



BEST LEATHER

MANY OPTIONS, CHOOSE BEST



2017 Marketing Opportunities



About Best Leather

Who We Are

Best Leather was started back in 2012 as a way to discuss leather products. It has since grown into the go-to resource when it comes to leather products and is ran by a full team of highly motivated leather lovers.

Our mission is to create a comprehensive knowledge and reference center for everything related to quality leather goods.

We are ubiquitous in the leather goods industry. We condense the best information, promote the best products, and share these findings with our readers.

BestLeather.org assists consumers with the process of making their next great purchase. We pride ourselves in being 100% transparent and honest with our readers. This has lead to a huge amount of trust being built between us and our audience.

Traffic and Social

As of January 2017

Monthly Website Traffic

Unique Visitors

24,000

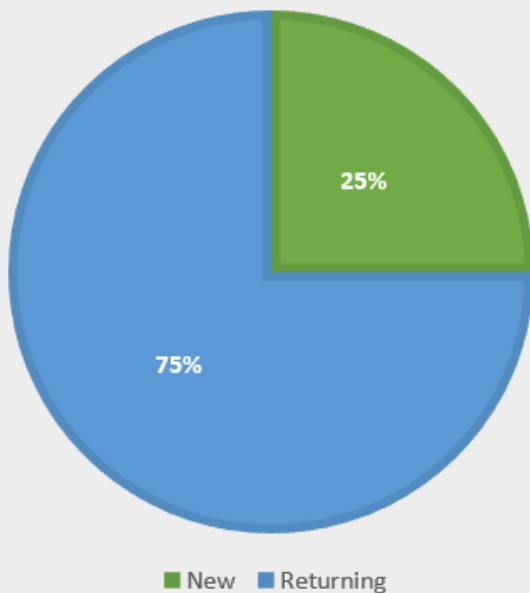
Page Views

56,000

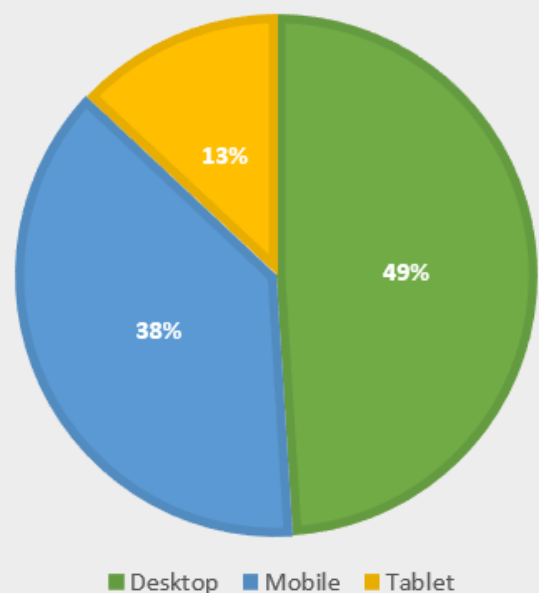
Average Duration

1:52

Return Rate



Devices



Social Media Stats



4,400+



2,300+



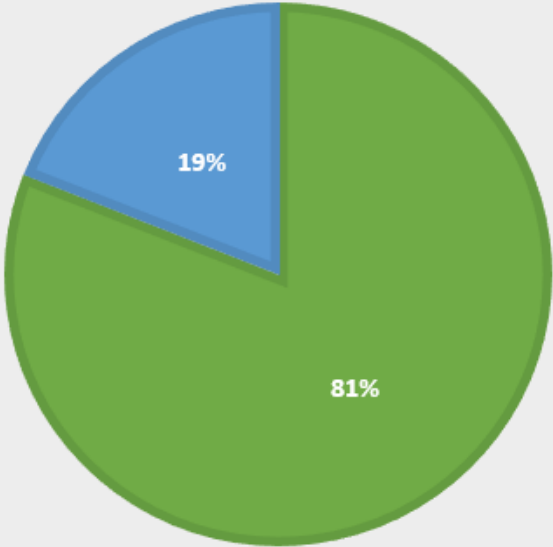
4,300+



5,000+

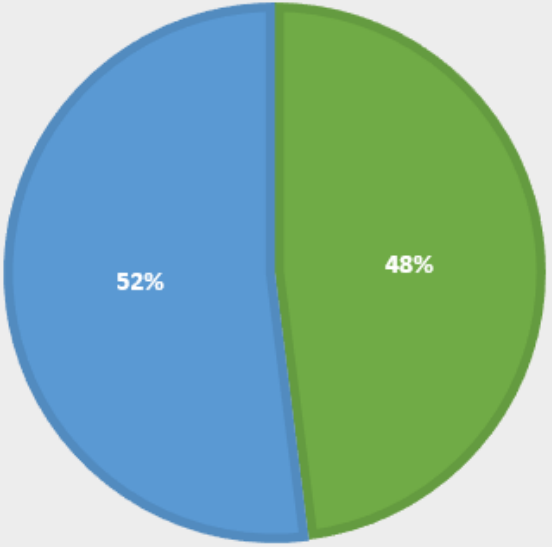
Demographics

Sex



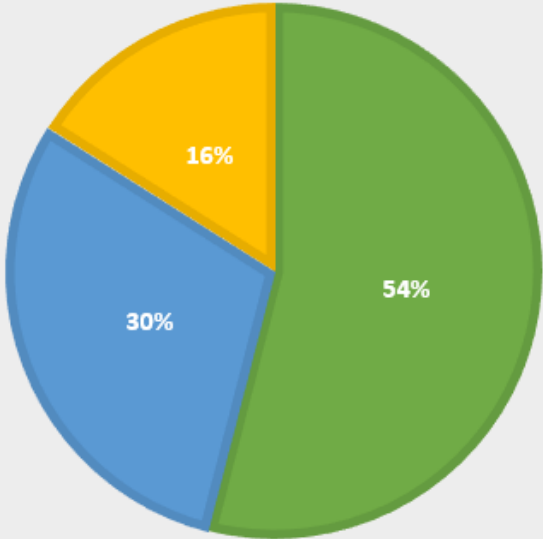
■ Male ■ Female

Age



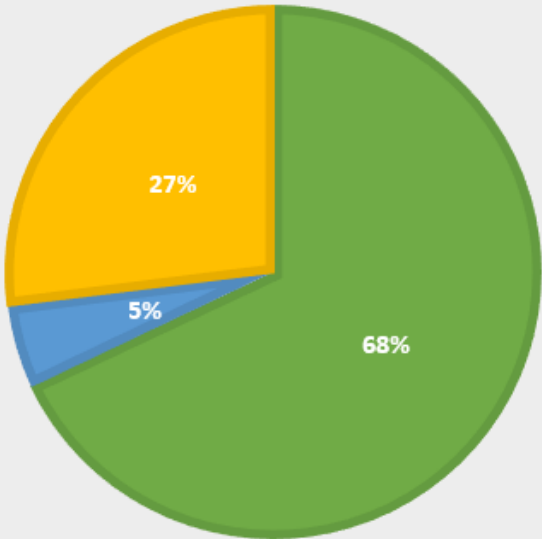
■ 18-34 ■ 35+

Education



■ College ■ Other ■ Graduate School

Location



■ United States ■ Canada ■ Other

Banner Advertising

Placing your banner ad on our website is a great way to drive traffic and create awareness for your brand. We offer two different options for you to choose from.

Large Banner Ads - \$99/m

Rotating 875x100 banner ad that cycles through positions 1 & 2 (see diagram below). These ads have the highest click through rate for banner ads.

Monthly Rate: \$99

Quarterly Rate: \$250

Sidebar Ads - \$89/m

Rotating 300x250 banner ad that cycles through positions 3, 4 & 5 (see diagram below). These ads get the most amount of impressions.

Monthly Rate: \$89

Quarterly Rate: \$200


Diagram of Ad Positions

GIVEAWAYS GET PRODUCTS REVIEWED ADVERTISING

BEST LEATHER
BEST OFFICIAL SOURCE SINCE 2011


HOME PRODUCTS DIRECTORY GIVEAWAYS ABOUT US READER DIGEST Search... Q

AD POSITION 1



QUICK LOOK: J. RYAN & CO. LEGACY HORSEHIDE KEY FOB – \$25 (INDIEGOGO CAMPAIGN)


[E] BY ROBERT HALE - JANUARY 20TH 2017
Certain artisans exude no matter what product they present you with, and J. Ryan & Co. has done it again with their simple but beautiful Legacy Horsehide Key Fob. It's currently being run as an Indiegogo campaign, but Jim has provided us with an early model so we could show it to our readers. About J. Ryan & Co. J. ...



CP SLIPPERS TAN LEATHER SLIPPER REVIEW – \$31.50


[E] BY ROBERT HALE - JANUARY 19TH 2017
It's always enjoyable to review an item a bit off the beaten path of leather products, so I jumped at the chance to review CP Slippers Tan Leather Slippers. Simple yet well done in both design and construction, this fine leather footwear is great for cold winter nights around the home. About CP Slippers Having lived in Japan for two ...

AD POSITION 2



WATERFIELD DESIGNS SYDE MACBOOK CASE REVIEW — \$159

[E] BY J WASHBURN - JANUARY 17TH 2017
I was so excited to get my new MacBook Pro. It's such an elegant machine! But that excitement quickly turned to worry—I didn't want to scuff it up! My solution was to put it inside a small protective case and then put that inside my actual bag—a horse, to say the least, since those days I'm moving from class to ...



MISSION MERCANTILE STATEROOM WASH BAG – \$225

[E] BY CALEB MORSE - JANUARY 3RD 2017
If you are anything like myself there are goods that you typically don't think much about. In my case, this fell in the category of my toiletries bag. I never gave much thought to the hideous looking black leather monstrosity that held my toiletries when traveling. I just assumed that everyone dealt with flaking pretened leather, crushed toiletries, and an eyesore ...

SUBSCRIBER DISCOUNTS
COMPANY DIRECTORY
ADVERTISE HERE
GET YOUR PRODUCT
REVIEWED

AD POSITION 3

CONNECT WITH US!

f i t

CATEGORIES

- Leather 101
- Bags
- Backpacks
- Belts
- Wallets
- Camera Gear
- Watchbands
- Notebooks
- Leather Care
- Footwear
- Sundry Items
- Editorials

AD POSITION 4

AD POSITION 5

Featured Company

Price: \$25/month

Want to be featured on our second most popular page? Then becoming a featured company in our leather company directory page (<http://bestleather.org/leather-companies>) is a great option!

Benefits


- Have your company listed above 300+ other companies in our directory
- Drive targeted traffic back to your site
- Add your logo, company description, location and website


Leather Directory Stats

<input type="checkbox"/>	Page ?	Pageviews ?	↓
		1,163,870	% of Total: 100.00% (1,163,870)
<input type="checkbox"/>	1. /	117,686	(10.11%)
<input type="checkbox"/>	2. /leather-companies/	42,532	(3.65%)
<input type="checkbox"/>	3. /about-us-leather/	25,628	(2.20%)
<input type="checkbox"/>	4. /about-the-american-leather-council/	21,539	(1.85%)
<input type="checkbox"/>	5. /leather-101/	21,083	(1.81%)


What Does a Featured Listing Look Like?

[GIVEAWAYS](#) [GET PRODUCTS REVIEWED](#) [ADVERTISING](#)



[PRODUCTS](#) [DIRECTORY](#) [GIVEAWAYS](#) [ABOUT US](#) [READER DISCOUNTS](#) Search... 


FEATURED LEATHER COMPANIES



MARLONDO

Name: Marlondo Leather **Location:** USA **Website:** www.marlondoleather.com

Company Description: Marlondo Leather is a small company dedicated to handcrafting each and every one of our products to ensure that what you receive will function perfectly and last forever. We use the highest quality, full grain leather sourced from the United States.




MOORE & GILES

LEATHER SINCE 1933

Name: Moore and Giles **Location:** USA **Website:** www.mooreandgiles.com

Company Description: Designers of luxurious natural leathers and exquisite leather bags and accessories.



SATCHEL & PAGE

Name: Satchel & Page **Location:** USA **Website:** www.satchel-page.com

Company Description: Founded in 2012 and based in Brooklyn, New York, Satchel & Page crafts heirloom quality leather bags, jackets, and travel accessories.


ALL LEATHER COMPANIES

SHOW ENTRIES SEARCH:

Name	Country of Manufacture	Location	Products Made
Zoentsleathershop	Slovenia	Postojna	Camera Straps Coin Purses iPhone 6 Wallets Moleskine Covers iPad Portfolios Key Chains
4v Designs	Italy	Treviso	Neck and wrist camera straps for point and shoot, mirror-less and DSLR cameras.
74 Street Bags	Romania	Oradea, Bihor County	custom projects classic bags shoulder bags cross-over bags messenger bags overnight bags travel bags laptop bags iPad bags man bags bags for kids backpacks belt bags shopping bags grocery bags purses clutch bags business bags hunter bags sword cases mobile cases wallets agenda cases belts restaurant menus
A Simple Leather Belt Co.	USA	Mt. Hope, Ohio	Bespoke Belts

SUBSCRIBER DISCOUNTS

COMPANY DIRECTORY
ADVERTISE HERE
GET YOUR PRODUCT REVIEWED




TOM BARRINGTON

RSS FEED: [LINK](#)
Read us on [Feedly](#)


CATEGORIES

- [Leather 101](#)
- [Bags](#)
- [Backpacks](#)
- [Belts](#)
- [Wallets](#)
- [Camera Gear](#)
- [Watchbands](#)
- [Notebooks](#)
- [Leather Care](#)
- [Footwear](#)
- [Sundry Items](#)
- [Editorials](#)



MARLONDO

SHOP NOW



TOM BARRINGTON

Product Giveaways

Price: \$49 one time fee

One of the most effective ways to get your product and brand out in front of thousands of new customers is to do a product giveaway with the help of Best Leather.

Benefits

- People will enter into the giveaway by following YOU on social media, signing up for your email newsletter or anything else you want them to do. We routinely get 5,000+ entries for our giveaways, which means 5,000+ new followers/subscribers for you
- We will handle all of the logistics of running the giveaway
- The giveaway will be promoted heavily through blog, social media and newsletter for the duration of the giveaway
- Giveaways can be coupled with a product review for extra exposure (will require you to send the product into us for review)

Past Giveaways

You can see what our giveaways typically look like by checking out the past giveaways below:

Mission Mercantile Backpack and Laptop Sleeve (12,200+ entries) - <http://bestleather.org/giveaway-mission-mercantile-steamer-backpack-laptop-sleeve-460-value/>

Lewis Expedition Bag (11,500+ entries)
- <http://bestleather.org/lewis-expedition-bag-giveaway-courtesy-of-leather-built-1600-value/>

Ledermann Bag (6,300+ entries)
- <http://bestleather.org/ledermann-rugged-leather-bag-giveaway-475-value/>



Kickstarter Promo

Note: This applies for IndieGoGo campaigns too

Price: \$149 per campaign

Kickstarter is a great way to raise money and attract attention for a new product. Best Leather can help with marketing your campaign in order to get the maximum amount of exposure.

What's Included?

- **Sponsored Article Promoting Your Campaign and Product (\$200 value)**
- **Banner Advertising (\$99 value)**
- **Social Media Promotion (\$75 value)**
- **Featured in Newsletter (\$50 value)**

Duration

The promotion of your Kickstarter campaign will last for the entire duration that it is live. Usually this is 30 days, but can be longer if needed.



+

KICKSTARTER

Contact Us

Ready to Get Started?

Get in contact with us to learn more about each one of the services that we offer and how we can help you determine the best option for you and your business.

We look forward to working with you and helping you grow your business. Use the contact information below to get started.

Email Josh Shogren, the owner of Best Leather, at:
josh@bestleather.org

NOTE: If you would prefer to talk on the phone, please email first and we can setup a time to call.

