



Online since 2003, Splitcoaststampers.com is the only site papercrafters need for inspiration. Over 500,000 unique visitors each month come to learn the latest techniques from the industry's most talented instructors, to share their talents with others, to talk about trends and materials, and to find the inspiration to continue creating beautiful cards, scrapbooks and hand-crafted gifts. Our members spend more money on crafts products than the general craft consumer, enjoy learning about new companies through advertising, and they shop online. Our average visitor spends 11 minutes viewing more than 17 pages, so imagine the attention our passionate enthusiasts will give your ads! Make a good impression on our DIY audience of stampers and scrapbookers today.



Splitcoaststampers.com Statistics

Site Traffic

- Monthly Visitors: 2,238,727¹
- Monthly Unique Visitors: 523,545¹
- Monthly Pageviews: 38,527,151¹
- Average Pageviews: 17.21¹
- Average Time on Site: 11:28 minutes¹
- Registered Members: 211,163
- Monthly Posts: 662,583

1. Source: Google Analytics- January 2009

Income and Spending

- 80% spend over \$500 annually on paper crafts and 46% spend over \$1000 annually.
- 64% have made purchases as a result of advertising on Splitcoaststampers.com - a 17% increase since 2008
- 44% with HHI over \$80k per year
- 65% with HHI over \$60k per year

Source: Splitcoaststampers.com User Survey

Audience Profile

- 99.5% Female²
- 82% age 25-54²
- 92% reside in North America²
- 85% engage in card making activities at least once per week²
- 67% also enjoy scrapbooking²
- 52% visit at least once a day and 48% visit more than once a day³
- 67% consider Splitcoaststampers as their exclusive craft destination²
- 79% of our users learn about new companies through online advertising²

2. Source: Splitcoaststampers.com User Survey

3. Source: Google Analytics - February 2009