



MEDIA KIT
Q1 2022

MEET *Jen* WOODHOUSE

Jen Woodhouse is a fresh, honest, and creative DIY dynamo who documents her adventures in design, woodworking, and home renovations on her blog, The House of Wood.

A self-taught carpenter and designer with a penchant for problem-solving, Jen provides in-depth project plans and step-by-step tutorials that inspire, encourage, and empower her readers to build their way to a more beautiful home. Jen shares a mix of large-scale renovations, quick DIY projects, and woodworking tips and tricks to a loyal and engaged audience.



JEN'S AUDIENCE IS

mostly made up of well-educated, working, married women, ages 25 - 44. They are homeowners, parents, and pet owners and make an average of \$75K+/yr.

They turn to Jen for home design advice and inspiration, with a heavy interest in DIY and renovations. They aren't afraid to jump in and learn something new. Whether it's tiling a bathroom or building a dining table, Jen's readers trust her for her expertise and value her recommendations because they know she only works with brands she loves and believes will bring value to them.

Social MEDIA



104,000+



45,000+



22,000+



120,000+



138,000+

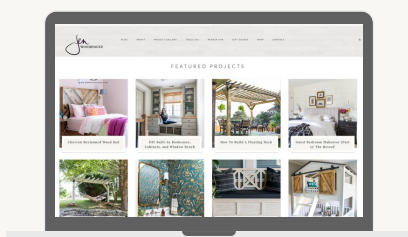
10M+ MONTHLY VIEWS

THE Blog



The House of Wood was created to document Jen's adventures in designing and building furniture and tackling home renovations. It's a creative outlet for all things DIY, design, and home improvement, offering in-depth, step-by-step tutorials that inspire, educate, and encourage readers to build their way to a more beautiful home.

The House of Wood was named Best DIY Blog by Domino Magazine and has been featured on HGTV, Elle Decor, House Beautiful, Bob Vila, This Old House, Better Homes & Gardens, Popular Mechanics, Country Living, and more.



[VISIT THE BLOG](#)

JENWOODHOUSE.COM

THE STATS

497,000+
MONTHLY PAGE VIEWS

282,000+
UNIQUE MONTHLY VISITORS

71%
% FEMALE VISITORS

29%
% MALE VISITORS

25 - 44
VISITORS' AGES

USA + CANADA

TOP VISITING COUNTRIES

120,000+
EMAIL LIST SUBSCRIBERS
48% AVERAGE OPEN RATE



SERVICES

SPONSORED BLOG POST

\$5,000

One of our most common partnership options, this is an article written by Jen and hosted on JenWoodhouse.com. Partnerships are disclosed at the beginning of each sponsored post and can contain multiple links throughout. All articles include captivating web-optimized images and copy, and social media promotion on our Instagram, Facebook, and Pinterest profiles.

YOUTUBE VIDEO

\$8,000

Audiences across the board are consuming video content enthusiastically! Investing in video production allows us to share your brand in action - whether it's a how-to tutorial, a product review, or special collaboration. Production fees cover a full storyboarded concept, script, pre- and post-production, and filming in high-quality 4K resolution. This option is an exclusive and collaborative partnership - the project and video concept is created with the brand in mind, resulting in an authentic and compelling story where the brand is integral to the project. Videos are a minimum of 3 minutes long and published to our YouTube channel.

YOUTUBE AD READ

\$1,500

A less collaborative and non-exclusive video option, we will include a 30-90 second ad read in one of our YouTube videos. Ad reads contain key talking points about the brand, but may or may not be relevant to the project or video. Multiple ad reads from non-competing brands may be included in the video unless otherwise negotiated.

FACEBOOK VIDEO

\$3,500

We will create 3-5 minutes of video content optimized for Facebook. These videos are fast-paced, action-packed, and typically don't include voiceover or in-depth information. They are designed to mesmerize viewers and encourage them to engage through Facebook shares and comments.

COLLABORATIONS



SERVICES

INSTAGRAM POST

\$2,500

Instagram is the social media channel we have focused on most and we're very proud of the growth and engagement we see every day. All of our Instagram followers are 100% organic and invested in our projects. Posts are one-time and never deleted from the feed unless requested. We utilize the branded partnership tool so you have access to the performance analytics as well as the option to boost the post.

INSTAGRAM STORY

\$1,500

We love bringing our audience behind the scenes in our stories! This is also our favorite place to share product recommendations and source links. Instagram stories are a popular option for our partners because of the consumer-driven swipe-up feature. Direct-to-camera testimonials perform really well and we love sharing them! Our rate for Instagram stories includes 4 frames with a \$250 charge for each additional frame. Frames added at our discretion will not incur additional charges.

INSTAGRAM REEL

\$2,500

We will create up to 1 minute of multi-clip videos in vertical format optimized for Instagram Reels. We utilize tags, graphics, audio, effects, and new creative tools within Instagram and share the videos with our followers in-feed. Reels will also be available to the wider Instagram community through a new space in "Explore." Reels in Explore reach new audiences on a global scale.

INSTAGRAM TV (IGTV)

\$4,500

We will create long-form, high-quality vertical video content up to 15-minutes long. IGTV video production includes a full story-boarded concept, script, pre- and post-production, and filming. Rates start at \$5,000 and are determined by the scope of the project and video.

COLLABORATIONS

STEARNS & FOSTER®



DREMEL®



SERVICES

WEEKLY NEWSLETTER

by quote

Our email newsletter is an exclusive "extra" delivered weekly to our vast number of subscribers. Each newsletter is centered around a different theme that includes an introductory letter from Jen, links to blog content related to that theme from The House of Wood archives (over 10 years of content can be sourced!), and a round-up of recommended affiliate products. Our weekly newsletter is, hands-down, our most effective means of communication with our audience, with an average open rate of 37%.

PROJECT SPONSORSHIP

by quote

From 6-week kitchen renovations to weekend room makeovers, if you have a project you'd like us to design and execute, send us the details. Cost is determined by the scope of the project and deliverables.

EXCLUSIVITY

by quote

Partnerships provide a lot of opportunity for both Jen Woodhouse and our partners. We are often approached by companies who are competitors. We typically space competing brands apart, but some partners prefer that their competitors not be shown alongside them on our site. We've worked with several of our partners to draft exclusivity agreements to solidify the partnership, strengthen the message, and provide additional continuity to our audience.

BUNDLED SPONSORSHIPS

by quote

Every campaign is different and we want to provide flexibility without blowing the budget. Choose the sponsorship options you want to execute as part of your campaign and we will build a custom quote, with calculated discounts based on the scope. Our promise is to be fair to you, mindful of our audience, and dedicated to creating high-quality, meaningful content.

COLLABORATIONS

GRAHAM & BROWN
EST. 1946

*American
Standard*

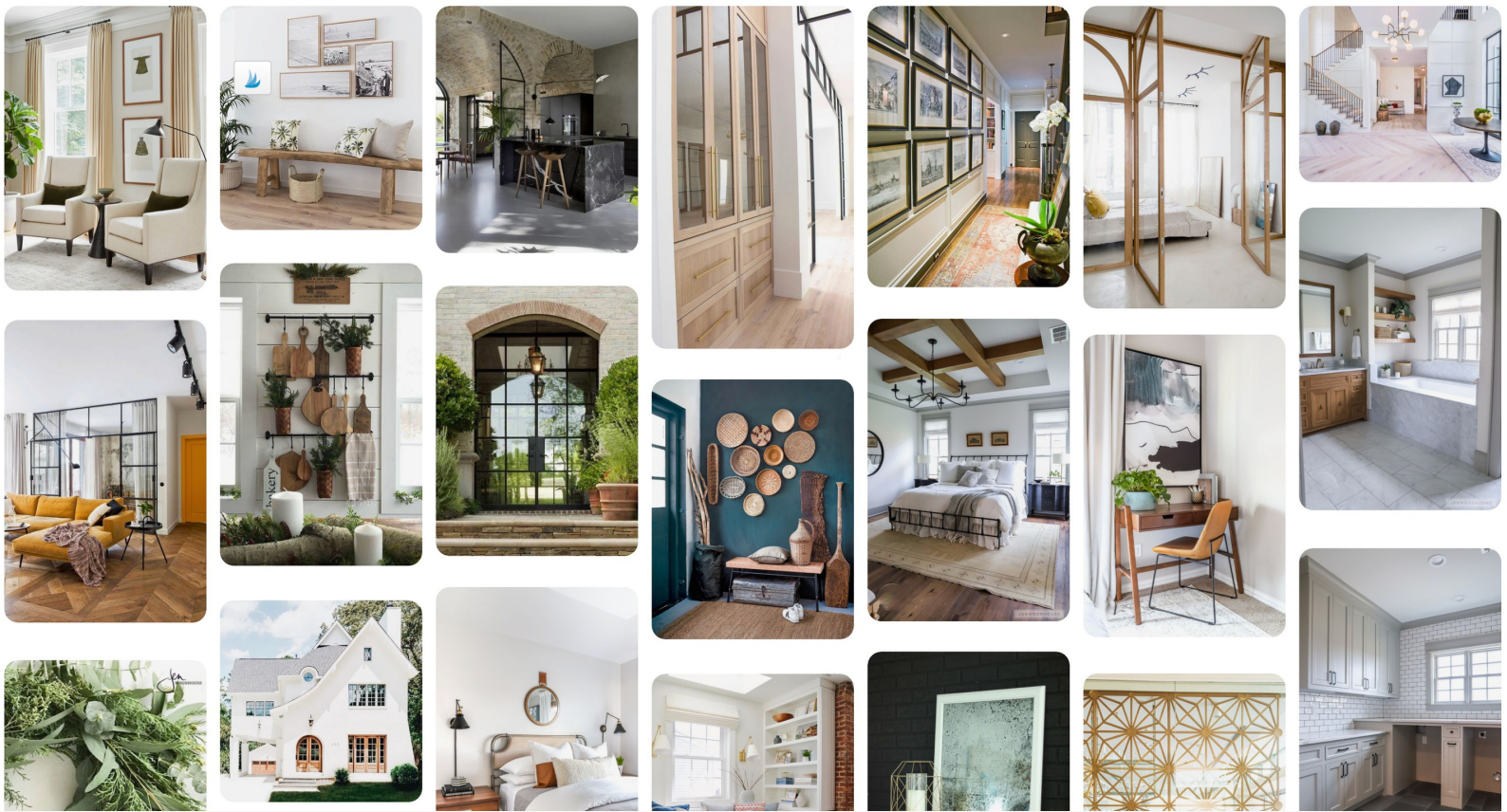


INVENTABLES

PureBond
HARDWOOD PLYWOOD

WOOD
woodmagazine.com





PINTEREST PIN

\$800

In addition to serving as a digital vision board, Pinterest is a thriving marketplace that is designed for commerce! We'll create content featuring your brand and post Pins that link back to your site, product pages, or a blog post you've sponsored on JenWoodhouse.com.

PINTEREST STORY PIN

\$1,000

An all new type of Pin that tells a dynamic and visual story with video, voiceover, image and text overlays. These Pins are typically more engaging and are distributed across the Pinterest home feed. Our rate includes 4 frames with a \$250 charge for each additional frame. Frames added at our discretion will not incur additional charges.



GIFT GUIDE INCLUSION

\$250

Each holiday season, we gather a handful of gift ideas for our audience. We publish gift guides centered around various themes, from "Gifts for Her/Him" to "Gifts for DIYers" to "Gifts for Kids." Products are chosen thoughtfully and authentically. Sponsored products (vetted with love) will be featured alongside our curated picks. We also include Instagram story swipe-ups to your products.

PRODUCT PHOTOGRAPHY

\$500/image

We will collaborate with you on your vision and come up with a concept and creative brief for your products. We style and shoot your products and create high-resolution images for digital licensing. Hero shots, flat lays, and lifestyle shoots available.

LET'S COLLABORATE

TO GET STARTED ON A CAMPAIGN,
send your request to jen@jenwoodhouse.com.

We will respond within 1-2 business days and begin working out the details of your campaign. We're confident in our ability to create high-quality, compelling content that's valuable for our audience and a solid investment for your brand.

