

Chicken Keeping Secrets

Advertising Options

Your Investment Is ONLY \$250 Per Month & Includes...

- Direct exposure to the 19,969 unique readers of the “Chicken Keeping Secrets” email newsletter. Our 2 year old newsletter is published every Wednesday morning and grows by approximately 400 new readers each week. You will have a permanent advertisement for your website or product included in each issue.
- Sitewide exposure to approximately 800 unique visitors who frequent the “Chicken Keeping Secrets” website every single day. This includes an advertisement in a key location on each page of the website, and on the landing pages used for our own paid advertising lead generation campaigns.
- The benefits of being linked to from a high performing, theme relevant, authority website that ranks very highly in Google. This will work to strengthen & improve your own websites organic search engine optimization. Our website receives approximately 300 unique visitors per day from naturally high search engine rankings alone.

If you're looking to reach an extremely large & enthusiastic home chicken keeping audience on a small budget we want to help your business grow.

“Try us out. If you're not totally satisfied with your advertising investment I'll throw in a second month at absolutely no additional cost...”

More details about your campaign below...

Email & Newsletter Advertising

Our weekly email newsletter began publication in late 2008 and averages 46 issues every year. Each issue includes 2 feature articles. These are based on questions submitted by readers whom need answers to their chicken related endeavors.

This has proven to be a very popular format with readers. Within 12 months of publishing our readership grew to well over 15,000 readers via the popularity of our website, and word of mouth recommendations from existing readers.

The newsletter is a global publication that is currently delivered to 19,969 readers and grows by approximately 400 new readers every single week...

27	chickens@onlinemarketingtoday.com Chicken Keeping Secrets	Active	19655	Act=225 Sus=0 Can=0 Drop=248 Fin=19182 Failed=0
28	chickens1@onlinemarketingtoday.com Chicken Keeping Secrets	Active	314	Act=1 Sus=0 Can=0 Drop=0 Fin=313 Failed=0

Chicken Keeping Secrets Newsletter Readership

The demographic breakdown of our readers in descending order of volume is very similar to our website visitor audience and is as follows...

- United States (more than 50%)
- United Kingdom
- Australia
- Canada
- New Zealand
- Ireland
- South Africa
- Other (Includes readers from 118 individual countries / territories).

As part of your monthly “Chicken Keeping Secrets” advertising package you will be able to include a brief 2-3 line (plus URL) advertisement for your website in each issue of the newsletter under our “Recommended Resources” section.

This repeat exposure every single week will help to strengthen your brand and drive a continuous stream of targeted visitors to your offers. Also, with over 400 new readers joining the newsletter each week, you’re advertisement is always going to be pushed out to a fresh new audience.

Website Advertising

The “Chicken Keeping Secrets” website receives approximately 800 unique visitors per day with 88.36% of those being brand new visitors. Full Google Analytics reports are available upon request.

Our visitors arrive from a wide variety of traffic sources including...

- Naturally high organic search engine rankings.
- Affiliates & strategic partnerships.
- Multiple paid advertising campaigns.
- Repeat visitors & patronage from newsletter readers.
- Links, articles, reviews & references on other websites.
- Other traffic sources.

Google.com currently shows over 167,000 individual references to the chickenkeepingsecrets.com website within its index...



167,000 references to www.chickenkeepingsecrets.com in Google.com

...it also holds many top 10 rankings for multiple chicken keeping related keyword terms. The website is so well optimized that often it can be found within the top 10 rankings in Google for the single phrase “chickens”.

Your advertisement will be placed in 2 key locations.

1) Lead Generation Landing Page

This page is used exclusively to generate new newsletter readers via paid advertising. It currently averages around 1,800 unique visitors weekly as a stand alone page, and this is set to double in the coming weeks as further advertising campaigns are executed.

Your advertisement will be placed in one of the available positions (where you can see the “advertise here” section in the diagram below) allowing any visitors who do not signup for the newsletter to find your website...

Over 19,869 Chicken Keepers From Around The World Can't Be Wrong...

FREE NEWSLETTER WILL TEACH YOU THE FINE ART OF KEEPING HEALTHY, PRODUCTIVE, EGG LAYING CHICKENS IN YOUR OWN BACKYARD...

Subscribe to the FREE "Chicken Keeping Secrets" email newsletter now & discover...

- How to setup the perfect chicken coop in your own backyard. One that will keep your chickens happy, healthy and as close to their natural free ranging behavior as possible...
- Exactly what you should be feeding your chickens to ensure they remain at their peak egg laying condition...
- How to treat common chicken illness and disease - now you'll always be completely prepared...
- Everything you need to know about common chicken predators and pests to ensure your chickens will always remain safe members of your family...
- And much, much more - too much to list here!

ENTER YOUR NAME AND EMAIL ADDRESS INTO THE BOX ON THE RIGHT AND CLICK THE "YES, I WANT THE NEWSLETTER" BUTTON TO START RECEIVING THE NEWSLETTER NOW...

ENTER YOUR DETAILS INTO THE FORM BELOW NOW...

First Name:

Last Name:

Email:



Your privacy is guaranteed. We will only use your contact details to send you the free newsletter. Your information will never be shared with any third parties - we hate spam as much as you do.

HIGHLY RECOMMENDED CHICKEN KEEPING RESOURCES...

Check out these highly recommended chicken keeping resources to ensure maximum success & enjoyment with your chicken keeping hobby...

[OVER 1,200 PAGES OF PROVEN CHICKEN KEEPING ADVICE - INSTANT DOWNLOAD NOW...](#)

ATTENTION CHICKEN LOVERS: Here's everything you ever wanted to know about keeping happy, healthy, egg laying chickens in your own backyard. [Over 1,200 pages](#) of proven chicken keeping advice now available for instant download...

[CLICK HERE TO DOWNLOAD NOW](#)

ADVERTISE HERE!

Do you need to reach people interested in, or currently keeping chickens? If so, be sure to check out our unique & comprehensive advertising options. Our website reaches over 800 unique chicken keepers every single day. Our newsletter is sent out to over 19,869 readers every single week. We WILL get your product / service noticed...

[CLICK HERE FOR MORE INFORMATION](#)

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www.ChickenKeepingSecrets.com

Newsletter Landing Page Position (Advertise Here!)

In addition, it will also be placed in the same location on the "thank you" page where visitors who do sign up are redirected to after joining. This gives you total exposure to all traffic coming through our lead generation system.

This advertisement can include a brief headline (which will also double as a link), a brief description, an optional image and a second link to click through to your website. You can either use a standard hyperlink or if you have ad management tracking software we can include a tracking link so you can measure your click throughs.

The placement of these advertisements is on a first in first served basis with placement occurring in a left to right direction, with two advertisements included on each line,

across 3 lines. For example the 4th advertiser will have their ad placed on the second row on the right hand side.

2) Sitewide Website Advertisement

In addition to the landing page, your advertisement will also be included on each single page of the “Chicken Keeping Secrets” website. This allows it to be discovered by any visitor arriving to any page in the website and provides continuous exposure as visitors dig deeper within our content pages...

The screenshot shows the homepage of 'Chicken Keeping Secrets'. At the top, there is a navigation bar with links for 'HOME / ABOUT', 'ABOUT / CONTACT', 'FREE NEWSLETTER', 'SERVICES / EQUIPMENT', and 'MEMBER'. Below the navigation bar is the site title 'Chicken Keeping Secrets' and a subscription form for a 'FREE EMAIL NEWSLETTER' with fields for 'First Name' and 'Email', and a 'Subscribe' button. The main content area features an article titled 'Issues with Broody Hens' with a small image of a hen. To the left of the article is a sidebar with a large advertisement for 'THE NAKED TRUTH ABOUT KEEPING CHICKENS AT HOME'. The ad features a photograph of a chicken and the text 'CLICK HERE NOW'. A red arrow points from the text 'YOUR AD HERE' to the ad. To the right of the article is another sidebar with a 'FREE NEWSLETTER' banner and a list of categories including 'Breed Guides', 'Chicken Health', 'Chicken Feeding', etc. At the bottom of the page, there is a footer with the website URL 'www.ChickenKeepingSecrets.com' and copyright information 'Copyright 2010 – Chicken Keeping Secrets – All Rights Reserved'.

...this advertisement is a text only advertisement. It includes a brief headline which acts as a link to your website, a small 3-4 line description, and an additional “click here” link.

Contact Us Now

If you're interested in exposing your message to 19,969 chicken enthusiasts every single week, and around 20,000 unique website visitors every single month (with 88% of those being new visitors to our website) please contact us today...

admin@chickenkeepingsecrets.com

We have limited advertising positions available and these will be sold on a first come first served basis before a waiting list is established. For just \$250 per month (\$62.50 per week) we can get your message out there in front of your target audience.

And remember...

“Try us out. If you're not totally satisfied with your advertising investment I'll throw in a second month at absolutely no additional cost...

...we want you to succeed & realize maximum ROI for your advertising investment. We are interested in long term relationships and your success means our success.

Contact us today...

Atten: Duncan Carver

admin@chickenkeepingsecrets.com

PS: All statistics quoted are accurate as at 26th April 2010.