



BECAUSE THE STARS KNOW NO LIMITS

Daily-Horoscope is an astrology project that has been offering daily horoscope readings since 2016. Our goal is to continuously improve our ways to attract and retain subscribers.

AUDIENCE



222,000

Email
subscribers



33,200

Subscribers to
push notifications



37,000

Subscribers
to SMS



61.9%

Female



38.1%

Male

METRICS OVERVIEW



1,900,000

Page views per month



11%

Open rate

36%

Click rate

DEVICE TYPE



84.28%
Mobile



3.82%
Tablet



11.90%
Desktop

AGE



9.37%
18-24



16.54%
25-34



18.86%
35-44



22.43%
45-54



19.27%
55-64



13.53%
65+

Daily-Horoscope offers you a variety of collaboration opportunities that include web, email, SMS and push notification advertising.

Largest site sections in figures

HOME PAGE



50,000

Page views per
month

**DAILY, LOVE, MONEY AND
WEEKLY HOROSCOPES**



550,000

Page views per
month

ARTICLES



230,000

Page views per
month

TAROT SECTION

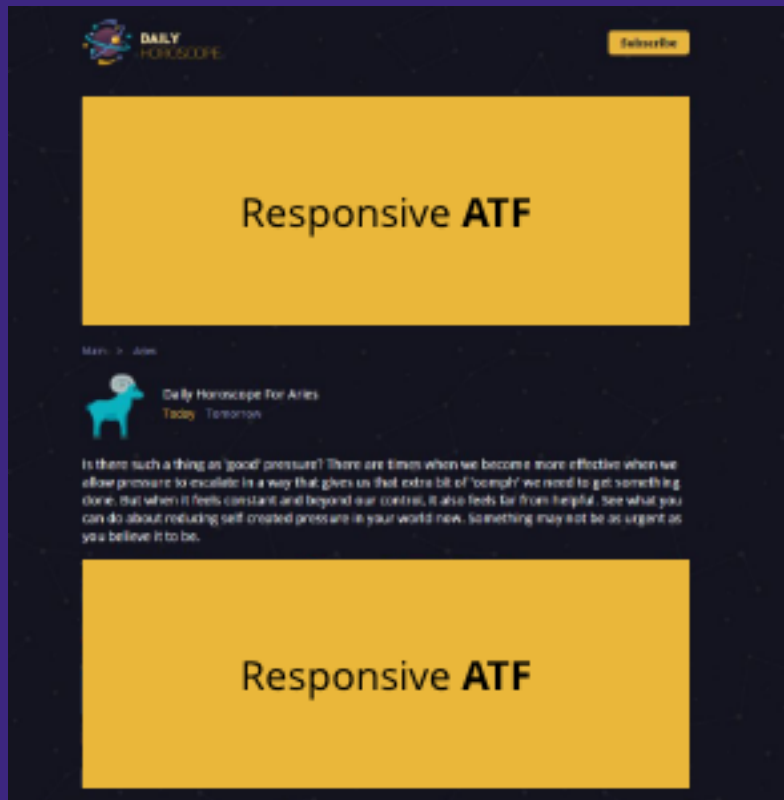


50,000

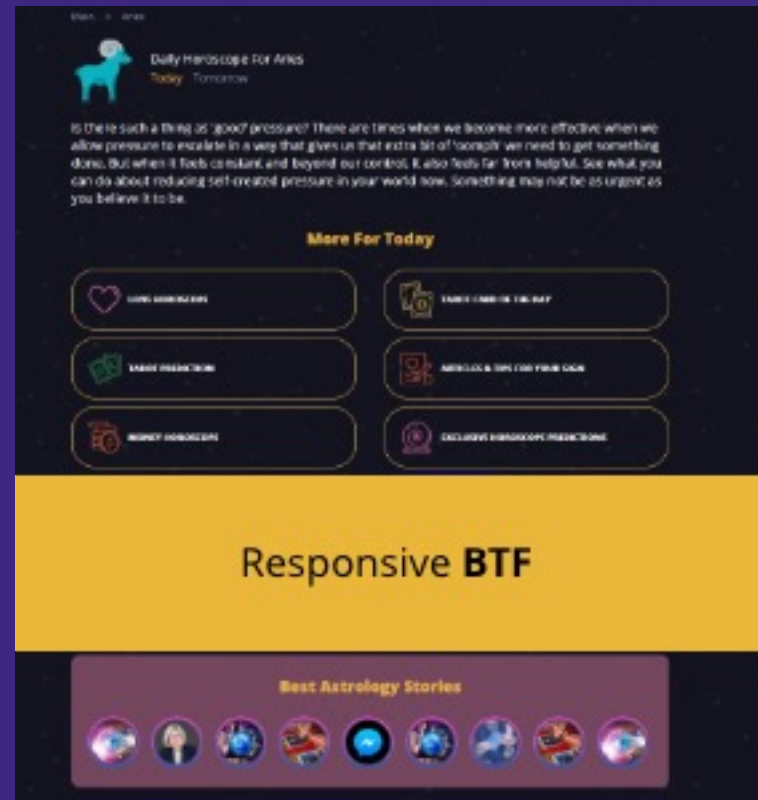
Page views per
month

PLACEMENT EXAMPLES

DESKTOP



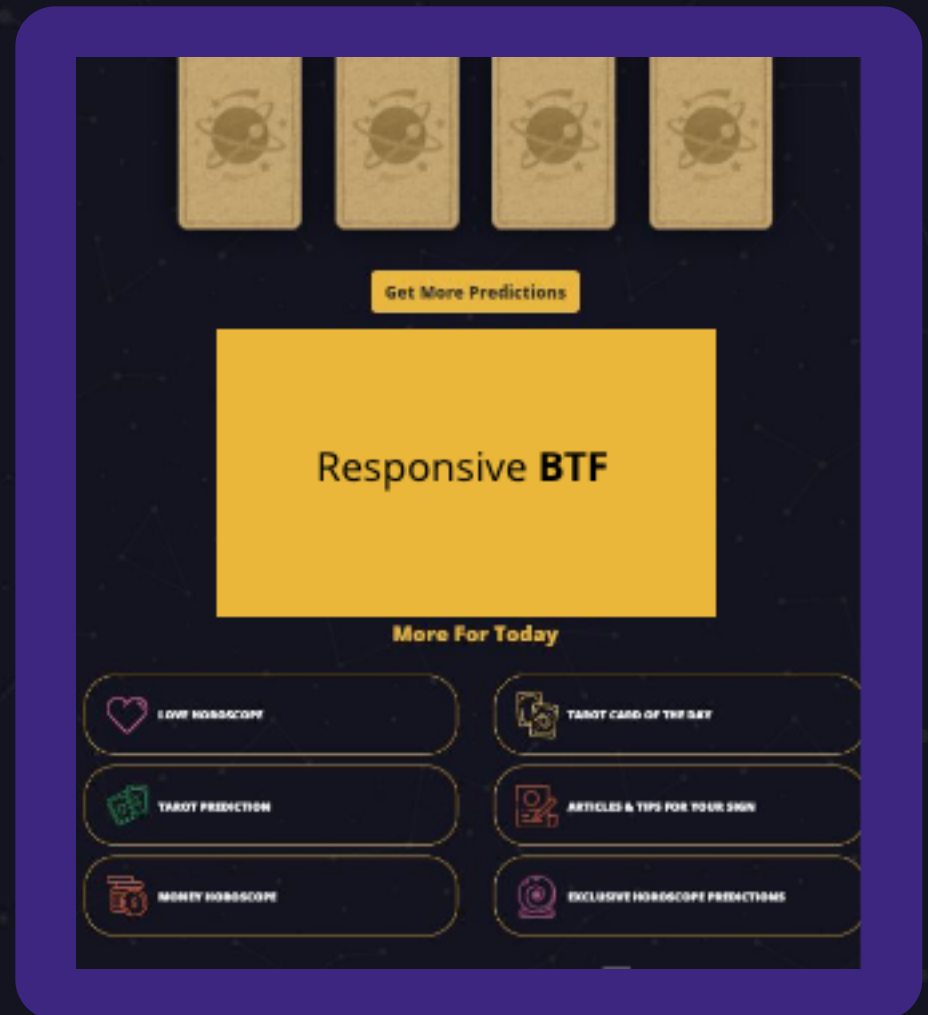
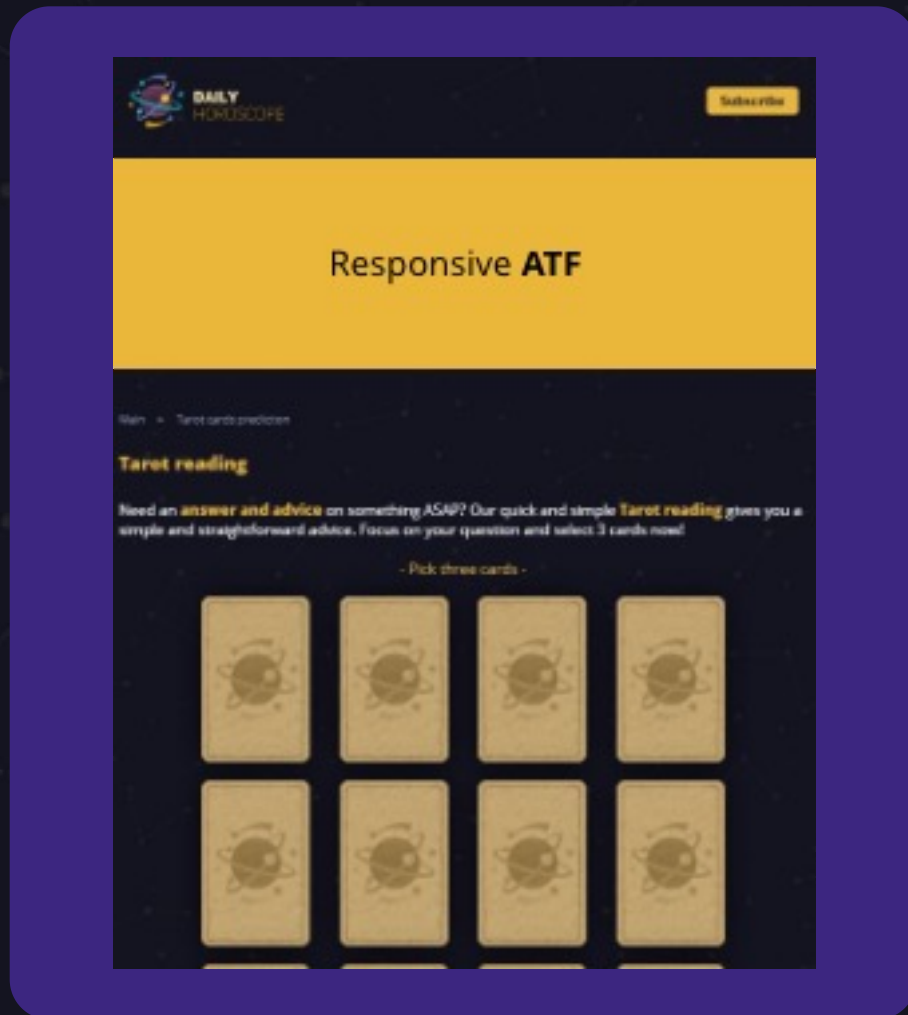
This example shows a desktop layout with a dark background. At the top left is the 'DAILY HOROSCOPE' logo, and at the top right is a yellow 'Subscribe' button. A large yellow rectangular box with the text 'Responsive ATF' is positioned in the upper middle section. Below this, there is a small section for the 'Daily Horoscope For Aries' article, including a small red goat icon and a paragraph of text. At the bottom of the page, another large yellow rectangular box with the text 'Responsive ATF' is shown.



This example shows a desktop layout with a dark background. At the top left is the 'DAILY HOROSCOPE' logo, and at the top right is a yellow 'Subscribe' button. Below the logo is the 'Daily Horoscope For Aries' article header with a red goat icon and a paragraph of text. A section titled 'More For Today' contains six rounded rectangular buttons with icons and text: 'LOVE HOROSCOPES', 'EARLY CAREER TIPS', 'EARLY PREGNANCY', 'ANIMALS & THE FOUR YOUR SIGN', 'MONEY HOROSCOPES', and 'EXCLUSIVE HOROSCOPE PREDICTIONS'. Below this is a large yellow rectangular box with the text 'Responsive BTF'. At the bottom, a section titled 'Best Astrology Stories' features a horizontal row of ten circular icons representing various astrology topics.

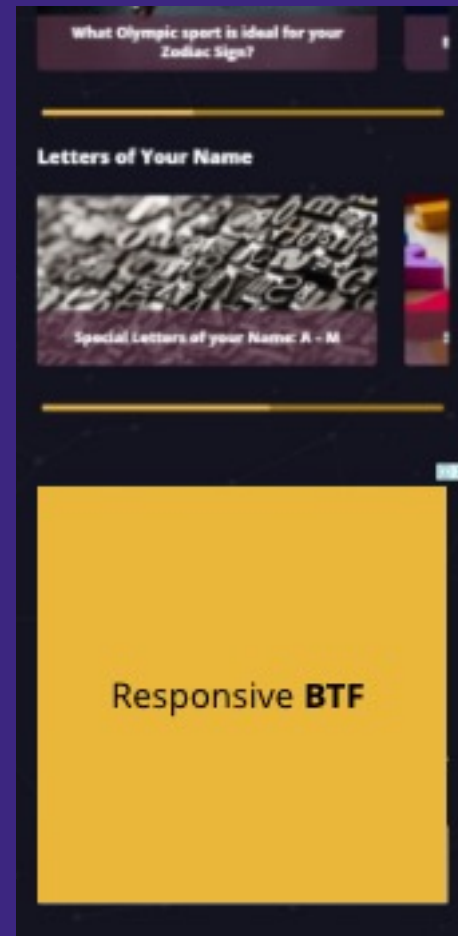
PLACEMENT EXAMPLES

TABLET

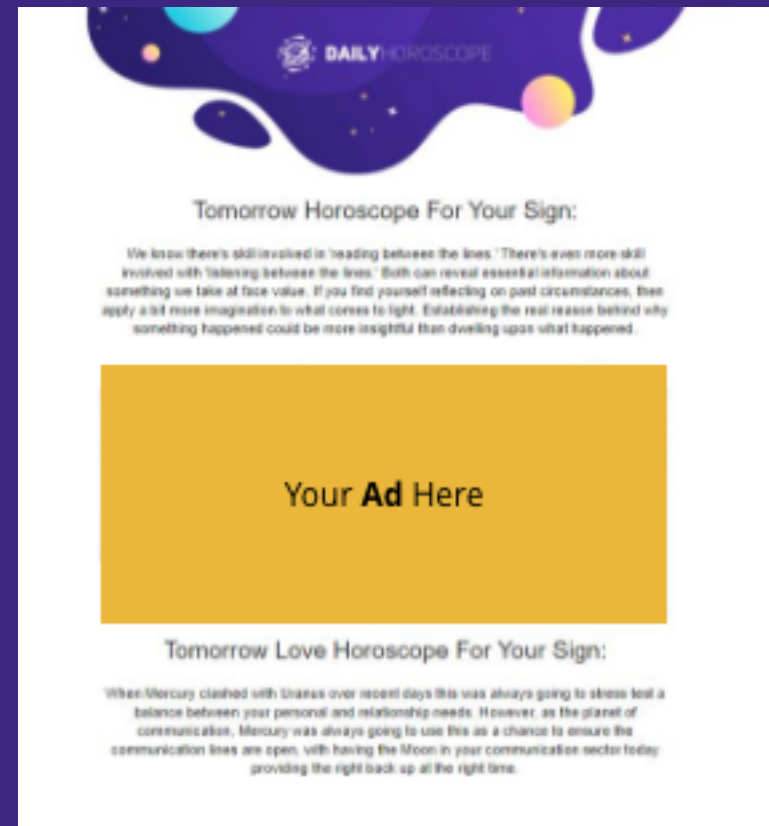
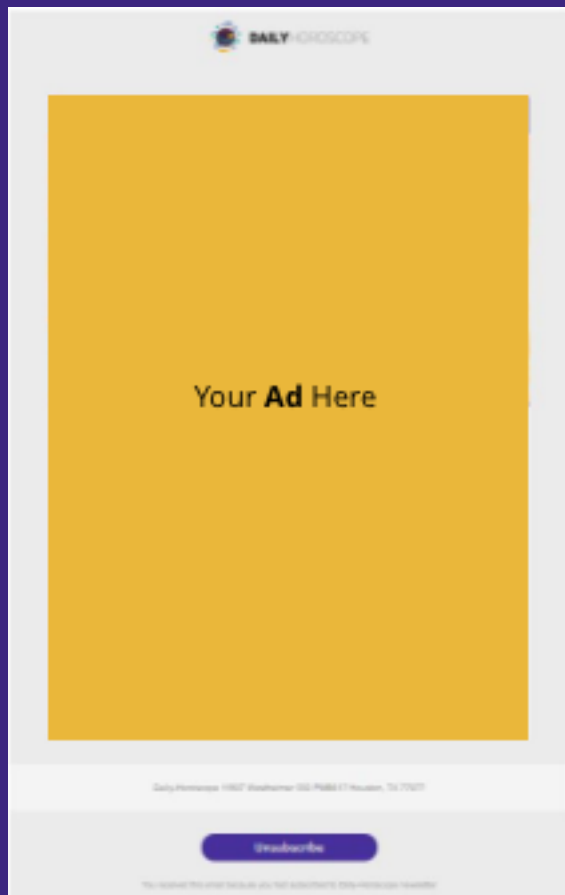


PLACEMENT EXAMPLES

MOBILE

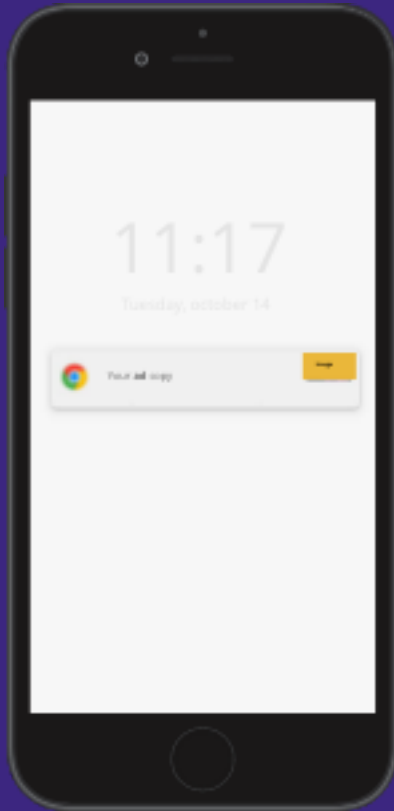


EMAIL ADVERTISING

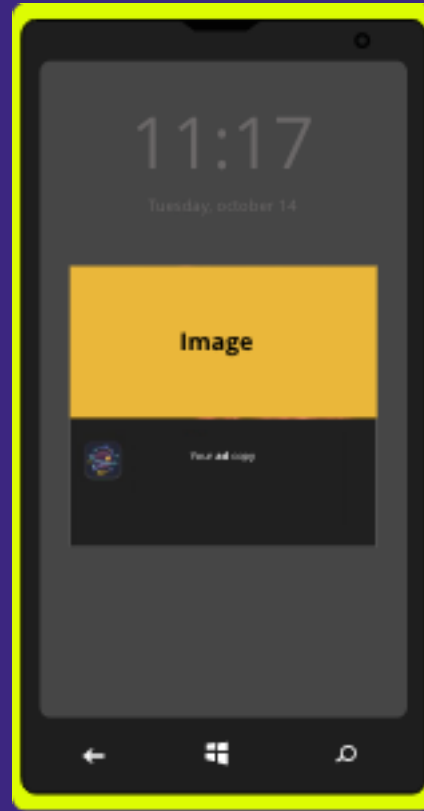


PUSH NOTIFICATIONS

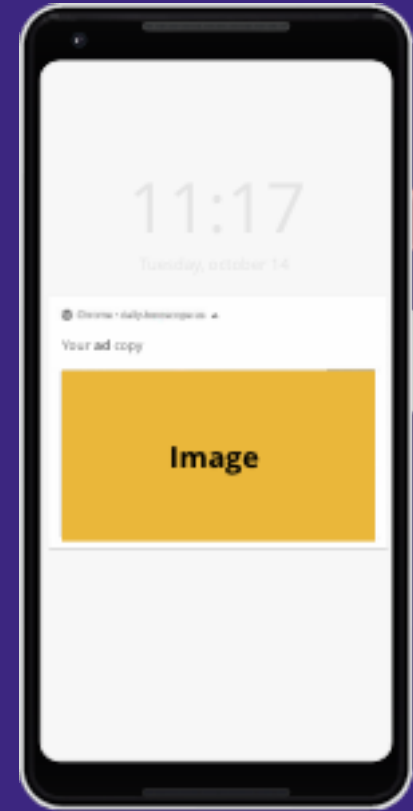
Mac



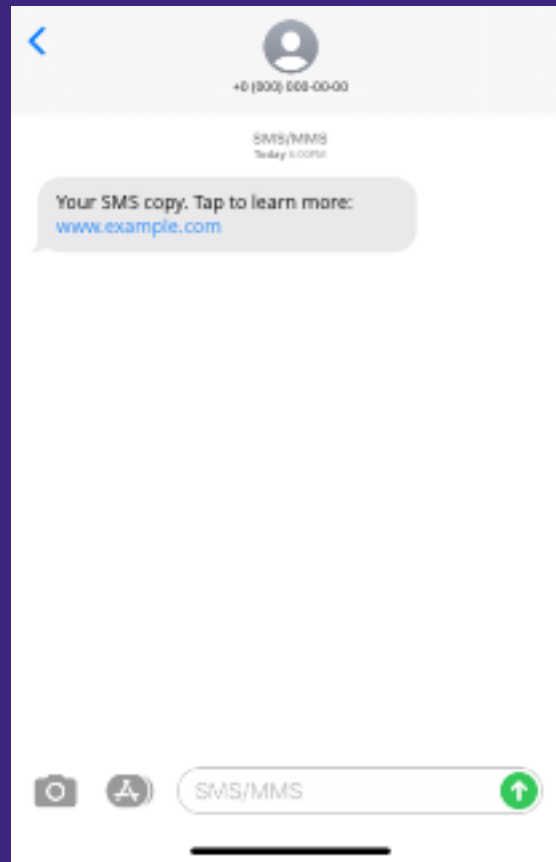
Windows



Android



SMS





EXPAND YOUR ONLINE PRESENCE WITH OUR OTHER ASTROLOGY PRODUCTS

Everyday  Horoscopes

Everydayhoroscopes.com

Founded in 2015, EverydayHoroscopes is a source of astrological insights that allow you to get a sneak-peek into the future.

AUDIENCE



170,000

Email
subscribers



24,000

Subscribers to
push notifications



27,000

Subscribers
to SMS



59.4%

Female



40.6%

Male

METRICS OVERVIEW



1,100,000

Page views per month



11.3%

Open rate

48%

Click rate



EXPAND YOUR ONLINE PRESENCE WITH OUR OTHER ASTROLOGY PRODUCTS



Fortunehoroscope.com

Fortune Horoscope is your guide to the good fortune. In addition to daily, weekly, and monthly horoscopes on love, career and money, Fortune Horoscope also offers personality tests, love compatibility, fortune cookie predictions, fortune dragon predictions, and tarot predictions.

AUDIENCE



70,000
Subscribers



70,1%
Female



29,9%
Male

METRICS OVERVIEW



500,000
Page views per month



23%
Open rate

67%
Click rate



EXPAND YOUR ONLINE PRESENCE WITH OUR OTHER ASTROLOGY PRODUCTS

MOONBOUND

Moon-bound.com

MoonBound offers predictions based on the phases of the Moon. On top of daily Moon predictions, a user can explore our Moon calendar and find out how each Moon phase can influence his/her life.

AUDIENCE



30,000
Subscribers



67,7%
Female



32,3%
Male

METRICS OVERVIEW



120,000
Page views per month



25%
Open rate

67%
Click rate



EXPAND YOUR ONLINE PRESENCE WITH OUR OTHER ASTROLOGY PRODUCTS



Orientaloracle.com

Oriental Oracle offers predictions based on Chinese astrology. Fortune Dragon is also there for our visitors to share his oriental wisdom for the day!

AUDIENCE



26,000
Subscribers



68%
Female



32%
Male

METRICS OVERVIEW



70,000
Page views per month



47%
Open rate

37%
Click rate



DAILY
HOROSCOPE

RATES

WEB ADVERTISING

Ad Type	Pricing Model	Placement	Rate Base
Banner	CPM	ATF	\$7.5
Banner	CPM	BTF	\$6.2
Banner	CPL	ATF/BTF	\$2.5
Banner	CPC	ATF/BTF	\$0.3

EMAIL ADVERTISING

Ad Type	Pricing Model	Placement	Rate Base
Banner	CPL	BTF	\$2.5
Banner	CPC	BTF	\$0.5
Standalone campaign	CPM	ATF	\$10

ASTRO STORE AND CONTENT RECOMMENDATION UNITS

Ad Type	Pricing Model	Placement	Rate Base
Banner	CPL	ATF/BTF	\$2.5
Banner	CPC	ATF/BTF	\$0.5

PUSH NOTIFICATIONS AND SMS

Channel	Pricing Model	Rate Base
Push notifications	CPC	\$0.25
Push notifications	CPL	\$2.00
SMS	CPM	\$16



CONTACT US

for complete information about our advertising services and rates
everydayrevenue@iagetec.com