About TheHistoryGirl.com

TheHistoryGirl.com is a showcase for New Jersey's many historical places. I write articles about the places I visit and the antiques I collect. My weekends consist of either travels to different historical sites or estate sales. New Jersey history is very fascinating and serves a microcosm of American history. I have been writing in-depth about the sites I visit and how they weave into the fabric of American history and the overall story of New Jersey.

About “The History Girl”

Kelly founded thehistorygirl.com in 2012 as a showcase for New Jersey's historical sites and New Jersey's rich heritage. She is a 2014 graduate of the College of Saint Elizabeth in Morristown, NJ with a bachelor's degree in American Studies.

Tom is the photographer and co-researcher for thehistorygirl.com. He is a graduate of Rowan University in Glassboro, NJ with a bachelor's degree in history and holds a certificate in Historic Preservation from Drew University in Madison, NJ. He has a background in museum research.

Features

Each week, the web site publishes articles written by Kelly and other guest authors, press releases for history organizations, lists weekend events and estate sales, and highlights non-profit organizations. Each month, the web site hosts a popular book giveaway to introduce the public to authors who publish nonfiction history books and works of historical fiction. Various social media accounts feature daily relevant updates.

Our Audience

The audience of The History Girl is approximately 51% women and 48% men. Our audience is comprised of fans (in descending order) from New Jersey, the tri-state area, the continental United States, the United Kingdom, Canada, and a multitude of other countries.

www.thehistorygirl.com receives an average of 500 pageviews per day.

In a recent survey, our audience indicated their favorite topics related to history were:

New Jersey History
Historical Sites to Visit
Historical Photos
Colonial History
Historic Preservation



Statistics

Why choose to advertise with or sponsor The History Girl? Check out these statistics to see that we have a large following and are ever-growing.

Thehistorygirl.com is an ideal, low-cost platform for getting your advertising message in front of a dedicated audience with a keen interest in history and things to see and do in New Jersey and beyond.

Social Networks and Followers as of May 12, 2014.

-  **Facebook (@njantiques): 8,128 fans**
-  **Twitter (@njantiques): 759 followers**
-  **Pinterest (njhistory): 1,074 followers**
-  **Instagram (@thehistorygirlnj): 2,432 followers**



Advertising

Have a product you want to sell? An event that needs to be promoted?

Advertise with The History Girl!

We currently offer:

- Space for a 250 x 250 advertisement on the left hand sidebar; \$50 for one month.
- Facebook post announcements for your organization or business; \$40 for one post.
- A blog post dedicated to your product or event; \$50.
- A slim, landscape advertisement beneath weekly articles; \$50 for one article.

Contact us for custom advertising options.



The screenshot displays the homepage of 'The History Girl' website. The header includes the site name, a tagline, and social media icons. The main content area features a search bar, a 'MAKE A DONATION' button, and a 'POPULAR POSTS' section. The featured article is titled 'New Jersey's President: Grover Cleveland' and includes a photograph of a large, white, two-story house with a porch, identified as the birthplace of Grover Cleveland. The article text describes Cleveland's life and his connection to the house in Caldwell, New Jersey.

Book Giveaways

Are you an author or publisher and have a book you want to promote? TheHistoryGirl.com has been hosting one book giveaway each month since November of 2013.

How it Works:

- Decide how many books you would like to give away.
- Sign them as an added bonus.
- Accompany the book with an article or preview chapter and a short bio.
- We create a book giveaway form and promote the book and where to buy it throughout the week.
- At the end of the week we randomly pick winners.
- The book can be either fiction or non-fiction as long as it relates to history or historic locations.
- *Send an e-mail to kelly@thehistorygirl.com if you have a book to give away.*

Enter now for the chance to win a copy of Stephen Recker's *Rare Images of Antietam and the Photographers Who Took Them*.



Sponsorship Opportunities

Businesses and individuals can sponsor The History Girl's weekend trips and weekly web site features. Throughout the week, your business will be mentioned in social media posts and at the end of the weekly article.

Sponsor:

- A weekend trip: Each week we travel to a different historic site and report on it with an in-depth article and photos. Your company will be listed as the trip sponsor on our website and social media outlets as well as in the article associated with the site. \$50 for one trip within New Jersey.
- A regular website feature such as weekly articles, weekend historical happenings, or group of the week posts; \$100 for one month.
- A special trip to a specific museum site;Varies - please contact us.
- An out-of-state trip; Varies - please contact us.
- A weekly social media feature such as “Mansard Monday,” “Tombstone Tuesday,” “Throwback Thursday,” “Folklore Friday,” etc.; \$40 for one month.

