The Witch of Lupine Hollow

T.C. Stewart

Blogger: The Witch of Lupine Hollow
Based in Northern California

A practicing cottage witch in her mid-twenties. Dedicated to helping modern witches and pagans find the magickal and spiritual path that works for them, rather than trying to fit a cookie cutter spirituality into their lives. Provides a welcoming space to explore modern witchcraft with a trusted and authentic voice.

Instagram: /lupinehollow
2,500+ followers

Facebook: /witchофlupinehollow
1,200+ followers

Pinterest: /lupinehollow
14.4k+ followers

www.witchофlupinehollow.com
TcStewart@witchофlupinehollow.com
**Demographics**

Blog reader statistics (based on Google Analytics and reader surveys)

### Age
- 55-64: 14%
- 45-54: 16%
- 35-44: 19%
- 25-34: 34%
- 18-24: 16%

### Gender
- Male: 8%
- Female: 92%

### Spiritual Identity
- Witch: 50%
- Pagan: 8%
- Wiccan: 3%
- Other Spiritual: 39%

**Blog Topics**
- Following the Lunar Cycle
- Seasonal Decor and Recipes
- Grimoire Inspiration
- Tea Magick & Ritual
- Astrology
- Working with Essential Oils
- Working with Crystals

**Popular Posts**
- Complete Guide to Grimoires
- Grimoire Prompts
- What Kind of Witch Am I? (quiz and informative posts)
- Ultimate Resource guides on particular types of witchcraft
Blog Stats

Avg. Monthly Pageviews: 144,000
Avg. Monthly Users: 22,000
Devices: 66% mobile users

Top Referrer: 41% of traffic originates from Pinterest

Average 7 new posts per month

Pinterest Engagement
14.4k+ followers

- Avg. Daily Impressions: 23,000
- Avg. Monthly Viewers: 1,400,000
- Avg. Monthly Engaged: 82,000

Email List

- Opt-In Subscribers: 9,900+
- Open Rate: 26%
- Click Rate: 6%

Brand Collaborations

- Mountain Rose Herbs
- Osmosis Day Spa Sanctuary
- Apothecary Craft and Brew
- Jax Kelly
- The Inspired Spirit
- Cratejoy
- Otherworldly Oracle
Collaborate with The Witch of Lupine Hollow to grow your brand and reach a targeted audience, interested in modern witchcraft and spirituality.

Readers of The Witch of Lupine Hollow trust the blog's voice and recommendations, with both beginning witches and advanced practitioners turning to the blog for ideas, advice and inspiration. I have great respect for that relationship and level of trust, which is why I choose to work with brands that align with the mission and inclusive attitude of The Witch of Lupine Hollow.

Listed here are a la carte options. On the next page are marketing packages designed to help your brand effectively reach The Witch of Lupine Hollow audience on a variety of platforms.

Contact Me

Contact me now to get started and begin exposing your brand to the qualified, engaged audience of The Witch of Lupine Hollow.

Email: tcstewart@witchoflupinehollow.com

I look forward to working together!

Sincerely,
T.C. Stewart

Display Ads

DoubleClick is used to serve all ads

Homepage & Sidebar Display Ads
250x250 pixels
.png or .jpg files only
Includes monthly report of impressions and click-through rate

$100 per month / $480 for six months

Newsletter Leaderboard Ads
728x90 pixels
.png or .jpg files only
Available once per month per brand

$75 per newsletter send

Pinterest Exposure

Brand & Product Pins
Optimized brand images or product photos pinned to relevant Pinterest boards and groups
Includes monthly engagement report

$50 for 4 pins over a month
$200 for 20 pins over six (6) months

This is a great way to highlight a new product launch!
<table>
<thead>
<tr>
<th>Level</th>
<th>Price ($, Value)</th>
<th>Features</th>
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| **Emerald Level** | $800 ($1,105)  | - Homepage and sidebar display ad for six (6) months  
- Three (3) newsletter leaderboard ads sent on new and/or full moons  
- Featured blog post about your brand or a particular product (product sample required)  
- Original blog post graphic or image pinned to at least three (3) relevant Pinterest boards and groups  
- 20 optimized brand images or product photos pinned to Pinterest boards and groups over six months  
- *Includes display ad and Pinterest reports* |
| **Amethyst Level** | $500 ($650)   | - Homepage and sidebar display ad for three (3) months  
- Two (2) newsletter leaderboard ads sent on new and/or full moons  
- Featured blog post about your brand or a particular product (product sample required)  
- Original blog post graphic or image pinned to at least three (3) relevant Pinterest boards and groups  
- 15 optimized brand images or product photos pinned to Pinterest boards and groups over three months  
- *Includes display ad and Pinterest reports* |
| **Obsidian Level** | $200 ($425)   | - Homepage and sidebar display ad for one (1) month  
- One (1) newsletter leaderboard ad sent on new or full moon  
- Featured blog post about your brand or a particular product (product sample required)  
- Original blog post graphic or image pinned to at least three (3) relevant Pinterest boards and groups  
- 4 optimized brand images or product photos pinned to Pinterest boards and groups over one month  
- *Includes display ad and Pinterest reports* |

**Contact Me**

Email me now at tcstewart@witchof lupinehollow.com to get started!