



Open Spaces™
FENG SHUI

Media Kit 2012

OpenSpacesFengShui.com

Nourish Your Life, Inspire Your Work

About Open Spaces Feng Shui

- The most popular online destination for practical Feng Shui tips for the home and office.
- Publisher Ann Bingley Gallops, MBA and Certified Practitioner in Essential Feng Shui™.
- Hundreds of satisfied clients since 2006.
- 400+ posts and articles packed with practical info.
- Best-read posts: Feng Shui for Bedrooms, Offices, Apartments, Children's Rooms; Best Feng Shui Colors; Gardens & Plants, Home Decorating; Feng Shui Do's & Don'ts and more!



Our Readers Are...

- Committed to making life improvements by enhancing their physical environments.
- Excited about exploring new opportunities in their lives.
- Regular purchasers of items for their homes that inspire them and create positive energy in their environments.
- Doing home renovations, and/or moving homes. The Open Spaces Feng Shui blog focuses on kitchens, baths, and bedrooms: color, material, furnishings, layout etc.
- Business owners and entrepreneurs seeking to increase sales and bring more customers to their businesses.



Our Web Presence: The Numbers*

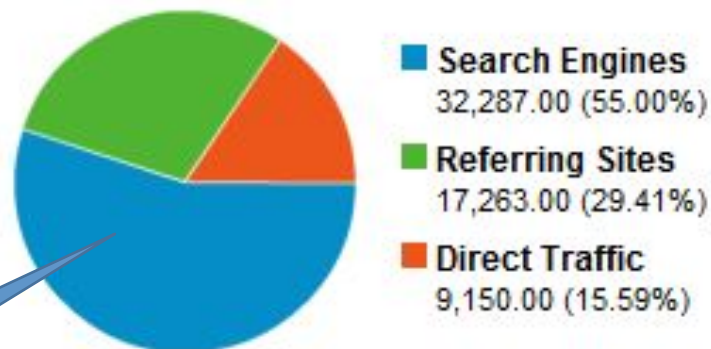
- 12,000+ unique visitors per month
- 35,000+ pageviews per month
- 4x growth since January 2011
- 2+ minutes per visit
- <250,000 on Alexa.com
- 1,500+ email newsletter subscribers
- 800+ [Facebook](#) fans (openspacesfengshui)
- 4,000+ [Twitter](#) followers (@annfengshui)
- Named ***Top-10 Most Influential Feng Shui Expert On Twitter***

*as of February 2012



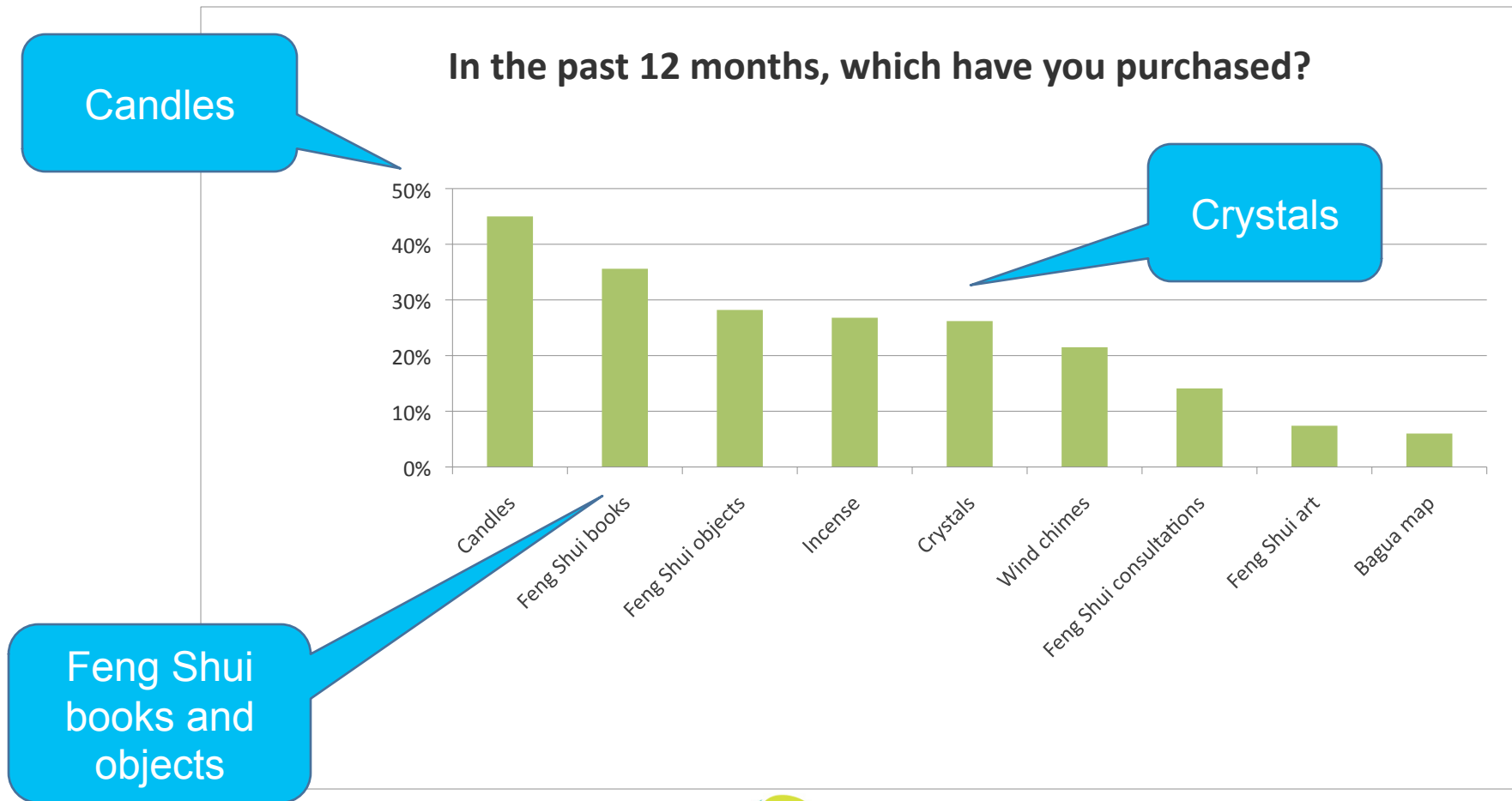
Readers Find Us Via Organic Search

- We are on page 1 of Google for..
 - ..feng shui consultant New York City
 - ..feng shui blog
 - ..feng shui tips



55% of traffic comes from search engines

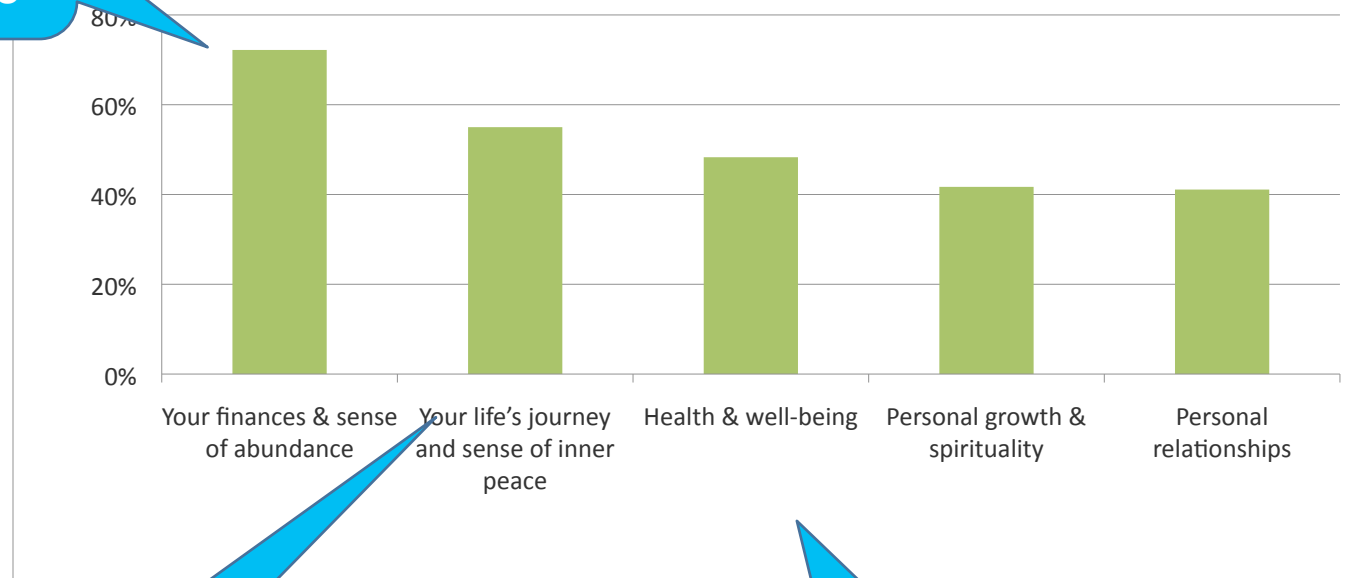
Our Readers Invest In Themselves



Our Readers Want To Improve..

Finances and sense of abundance

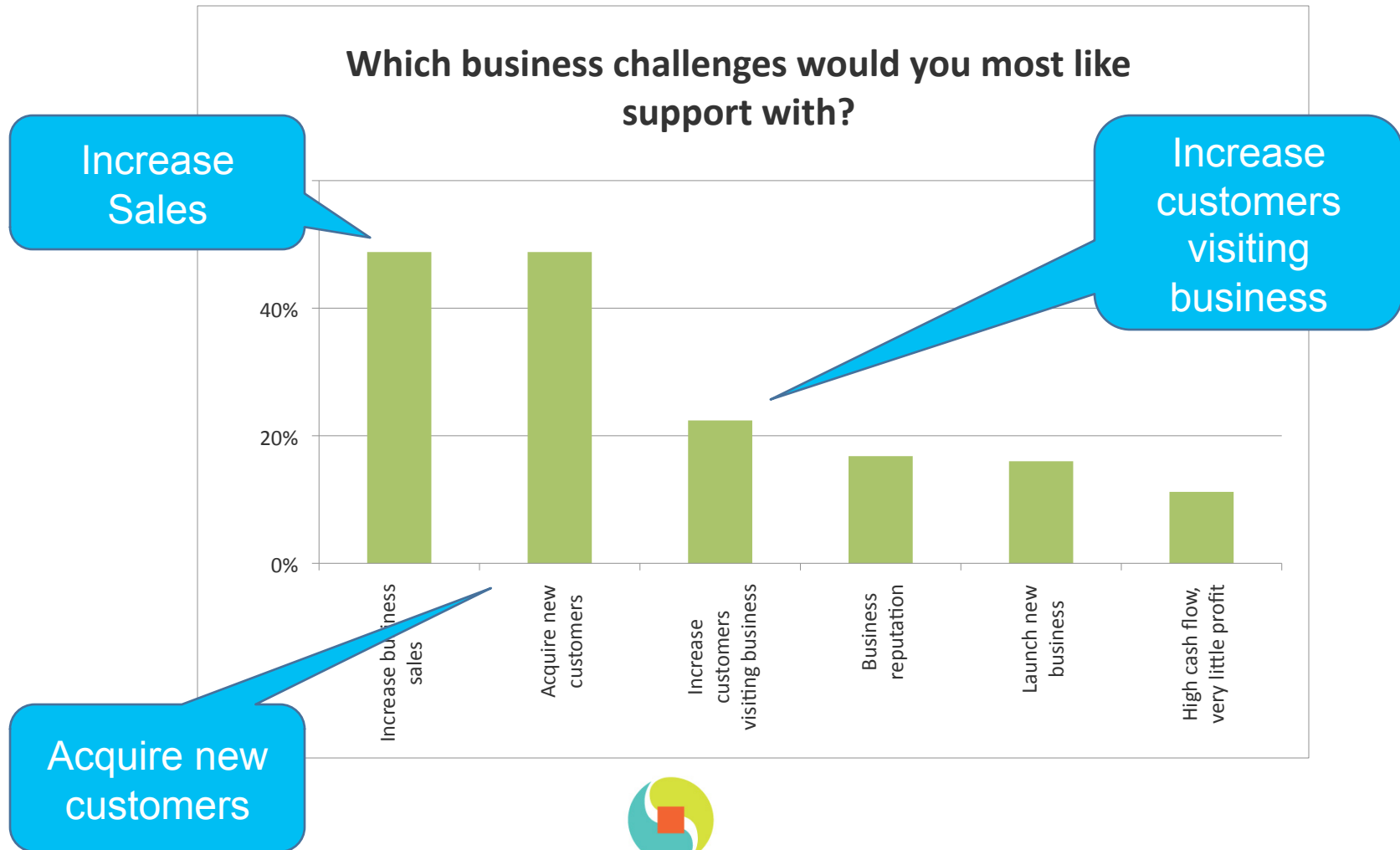
Which areas of your life would you most like to improve right now?



Life's journey and sense of inner peace

Health and well-being

#1 Goal for Business Readers: Increase Sales



Sponsors Who Will Benefit...

- Offer high-quality products or services.
- Are committed to helping our readers improve their lives through wellness, balance, personal development or spirituality.
- Are interested in creating a lasting partnership with the Open Spaces Feng Shui community.



How We Can Work Together

- Website banners
- Sponsored Blog Posts
- Newsletter Sponsorship
- Social Media bonus



40,000+
impressions per
month

Website Banners

The screenshot shows the Open Spaces Feng Shui website. The header includes the logo, the tagline "Nourish Your Life Inspire Your Work", contact information, and a navigation menu. Two articles are featured: "Activate Heavenly Energy: Autumn Feng Shui In The Garden" and "What I Learned At The London Feng Shui Conference – Part 2". A vertical banner advertisement for "SUMMER ESCAPE at Wynn LAS VEGAS" is positioned on the right side of the page, featuring a price of "FROM \$169" and "\$100 and a RESORT CREDIT".

Small
rectangle
(180x150)

Skyscraper
(160x600)



Open Spaces™
FENG SHUI

Sponsored Blog Posts*

- A premium opportunity to have your product featured on our site in up to 500 words.
- Perfect for showcasing your product or telling your story. For **Product Reviews**, please send Ann the item you want her to review; this item is not returnable. Please allow 4-6 weeks for your review to be completed.
- May include up to 2 images and 1 link to your website
- Will become part of OSFS archives, generating ongoing traffic to your website
- Clearly marked as “sponsored”, written by Open Spaces Feng Shui publisher, and approved by you.
- *Please review our Editorial Calendar for sponsored blog schedule and availability. [Email Ann for Sponsored Post rates.](#)



Bronze Level Sponsorship

Open Spaces Feng Shui *Bronze Level Sponsorship:*

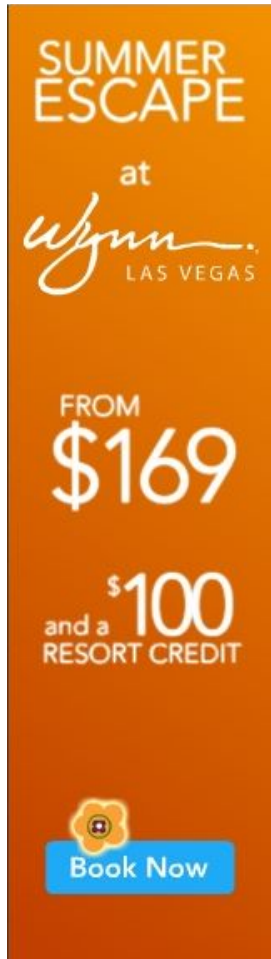
- ✓ **Small rectangle banner** for one month. Multiple-month discounts available.
- ✓ Social Media exposure to our loyal followers



[Email Ann](#) for rates.



Silver Level Sponsorship



- Open Spaces Feng Shui *Silver Level Sponsorship*:
- ✓ **Skyscraper banner** for one month. Multiple-month discounts available.
 - ✓ Social Media exposure to our loyal followers



[Email Ann](#) for rates.



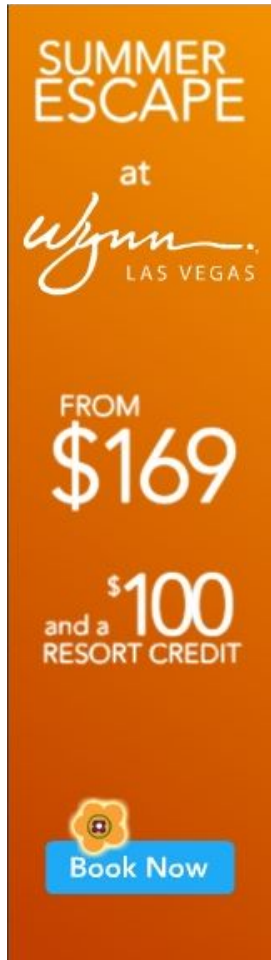
Gold Level Sponsorship



- ✓ **Newsletter Highlight Banner plus**
- ✓ **Small rectangle banner for one month.**
Multiple-month discounts available.
- ✓ **Social Media bonus**

[Email Ann](#)
for rates.


Platinum Level Sponsorship



SUMMER ESCAPE
at
Wynn
LAS VEGAS

FROM
\$169

\$100
and a
RESORT CREDIT

Book Now



- ✓ Skyscraper banner for 1 month plus
- ✓ 1 Newsletter Banner plus
- ✓ 1 Sponsored Blog Post (limited availability)
- ✓ Social Media bonus

[Email Ann](#)
for rates.

Newsletter Highlight Banner

- Your banner prominently featured at the top of the monthly Open Spaces Feng Shui Newsletter (1500+ loyal subscribers).
- Leaderboard horizontal banner (728x90) sample:



OSFS 2012 Editorial Calendar

	Indoor	Outdoor
January	Beds & Bedding	
February	Window Shades & Coverings	
March	Artwork & Photography	Plants
April	Paint Colors	Garden Decor
May	Travel	Outdoor Fountains
June	Tabletop Fountains	Outdoor Paint Colors
July	Ceiling (& other) Fans	Outdoor Furnishings
August	Kitchen	Entryway Furnishings
September	Mirrors	
October	Lamps & Accessories	
November	Rugs	

Some Technical Details

- Banners may be up to 150KB in size, please no animation
- Creative fee of \$100 may apply for artwork that does not meet our specifications
- Web reports are available to our sponsors on a monthly basis
- 50% deposit is required before we begin running your ads
- We reserve the right to decline sponsorship opportunities if we feel the product or service will not meet the standards of the Open Spaces Feng Shui community



Contact Us

We look forward to introducing your products and services to our readers!

Ann Bingley Gallops, publisher
contact@openspacesfengshui.com

