



**\$25,000**

## **PARTY, EVENTS, CRAFTS RAPTIVE SITE AVERAGING \$890/M 1K EMAIL SUBSCRIBERS**

<https://nicheinvestor.com>

Attention party planners and craft lovers! This nearly 12 year old Raptive site has it all! Averaging \$890/m with room to add additional revenue streams, this site offers inspiration, activities, tips, original printables, and recipes for a variety of parties and celebrations. The evergreen content is ideal for Pinterest and driving traffic to your new...



**Lisa Mason-Drake**

Niche Investor

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## **Overview**



- Food, Home And DIY, Lifestyle, Parenting and Mom Blogs
- Established Sites For Sale
- Available

**Date added:** Added 3 weeks ago

**Category:** Established Sites For Sale

**Niche:** Food, Home And DIY, Lifestyle, Parenting and Mom Blogs

**Status:** Available

**Website live since:** 2013

**Pageviews Per Month:** 50,000 - 100,000 Pageviews

**Earning Per Month:** under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** Raptive

**Monetization:**  
Ad revenue,  
Affiliate Links,  
Digital  
Products,  
Raptive

**P&L:**

[https://docs.google.com/spreadsheets/d/17Y6mJGQ\\_fl6c4i9OiUUCfBn-umy\\_O52Xna4-2rL0FHM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/17Y6mJGQ_fl6c4i9OiUUCfBn-umy_O52Xna4-2rL0FHM/edit?usp=sharing)

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## Listing Details

**Platform:** WordPress

**Domain:** eventstocelebrate.net

**Approx. Number Of Articles:** 526

**Social Accounts Included:** Instagram, Facebook Page, Pinterest

**Email List Subscribers:** 1000

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## Seller Q&A



**What are the operating procedures for running this business?:** Keyword research for trending party ideas. Create content (parties, crafts, or recipes) around a topic or theme Publish article Send email to subscribers about new content

**How often do you email your list?:** Although we've been collecting emails for a few years, we only started emailing 1 month ago when we added the "save this post" block to the articles. Now we get a new sign up daily. Current list is 1000

**Where does most of your income generate from?:** 100% ad revenue through Raptive

**If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?:** Do more keyword research to build out the recipe section of the website. Create more holiday based crafts and activity ideas. create and sell party downloads or printables

**What is your current open rate and click rate?:** 13% open and 3% click through

**Who wrote the content?:** My sister-in law started the blog and most of the posts were created by her and showcased her own parties. I have written a few recipe articles, as my background is food blogging. And my niece has kept the site going with fun new ideas that she comes up with on her own.

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## Submit an offer

Contact Listing Agent:



**Lisa**

[SUBMIT AN OFFER](#)

