

The Phrasemaker – Media Kit 2025

About Us

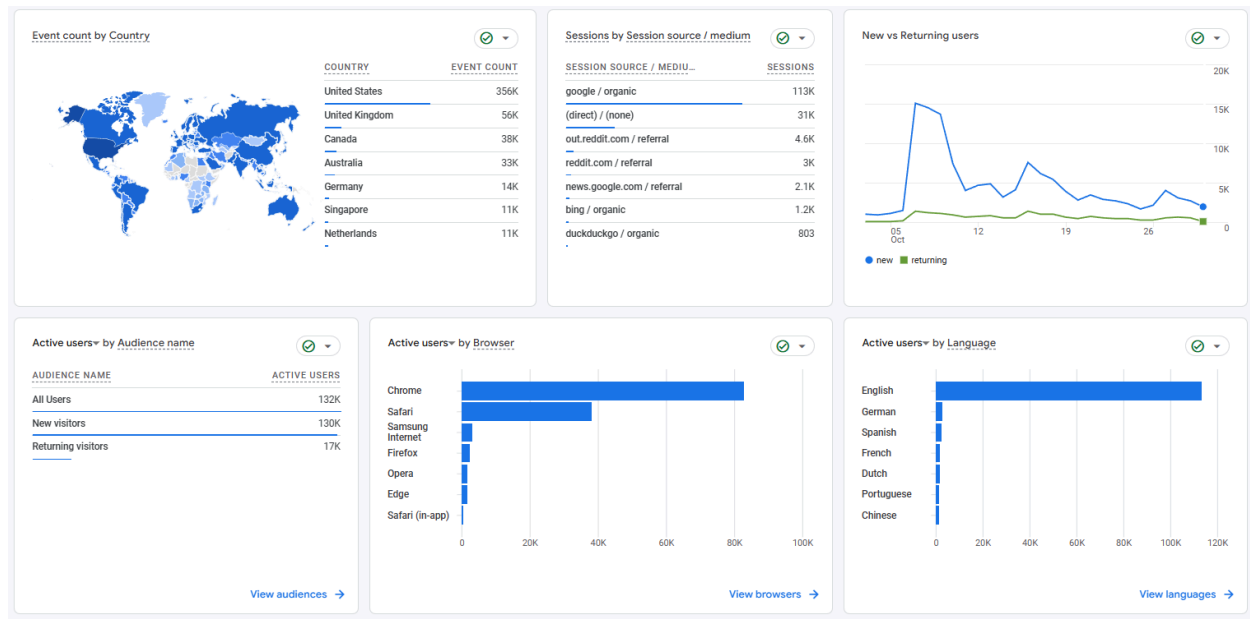
The Phrasemaker is a Perth-based arts and entertainment news outlet founded in 2024 by writers **Branden Zavaleta** and **Grace Black**.

We deliver sharp, timely coverage of film, TV, gaming, and cultural news with a distinctive editorial voice.

- **Founded:** 2024
- **Location:** Perth, Australia
- **Recognition:** Listed on **Google News**
- **Domain Authority (MOZ):** 20
- **Traffic:** 155,000 views in the past month



Our Audience



(Advertisers can request full audience demographics and verified analytics screenshots.)

Advertising Packages (USD)

All sponsored content includes **do-follow links**, **promotion on our social channels**, and a **30-day analytics report** with impressions, pageviews, link clicks, and social reach.

- **Ad Injection (into existing articles)**
 - \$75 for 1 insertion
 - \$200 for 3 (save \$25)
- **Publishing Pre-Written Guest Posts**
 - \$125 for 1 post
 - \$300 for 3 (save \$75)
- **Writing & Publishing Guest Posts**
 - \$175 for 1 post (600–900 words, written by our editorial team)
 - \$400 for 3 (save \$125)

Optional: CPM or CPC pricing available on request.

Deliverables

- Guest posts: 600–900 words, edited to match our editorial style.
- Image inclusion (brand-provided or site-sourced).

- One social share each on Facebook and Twitter/X; additional platforms on request.
- Analytics report delivered 30 days after publication.

Compliance & Disclosure

Sponsored content is always clearly disclosed to readers. Paid links are marked with **rel="sponsored"** (or **rel="nofollow"** on request) in line with **Google's guidelines** and **FTC regulations**. Each sponsored article carries a visible "Sponsored" label.

Why Partner With Us?

- Fast-growing entertainment outlet with **101k+ monthly views**.
- **Google News listed** for maximum visibility.
- Affordable, flexible packages (flat-rate, CPM, CPC).
- Transparent reporting and compliance practices.
- Run by experienced writers with a proven editorial track record.

Contact

For collaborations, advertising, or press inquiries:

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