

Craftster.org

Craftster.org is an online community for fans of crafting and do-it-yourself projects with a uniquely hip, fresh, modern sensibility.

The \$31 billion crafting industry¹ is booming² and Craftster.org is at the forefront of the cutting-edge, young, female do-it-yourself niche of this market. Craftster has been written about in *People StyleWatch Magazine*, *TIME Magazine*, *The London Guardian*, *The New York Times Magazine*, *USA Today* and *Wired Blog Network*.

1. Source: The Craft and Hobby Association

2. Source: MultiChannel Merchant

Craftster.org Statistics

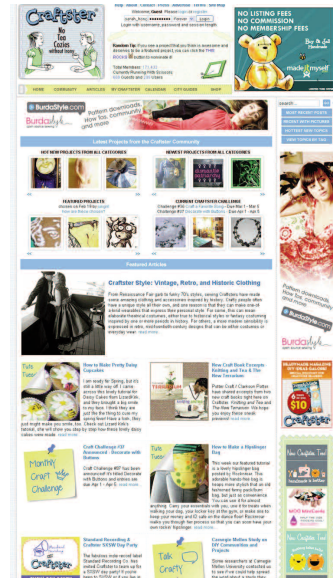
Site Traffic

- Monthly Visitors: 1.2 million³
- Monthly Unique Visitors: 674,829³
- Monthly Pageviews: 8.46 million³
- Time Spent on Site: 7:08 minutes³
- 168,359 Registered Members
- Avg Posts Per Day: 1,661

3. Source: Google Analytics, January 2009

Audience Profile

- 96% Female and 4% Male
- 75% are between the ages of 18–34
- 44% College Graduate or more
- 70% are located in the US
- 53% visit Craftster.org 7 days a week



Income and Spending

- 18% earn at least \$50k per year and 12% earn over \$100k per year
- 80% clicked on an ad on Craftster.org and as a result 23% have purchased the product/service
- 54% are influenced by comments/postings seen on Craftster.org

THEN: TIME Magazine, March 2005:

“That creative urge has found expression all over the Internet, where hundreds of websites and blogs allow crafty gals and even some guys to find comrades and get tips on how to turn a pillowcase into a skirt or how to sew felt on a blouse. Craftster.org, which Kramer founded a year ago, has more than 20,000 registered members and attracts 250,000 visitors a month.”

NOW: Craftster.org, March 2008: 135,000 registered members and nearly a million visitors a month!



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