



# *Christmasphere*

## Media Kit *2023*

FESTIVE IDEAS ALL  
YEAR ROUND

[christmasphere.com](https://christmasphere.com)



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## WHAT IS CHRISTMASPHERE?

Christmasphere is a UK-based Christmas website and resource.

We want to help our audience make the festive period as fun, joyful, and special as possible.

We recognise that Christmas means different things for different people.

We aim to bring together inspiration that adds that extra sparkle to this season in a simple and easy to follow way.

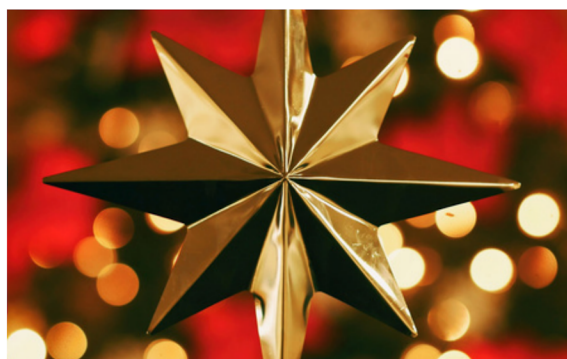
## WHAT DO WE COVER?

Christmasphere is a festive lifestyle website covering topics such as food and drink, decor, planning guides, gifts ideas, quizzes, pop culture, and the traditions of Christmas.

In 2023 we will be launching the travel section of the website.

## WHO ARE WE?

We are a team of Christmas enthusiasts led by Editor and Creative Director, Elizabeth Dhokia, an award-winning content creator and writer with over 15 years of experience in digital publishing and marketing.





## WHY WORK WITH US?

Christmasphere is in a unique position as a one-stop-shop for all our readers' Christmas needs as they plan the best possible Christmas they can.

In 2022 Christmasphere had over 2 million pageviews with an engaged mailing list of over 17,000 subscribers.

We have extensive experience working on content campaigns, press trips, product reviews, recipe development, photography, and video.

Over 75% of our traffic comes from search - we write SEO-focused content that consistently ranks well on Google.

We offer high quality writing, photography, and short-form video content.

## WHAT WE ARE LOOKING FOR

Christmasphere is looking for relevant advertising and brand partnerships with a particular focus on winter and the festive season.

- Brand collaborations
- Sponsored reviews, press trips, giveaways and competitions
- Native style SEO-targeted advertorials
- Product photography
- Newsletter sponsorship

## CONTACT

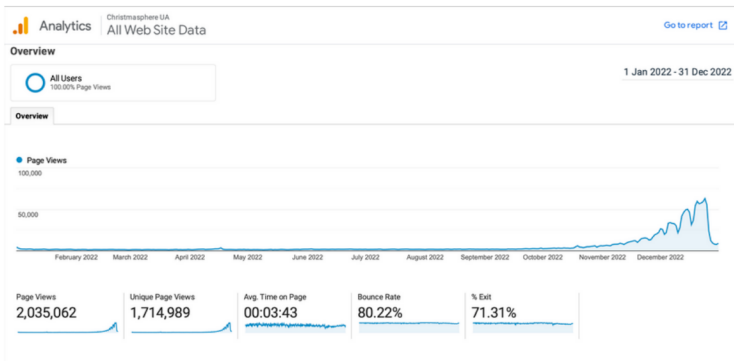
Please do keep us on your database and let us know if you have any relevant campaigns of interest that would work for the website.

Email - [hello@christmasphere.com](mailto:hello@christmasphere.com)

[www.christmasphere.com](http://www.christmasphere.com)



# STATS AND AUDIENCE DEMOGRAPHICS



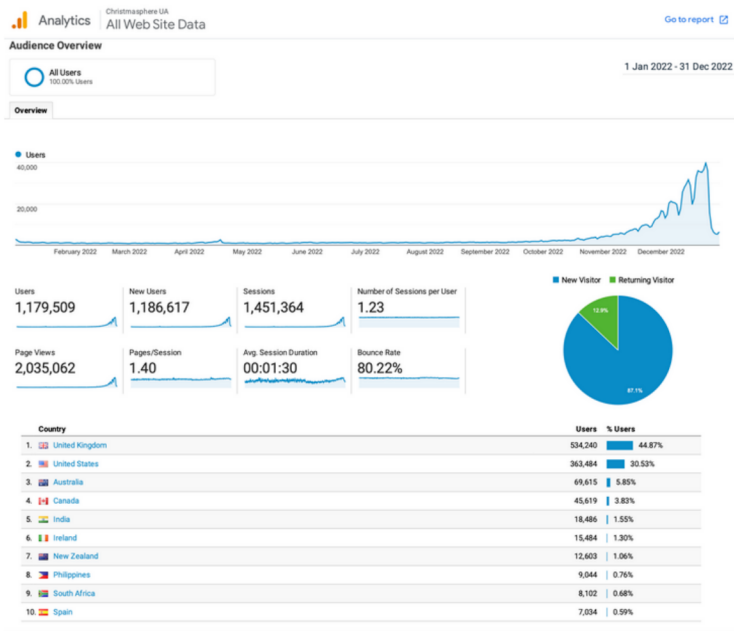
In 2022 Christmasphere had over **2 million pageviews** with **1.7 million uniques**.

**75%** of our traffic is from **October to December**. Plus, from January to September we continue to enjoy an average of **50,000 pageviews per month**.

Average time on page is **3 minutes 43 seconds**.

**44%** of readers are from the **UK**, followed by **30%** from the **USA**.

The majority of our readers are aged **25 to 44 years old**, with a gender split of **female 60%** and male 40%.



**2022 Total Pageviews** - 2,035,062

**Average time on page** - 03:43

## Ages

18-24 - 18%

25 - 34 - 24%

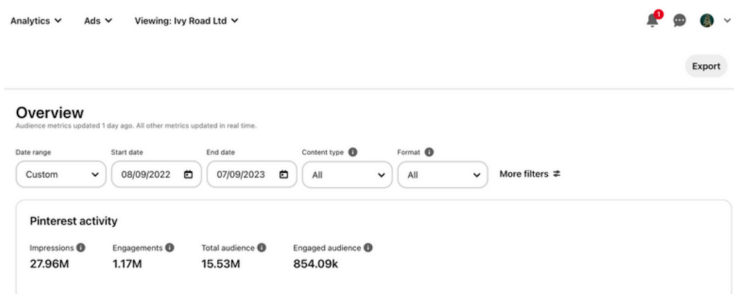
35-44 - 21%

45-54 - 16%

## Gender

Female - 60%

Male - 40%



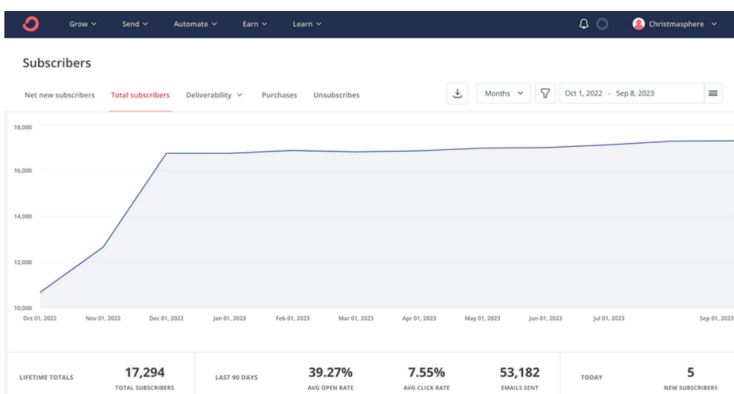
**Pinterest: ~28 million** impressions over the last 12 months. We have an engaged audience of **854,000**.

**Mailing list:** 17,294 subscribers

**Average open rate** - 40%

**Average click rate** - 8%

(Industry average is 21.5% open rate and 2.3% click rate)







Highlights  
from our  
work

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