



Making people's financial lives better,  
one dollar at a time.



# MEDIA KIT

[WWW.DISTRICTMEDIAFINANCE.COM](http://WWW.DISTRICTMEDIAFINANCE.COM)

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## ABOUT US

Originally founded in the District of Columbia in 2007, District Media, Inc. is an independent media company. Our objective is to deliver high-quality personal finance news and advice that informs, empowers, educates and entertains the public.

DISTRICT MEDIA FINANCE  
**MEDIA KIT**

WE OWN **15** WEBSITES

[savingadvice.com](http://savingadvice.com)

[dinksfinance.com](http://dinksfinance.com)

[pfadvice.com](http://pfadvice.com)

[thousandaire.com](http://thousandaire.com)

[bloggingawaydebt.com](http://bloggingawaydebt.com)

[cleverdude.com](http://cleverdude.com)

[thefreefinancialadvisor.com](http://thefreefinancialadvisor.com)

[beatingbroke.com](http://beatingbroke.com)

[grocerycouponguide.com](http://grocerycouponguide.com)

[budgetandthebees.com](http://budgetandthebees.com)

[everybodylovesyourmoney.com](http://everybodylovesyourmoney.com)

[newlywedsonabudget.com](http://newlywedsonabudget.com)

[plungedindebt.com](http://plungedindebt.com)

[frugalgardening.com](http://frugalgardening.com)

[kidsaintcheap.com](http://kidsaintcheap.com)

**MEDIA PROPERTIES**

# AUDIENCE PROFILE

DISTRICT MEDIA FINANCE  
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## CORE READERSHIP

- Financial Planning: Many District Media audience members have a 401(k) and invest in the stock market.
- Popular topics: ways to make money, savings challenges, inspirational personal finance stories, radical ways to pay off debt/save money/make money, quick fixes, financial planning, investing (beginner to expert), and interactive personal finance basics.
- For the most part, members of the District Media audience are looking for ways to improve their finances, whether through investing, saving, or finding new ways to grow their net worth.

## STATISTICS AND DEMOGRAPHICS

- Approximately 65% Female, 35% Male.
- Most popular social media channels: Facebook, Instagram, Pinterest.
- Wealth: Poverty to Net Worth in the Millions.
- Marital Status: Mostly married or in a committed relationship, but some sites have more single followers.
- Kids: Many have children, but some sites have followers without kids.
- Living: Most own a home, but some sites have followers who rent.
- Debt: Audience members' debt ranges from \$500K+ to being debt free.



**4,000,000**  
yearly unique visitors



**400,000**  
social media followers



**27,000**  
email subscribers

AUDIENCE PROFILE

# MEDIA PLACEMENTS

DISTRICT MEDIA FINANCE  
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Website Ad Placements

Social Advertising

E-Newsletters

Search Engine  
Optimization

Marketing Campaign

**MEDIA AD PLACEMENTS**



# WEBSITE AD PLACEMENTS

DISTRICT MEDIA FINANCE  
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Our extensive portfolio of personal finance sites covers a variety of demographics and markets. In addition, this high-traffic, content-rich site presents excellent promotional opportunities.

The screenshot shows the SavingAdvice.com website with several ad placements highlighted in red boxes:

- Leaderboard:** A red box at the top of the article content area.
- 5 Buffett-Inspired Stocks with Serious Profit Potential:** A small ad unit on the right side of the page.
- Sidebar:** A large red box on the right side of the page.
- Incontent:** A red box placed within the main article text.
- California Pizza Kitchen:** An ad unit below the article text.
- Caribou Coffee:** An ad unit below the California Pizza Kitchen ad.
- Footer:** A red box at the bottom of the page.

The article content includes a title "What Are The Deal And Freebies On Veteran's Day 2022?" by Bob Evans, a "Veteran's Day SALE" graphic, and a bio for Tamila McDonald, a Financial Advisor.

MEDIA AD PLACEMENTS

# WEBSITE AD PLACEMENTS

DISTRICT MEDIA FINANCE  
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Our readers are some of the most engaged and loyal in the industry, and we are confident that a partnership with us will help you reach your target audience quickly and efficiently.

Position	Price per month
Leaderboard	\$300
Footer	\$200
Sidebar Homepage	\$300
Sidebar Singlepost	\$200
In-content	\$300

\*up to 3 banners rotating per placement

## AD SPECS

- Leaderboard/footer  
– 960 pixels wide x 90 pixels high
- sidebar / incontent  
– 300 pixels wide x 250 pixels high

\*\*Ads for our websites can either be static jpegs, animated gifs or Flash swf files.

Files must be smaller than 50 KB.

**MEDIA AD PLACEMENTS**

# SOCIAL MEDIA ADVERTISING

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Channel	Followers	Average Impressions	Average Engagements
FACEBOOK	240,000	3,548	320
TWITTER	65,000	34,724	8.97%
PINTEREST	89,000	103,700	2%
INSTAGRAM	18,000	789	30

**Rate: \$150 per campaign (1 post on each channel)**

## Specifications:

Image types: jpg, gif or png Image size: 1080px (w) x image height

Video: All standard web formats (mpg, mp4, mov, m4v, wmv)

Video Size: Under 100MB

Video Duration: Max 2 mins

## Supplying content for social ads :

Copy as a word doc

Catchy Headline up to 5 words

Main body text up to 50 words

1-5 Hashtags (#)

Link URL

**MEDIA AD PLACEMENTS**

# E-NEWSLETTER ADVERTISING

DISTRICT MEDIA FINANCE  
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Readers keep in touch by receiving a twice-weekly District Media Website newsletter, delivered straight to 27,000+ subscribers.

Not displaying correctly? [View this email in the browser.](#)

*Saving Advice*  
October 2022

Leaderboard



Food prices have gone through the roof and it had us at *Saving Advice* feeling nostalgic about one of our more popular challenges from the past. The challenge was posed to a former blogger, Jeffrey Strain, that he could not eat well on just one dollar a day. Challenge accepted!

Believe it or not, Jeffrey was able to keep up his \$1/day eating habit for a full 100 days. He leveraged some pretty great couponing hacks and sales during this time, but he did it.

Now, would the same thing be possible today? We're not so sure. You might be able to make it on \$5/day but \$1? Let us know what you think by replying to this email. We look forward to your responses! Take a look at the original challenge on [Grocery Coupon Guide](#).

Our world has expanded well beyond our immediate reach, thanks to technology and the internet. This has made background checks more important than ever. Truthfinder can help you discover the truth about your employer, your date, your financial advisor, your employees, and more. [Read more about Truthfinder and background checks on the blog.](#)

506 SW 6th Avenue, Suite 606, Portland, OR

[Unsubscribe](#) - [Unsubscribe Preferences](#)

MEDIA AD PLACEMENTS

# E-NEWSLETTER ADVERTISING

DISTRICT MEDIA FINANCE  
MEDIA KIT

Readers keep in touch by receiving a twice-weekly District Media Website newsletter, delivered straight to 20,000+ subscribers.

Position	Price per month
Leaderboard	\$300
Footer	\$200

Average open rate: 30%

Average click through rate: 6%

## AD SPECS

- Leaderboard/footer  
– 960 pixels wide x 90 pixels high

\*\*Many email programs do not display animated gifs properly, therefore, we do not support animation for e-newsletter ads.

Images must be static gif/jpeg\*  
Files must be smaller than 50kb

**MEDIA AD PLACEMENTS**

# SEARCH ENGINE OPTIMIZATION

DISTRICT MEDIA FINANCE  
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SEO is the best way to make your products and services more accessible and searchable. This process helps you create content that will rank higher in search engines, which then generates traffic.

SEO Basic
\$3,000 per month flat fee
50 articles across 32 sites
25 link inserts per month across 32 sites

SEO Advance
\$6,000 per month flat fee
120 articles across 30 sites
60 link inserts per month across 30 sites

SEO Unlimited
\$8,000 per month flat fee
Unlimited articles across 30 sites
Unlimited link inserts per month across 30 sites

**MEDIA AD PLACEMENTS**

# MARKETING CAMPAIGN

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A comprehensive marketing campaign with the following scope:

- 1. Review Article:** We can do a Review article for you. The article will be no shorter than 1,000 words, search engine optimized for your company's target audience, and professionally written and edited. We have yearly unique visitors of 4 Million on our Savingadvice.com website alone, and our direct traffic is in the United States and Canada, and we are in MSN and SmartNews.
- 2. Social Media Advertising:** District Media agrees to run Twitter or Facebook advertising for the article for 30 days after publication.
- 3. E-Newsletters:** District Media agrees to promote your company's review via District Media's email newsletter list.
- 4. Organic Social Media and Online Community Outreach:** District Media will promote your company's review on DM, Facebook, Pinterest, and Twitter accounts. District Media will also broadcast your company's review via Facebook groups, Reddit and Subreddits, Mix, Flipbook, and other online sources. We have a total of 400,000 followers on Social Media and counting.

This marketing campaign will last for 30 days after publication.

**Rate: \$1,800 per campaign per website**

\*\*Customizable rate if you avail a campaign from 2 or more websites

**MEDIA AD PLACEMENTS**



**GET IN  
TOUCH  
WITH US!**

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