



[www.heartlandboy.com](http://www.heartlandboy.com) / Alison Liew / [alison@heartlandboy.com](mailto:alison@heartlandboy.com)

Launched in January 2016, Heartlandboy.com is a website on personal finance run by the Heartland Couple. Heartland Boy is the Chief Content Producer who adopts his humorous take on topics pertaining to increasing income, reducing expenses, and preparing for retirement etc. As for Heartland Girl, well she assumes the indispensable role of Chief Executive Officer of Heartland Boy.

## WEBSITE STATISTICS

FEB, 01 2023 - FEB, 28 2023

45,717

PAGEVIEWS

31,400

UNIQUE VISITORS

11.2%

RETURN VISITORS

1.25

PAGES PER VISIT

02:50

TIME ON SITE

### AUDIENCE



Avid investors, value shoppers, travel buffs, & news junkies seeking financial services, travel/hotel & accommodations, real estate/residential properties

### OUR SERVICES

Sponsored posts  
Guest posts / Freelance writing  
On-site advertising  
Product & service reviews

### ABOUT ALISON LIEW



Alison Liew is a true blue heartlander and a stickler for all things that represent value-for-money.

He has the ambition of attaining financial independence before turning forty so that he has the option to retire before society retires him prematurely.

### AS SEEN ON

INVEST FAIR®





# RATE CARD (2023)

## ON-SITE ADVERTISING

Ad Unit	Ad Size (Pixels)	Price Per Month (SGD)
Leaderboard*	728 x 90	500
Sidebar (Large Rectangle)	336 x 280	300
Sidebar (Medium Rectangle)	300 x 250	250
Sidebar (Square)	250 x 250	200
Sidebar (Small Square)	200 x 200	175
Sidebar (Small Rectangle)	180 x 150	150

1. Advertisers are required to prepare their own ad images in their selected sizes in the following file formats (jpg / jpeg / png / gif). If required, design services are available at additional charges.
2. All advertorials must be received by Heartland Boy five (5) working days before the first day of the advertising period.
2. General advertising guidelines apply. Heartland Boy reserves the right to reject advertisements that contain profanities, lewd content, or content that is misleading and indicative of fraud.

## SPONSORED POSTS / COLLABORATIONS

Collaboration Type	Length	Price (SGD)
Sponsored Post	500 - 700 words	3,000
Media Events	2 - 3 hours	5,000

### Benefits of Working With Heartland Boy:

The Heartland Couple has strong working knowledge in both personal finance and digital marketing. Our content is consistently high quality. We are also passionate about helping you reach your digital marketing goals. Reach out to us to find out how we can work together!