

A large, abstract watercolor splash in shades of red, orange, yellow, and purple, centered on a white background. The splash has irregular, feathered edges and a soft, blended appearance.

HOW TO HEAT PRESS

# **MEDIA KIT**

[HOWTOHEATPRESS.COM](http://HOWTOHEATPRESS.COM)

26 AUGUST 2018

# ABOUT US

Our names are Dan and Naomi, the creators of [howtoheatpress.com](http://howtoheatpress.com). We are a husband and wife team, and we created How To Heat Press in December of 2016.

How To Heat Press is committed to providing our readers with the information, inspiration and tools, to buy and use their heat press and cutting machines well.

The content we produce for our site includes:

- Product reviews of heat press machines, cutting machines, vinyl, and related materials, tools and accessories
- Heat press and cutting machine tutorials to inspire and guide our readers step-by-step
- Cricut Design Space tutorials to teach our readers how to make the most out of their Cricut cutting machine
- Free and paid resources that will be helpful to our readers for their craft projects; such as design software, fonts and SVG's.

Email us at [hello@howtoheatpress.com](mailto:hello@howtoheatpress.com) to discuss collaboration, affiliate, or sponsorship opportunities. We'd love to work with you!



# WEBSITE STATS

## TRAFFIC

(LAST 90 DAYS, MAY 28 - AUG 25, 2018)

- 96,891 unique users
- 120,259 sessions
- 151,078 pageviews
- Bounce rate, average session duration & other traffic metrics available on request


## AGE

- 25-34 - 32.51%
- 35-44 - 26.54%
- 45-54 - 17.76%

## GENDER

- Female - 85.09%
- Male - 14.91%

## LOCATION

- United States - 86.71%
  - Canada - 3.78%
  - United Kingdom - 2.36%
  - Australia - 1.17%
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# SOCIAL FOLLOWING



@howtoheatpress | 2.3k+ followers | 920k+ monthly viewers



@howtoheatpress | 560+ followers



@howtoheatpress | 460+ followers



@how2heatpress | 450+ followers

# CONTACT US



hello@howtoheatpress.com