



2019 MEDIA KIT

COSTCO INSIDER

About us

Costco Insider is the #1 ranked site on the internet about Costco. We started as a small blog in 2010 and over the last 8.5 years have built it into what it is today. Through hard work and persistence we have steadily grown our email subscribers, social media followers and website visitors. We now rank at the top of Google in most Costco keywords and we have no doubt that any sponsored content we post will show up on the first page of Google results. The latest MVM, a Costco membership deal, or the newest food court item are just some of the topics we write about.

WWW.COSTCOINSIDER.COM

MARKETING@COSTCOINSIDER.COM | (510) 909-3989

COSTCO INSIDER

Why work with us

Costco Insider has been featured or interviewed by CNBC, AARP Magazine, Reader's Digest, Good Housekeeping, Business Insider, and more. Our readers think of us as an authoritative source for all things Costco. They trust us and we make sure to not overwhelm them with sponsored content. When you compare us to Costco they are sending out 2+ emails a day to members. We are sending out on average 2 emails per month with an open rate of 35% and a click-thru rate of 19%.

Our site visitors spend an average of 1min 41sec on our site, which just shows you how engaged our readers are. Every campaign we've done has proven a positive ROI for the brand. For one outdoor furniture company we work with we were able to generate a minimum ROI of 5900% on their first campaign. Needless to say we've since done other very successful campaigns for them as well. We can also help you boost sales when in a trial period to keep your foot in the door!

41,000

E - MAIL
SUBSCRIBERS

175,000

MONTHLY
UNIQUE VISITORS

650,000

MONTHLY
PAGE VIEWS

17,000

SOCIAL MEDIA
FOLLOWERS



“

The review you did continues to outperform everything we've done online to promote the product. Would you be willing to review another product of ours?

”

- MARKETING for ORB
WELLNESS

MARRIED **82%**

OWN THEIR HOME **91%**

COLLEGE GRADUATES **79%**

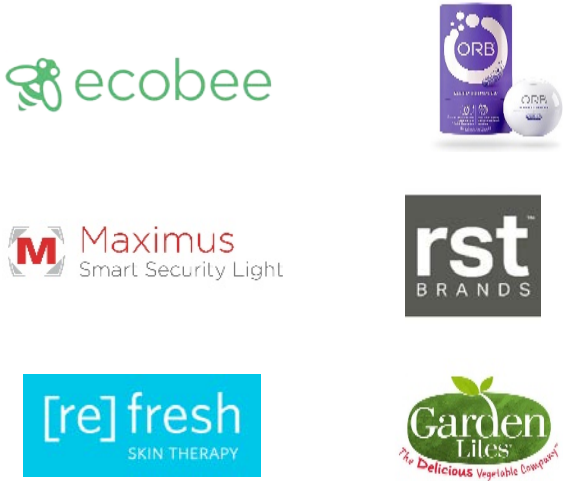
MEDIAN INCOME **\$119K**

AGES 25-44 **52%**

BLOG AUDIENCE

SPONSORSHIP OPPORTUNITIES

- + PRODUCT REVIEWS
- + FEATURED MVM DEALS
- + SOCIAL MEDIA PROMOTION
- + BANNER ADS
- + GIVEAWAY CONTESTS
- + SPONSORED POSTS



PAST COLLABORATIONS

f
12k+
/COSTCOINSIDER

t
1k+
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i
3k+
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