

media kit winter 2012

Ana White is the number one most trusted resource for women hand-making furniture.

Reaching hundreds of thousands of homemakers each month, Ana White is influencing real sales every day across the home improvement and DIY sector.



LOG IN REGISTER TO POST PLANS AND BRAG

Ana White, Jacquelyn Elswick and 34,382 others like this. Unlike · Admin Page · Insights

ANA WHITE HOMEMAKER

AMERICA'S MOST Desperate LANDSCAPE ENTER FOR YOUR CHANCE TO WIN A NEW LANDSCAPE **diy** network UPLOAD NOW!

Jason Cameron Licensed Contractor

STAY CONNECTED SEARCH

HOME ANA BLOGS PLAN CATALOG BRAG BLOG BUILDERS COMMUNITY TO DO LIST BUY HANDMADE

GRAB A BUTTON

are you a homemaker?

ANA WHITE HOMEMAKER

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<a href="http://ana-white.com/"><img src="https://lh5.goglegusercontent.com/Lod2betRvTw
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more sizes

PLAN CATALOG

Project Type

Collections

Room

\$100-\$150 (42)

\$150 - \$200 (12)

\$20 - \$50 (135)

\$50 - \$100 (85)

Skill Level

Tables (6)

Under \$20 (74)

free (4)

scraps (18)

Estimated Cost

Style

Storage (2)

Beds (59)

Toys (30)

Home DIY (7)

Outdoor (4)

Other Projects (29)

welcome

I'm Ana, a mother and homemaker from Alaska. Like all mothers, I will do whatever it takes to better the lifestyle of my family. And that's how I got into building handmade furniture.

... VIEW MY PROFILE

POPULAR RIGHT NOW

Farmhouse King Bed Plans - Project Plan
The bed that started it all. Some cleverly placed stud grade boards and some antique white paint, and I give you a sturdy, simple heirloom quality bed. Specia...

How To . . .

How To Choose a Good Board

MOST RECENTLY FROM ANA

Cabin Bunk System - Top Bunk
Author: Ana White

Reclaimed Soda Crate Caddy
Author: Ana White

Harriet Higher Chair
Author: Ana White

join us!
members can save plans
friend other members
contact other members
even contribute content
guests are always welcome

MOST RECENT MEMBERS

1 of 1417 »

USER LOGIN

Username: *

Password: *

Sign in using Facebook

Log in using OpenID

- Create new account
- Request new password

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RECENT COMMENTS

- The legs
39 min 27 sec ago
- I would not use mineral
49 min 42 sec ago

WE'RE LOWERING THE COST OF

real influence
2-3 million average
impressions per month

7 million ads delivered
each month

53,000 Facebook Fans

35,000+ Inbound Links

25,000 Community
Members

10,000+ Reader Photos

In Top 7,000 US
Websites (Alexa)

more than a blog

Ana's influence is reaching beyond her popular blog. Some of the places you might find Ana White include:

Book Spring 2012 Random House

Magazines including Woman's Day, Fresh Home, Popular Woodworking, Home Design, Cottages and Bungalows, Dwell and many more

Newspapers include The San Francisco Chronicle, The Oregonian, Knoxville News, and The News-Miner

Ana is also a contributor to HGTV.com, has been interviewed on NPR, and speaks at national blogging conferences. Ana is also regularly featured on media sites including Apartment Therapy.



reaching real women

Unlike most woodworking sites, the readers of Ana-White.com are predominately women. Ana White presents an amazing opportunity to reach a new audience, one particularly interested in building materials, paints, hardware and tools—and turn these new builders into your loyal customers.

89% Female
48% 25-34 Years Old
25% 35-44 Years Old
92% Caucasian
28% Income \$100K+
32% Income \$60—100K+
49% College Degree
22% Graduate School





real value

Effective campaigns that drive traffic and ultimately sales to brands through Ana-White.com are available in formats to fit every budget and every goal.

Display Advertising Includes:

300x600 Half Page (below fold)

160x600 Skyscraper (below fold)

300x250 Rectangle (below fold)

468x90 Inline (embedded below images)

300x500 Inline (embedded into plans)

Background, Lightbox, Overlay Display

Custom Media Campaigns Include:

Email and Facebook Campaigns

Product reviews and placement

Specialized product pages

Embedded text links

Project Plan licensing

Appearances and endorsements



advertising inquiries

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