

# *Bootstrapping Ecommerce*

Media Kit September 2015

# About Bootstrapping Ecommerce

Bootstrapping Ecommerce is well-known blog in the ecommerce space. Our goal is to provide actionable information to help small business and entrepreneurs to build a successful online store from the ground up.

Our audience is interested in ecommerce, entrepreneurship, online marketing, and search engine optimization.

# Where we have been featured

Bootstrapping Ecommerce has been featured in industry-making blogs such as Shopify, PrestaShop, and GoDaddy.

We've also been featured on other leading blogs in the ecommerce space such as Andrew Bleakley, A Better Lemonade Stand, and DrewSanocki.com

# Traffic Details

Average monthly uniques: 7,300

Average page views: 10,300

Email subscribers: 1,300

Demographics:

Male: 66.7%

Female: 33.3%

Median age: 50% are 25-34 years of age

As of September 2015

# Ad Placements

## Bootstrapping Ecommerce

Search this website ...

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### Ecommerce SEO: The Complete How-To

BY SHABIBIR

17 COMMENTS

Who is this guide for? This guide is all about SEO – I've tried to take everything that you and I – as online store owners – need to know about SEO and present it here in a simple, easy-to-understand format. I've also tried to make the guide as actionable as possible, so you can [...]

FILED UNDER: [SEO](#), [TUTORIALS](#)

### How to Optimize a PPC Campaign

BY DENNIS MOONS

3 COMMENTS

Note from Shabbir: In an earlier post, I had written about how I set up my PPC campaign for my store, and Dennis from Store Growers was kind enough to give some constructive criticism on how I went about things. Since then, Dennis has helped me optimize my campaign to try and make the best [...]

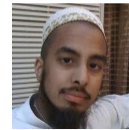
FILED UNDER: [ADVERTISING](#)

### Instagram Marketing For Ecommerce: 15 Experts Share Their Tips

BY SHABIBIR

17 COMMENTS

#### ABOUT ME



I've been selling stuff online since I was 10, and I've graduated into running and marketing a full-scale eCommerce business - on a shoestring budget! [Read More...](#)

#### RECENT POSTS

[Ecommerce SEO: The Complete How-To](#)

[How to Optimize a PPC Campaign](#)

[Instagram Marketing For Ecommerce: 15 Experts Share Their Tips](#)

[How I Set Up My PPC Campaign\(and what's next\)](#)

[Setting Up My Online Store](#)

350 x 250 sidebar banner

150 x 150 ad

150 x 150 ad

150 x 150 ad

150 x 150 ad

# Ad Rates

- 350 x 250: \$50 per month(\$5 CPM)
- 150 x 150: \$25 per month(\$2.5 CPM)

Ad rates subject to CPM

If you are interested in advertising with us, please contact [shabbirun\[at\]gmail.com](mailto:shabbirun[at]gmail.com)

Thank you!