
Pintester

Failing at Pinterest pins so you don't have to

2013

*advertising
opportunities*

about Pintester



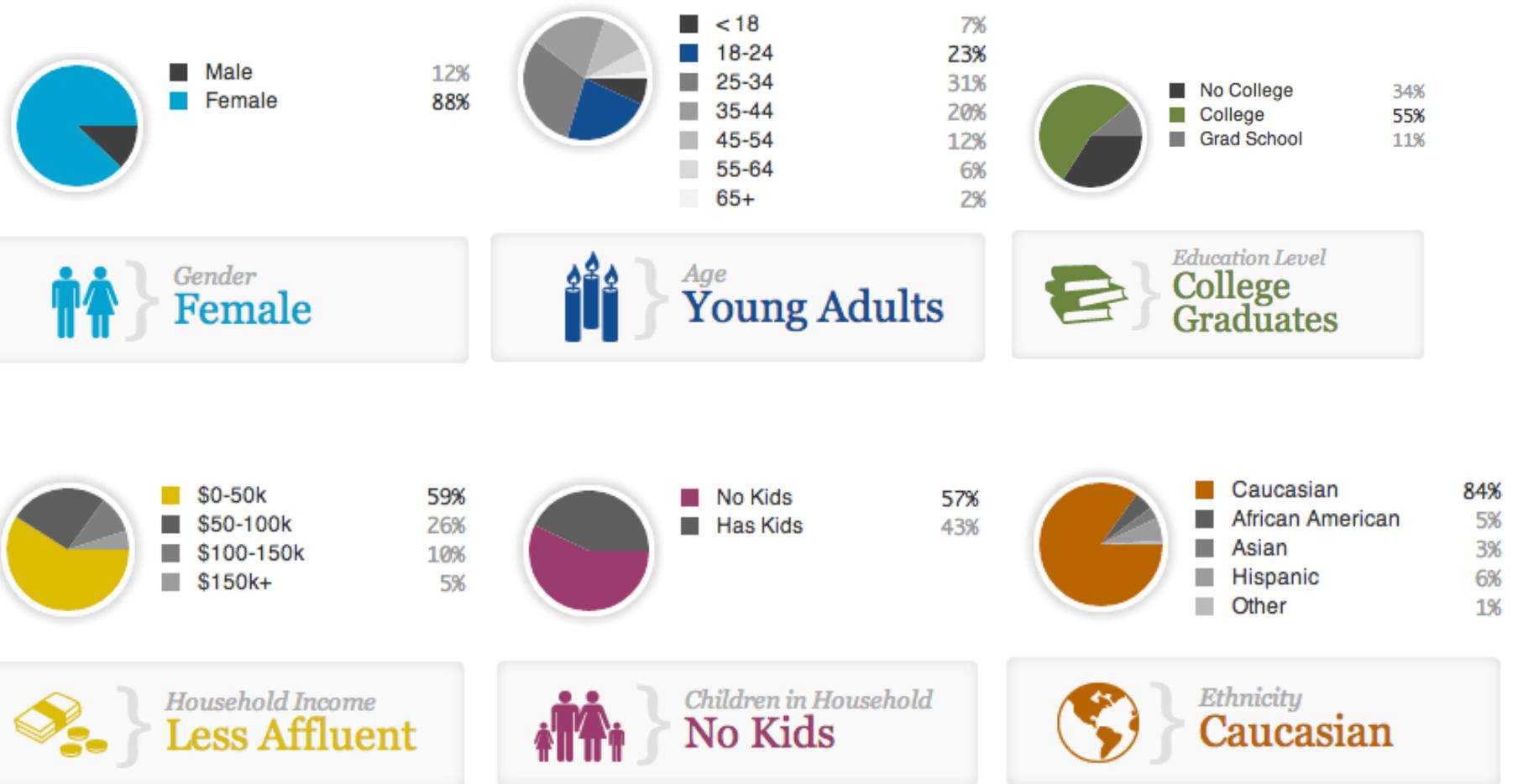
Sonja Foust is a wanna-be crafter, and an *actual* writer and blogger. Pintester is her humorous, irreverent take on the many failed projects a non-crafter produces (even with wild expectations).

When she's not blogging for Pintester, you can find her as a guest poster on CraftFail.com, or writing her latest romance novel.

Sonja lives in Durham, North Carolina with her husband and doggie.

reader demographics

Source: Quantcast



traffic/social information

Source: Google Analytics

Weekly Pageviews:

176,380

Weekly Unique Visitors:

48,261

Average Pages Per Visit:

2.5

Average Time on Site:

4 minutes, 40 seconds

RSS feed subscribers:

9,306

Email subscribers:

4,497

Pinterest followers:

22,580

Twitter followers:

3,691

Facebook page likes:

14,069

Google+ followers:

456

what others are saying

"The original version from babble.com's The Family Kitchen blog shows a single serving of cake tucked into a dainty white mug, topped with a swirl of whipped cream and a scattering of strawberries. Foust's blog shows a lumpy, spongy mess she pried out of the mug with a spoon."

- Holly Ramer, *The Associated Press*

"Thank you, Pinterest friend, for ruining the pillowcases, pedicures, and pork chops, so we don't have to."

- Connie Wang, *Refinery29*

"Meet Pinterest, a one-woman ~~disaster~~ testing operation who attempts to recreate enticing DIY Pinterest pins at home - at which point hilarity ensues."

- The Daily What
(part of Cheezburger.com)

"Sonja Foust is the hero the internet deserves. The writer approaches projects a good number of us have had our eye on and not only tries it out for our benefit, but does so with humor and style."

"Hey, venture backers, you know who deserves \$1.7 billion for existing? The Pinterest, the brave woman who actually takes the hideous sounding recipes and home beauty regimes tacked all over [Pinterest] and tries them."

- Mallory Soto, *Joonbug*

"From nail art to wine jello shots, she's trying everything, unabashedly failing, and bringing some much needed humor into the frighteningly perfect world of Pinterest. Sonja, we raise our mason jar of slightly disappointing homemade sangria to you!"

- Winona Dimeo-Ediger, *The Frisky*

- Dan Seitz, *Uproxx*

"Dripping with sarcasm and to-the-point, the Pinterest's recollections of her trials (mostly resulting in errors) and ability to out-cuss a sailor will have you in stitches."

- Bust Magazine Blog

"The Pinterest isn't actually laughing at Pinterest; she's laughing at herself. Like many Pinterest users, she's got a pinboard dedicated to ambitious craft projects she'd like to try... We admire the Pinterest's willingness to at least give these projects a try."

- Lauren Rae Orsini, *The Daily Dot*

"...curses a lot and subjects crafts to the razor-sharp wit that only comes from having to come up with several hundred synonyms for intercourse."

- Beth Rankin, *BeaumontEnterprise.com*

advertising options

Here are some options you have for partnering with Pintester.
I'm also open to your creative ideas, so hit me up with your brilliance.

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many sizes and formats available

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special weekend giveaways for our readers

3 sponsored post affiliate
pin test using your product, with a link to the product in the post

4 newsletter sponsorship
graphic banner ad in weekly Pintester newsletter

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1 image & content advertising on site

many sizes and formats available



above the fold

For the two ads above the fold, I have partnered with BlogHer ad network. Advertisers on BlogHer's network reach women who lead 3,000+ blog communities of 37 million readers. It's pretty awesome.

below the fold

Ads below the fold can be purchased through BlogAds.com. Ad options are:

- 300x250 image or video
- 728x90 image or video
- 160x200 image or video +300 chars text
- 160x600 image or video +300 chars text
- 160x100 image or video +100 chars text
- text ad (classified style) of 500 chars text

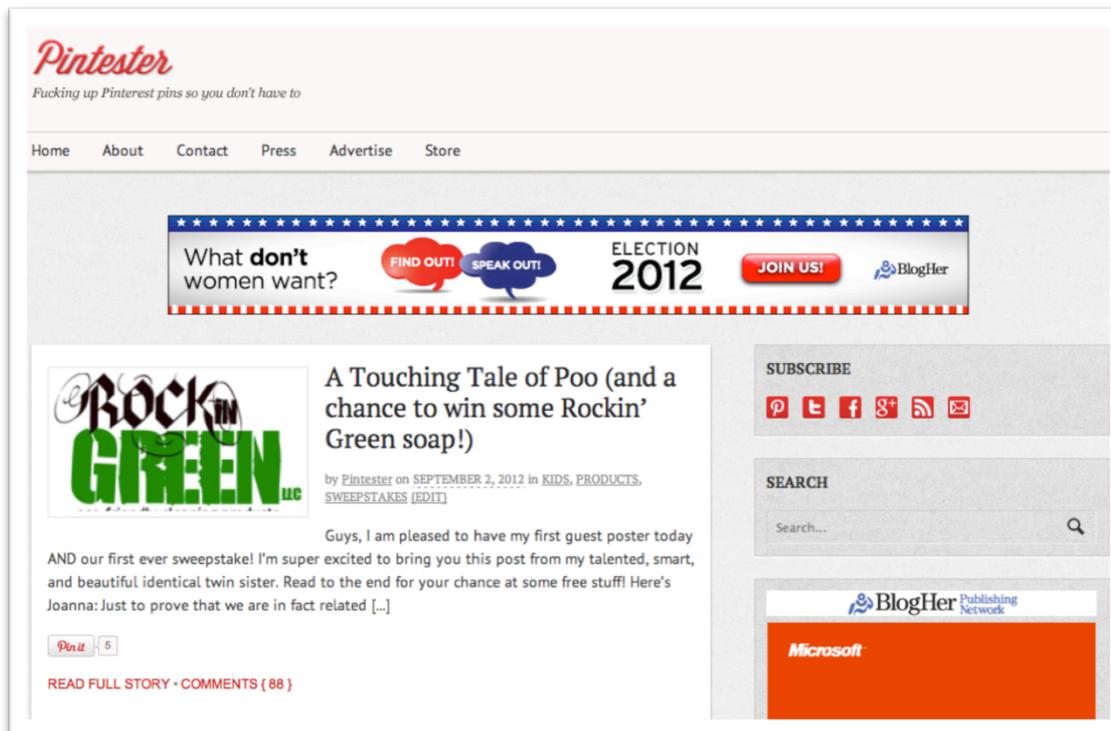


First-time advertisers get a 20% discount on all ads.
Enter coupon code "FIRST" when you create your ad.

Begin creating your ads at pintester.com/advertise.
I'll see you there.

2 giveaway sponsor

special weekend giveaways for our readers



On some weekends (based on demand), the blog hosts giveaways.

Giveaways generate social media buzz and reader attention as I leverage Pinterest, Twitter, Facebook, and Google+ posts to publicize giveaways.

Sponsoring a giveaway means dedicated attention on one post, highlighting your company and your product of choice.

3 sponsored post affiliate

pin test using your product, with a link to the product in the post

Your sponsored post affiliate spot guarantees that I will use your product in a pin test on the blog, on the date of your choosing.

The post will contain a short blurb about the product and a link to purchase that product.

Your sponsorship does not guarantee that the pin test will be a success. (I'm not a miracle worker.)

4 newsletter sponsorship

graphic banner ad in weekly Pintester newsletter

Pintester Weekly Newsletter

Instead of having only my stuff to read this week, you dudes have nearly 100 blogs with pintests to read this week, all because of [The Pintester Movement!](#) Check it out, and don't forget to leave some comment love on the participating blog posts!

[The Pintester Movement: Craft All The Things!](#)

Welcome to the very first time we've ever tried The Pintester Movement! The idea is that a bunch of bloggers and crafters from around the interwebs all got together and decided to take on a craft or project we've been putting off because we've been too scared to do it. This is our excuse and our ...



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For those of you in the U.S. with me, happy



Sponsor the weekly Pintester newsletter, which reaches nearly 3,000 readers' inboxes.

Sponsorship gets you an ad (graphic, text, or a combination) in the premium spot, right below the first featured blog post.

what now?

To get started with **image, video, or text ads**, go to pintester.com/advertise right now, **or** get more information on **advertising with BlogHer** at blogher.com/advertise.

To sponsor a **giveaway**, be a **sponsored post affiliate**, or do a **newsletter sponsorship**, shoot me an email: advertising@pintester.com.

Have more questions? Want to create an entirely custom partnership? Think I'm cute and want to ask me out (despite the fact that I'm an old married lady)? Use the email: advertising@pintester.com.

I look forward to chatting with you!