Reach families while they *plan* what to buy

HomeBase Paper Co. is a family-run publisher and printables shop in Frisco, Texas. We help budget-conscious US families plan their money, their homes and their holidays. Our readers arrive with a list and a budget.

570+
pages published since our October 2026 launch

435+
budget, holiday and home guides and comparisons

Daily
new guides, printables and pins added

US
family-run in Frisco, Texas, writing for US households

Our *audience*

Budget-conscious families

Building a first budget, paying down debt, setting up sinking funds and comparing budgeting apps.

Holiday planners

Setting Christmas budgets, writing gift lists with per-person limits, planning Thanksgiving, Black Friday and a fresh start in January.

Organized-home makers

Running household binders, cleaning schedules, meal plans and moving checklists, and buying the tools that make them stick.

Content *categories*

Budgeting & debt
Zero-based budgets, sinking funds, debt snowball, paycheck budgets

Holiday planning & gift guides
Christmas budgets, gift lists, stocking stuffers, Thanksgiving, Black Friday

Meal planning & groceries
Meal planning on a budget, monthly grocery trips, holiday menus

App & planner comparisons
Budgeting apps, YNAB vs EveryDollar vs Monarch, planner match-ups

Home organization
Household binders, decluttering, cleaning schedules, home inventory

Family, kids & life events
Chore charts, winter break, weddings, new babies, moving, estate planning

Honest by *design*

We launched in October 2026 and we're growing every day. We share current analytics with partners directly and never publish inflated numbers. Sponsored content is always labelled, follows FTC guidelines and uses rel="sponsored" links.

Offerings & *starter prices*

Starter pricing for a new site. Every placement is permanent or recurring, so it keeps working as our audience grows. Affiliate and cost-per-sale terms are welcome too.

Sponsored gift-guide placement

$75

per product, through Dec 31

Best for: Gift, kids and home brands

- Your product in a budget gift guide (under $25, $50 or $100)
- Honest 60–90 word write-up and photo
- Clearly labelled sponsored, rel="sponsored" link

Newsletter sponsor slot

$40

per send, founding rate

Best for: Apps and subscription brands

- Top-of-email sponsor block in our subscriber newsletter of planning tips and subscriber-only deals
- Your logo, 50 words and one link
- Priced for a new, growing list; open and click report after each send

Dedicated review or comparison

$250

one-time, permanent post

Best for: Budget apps, planners, meal kits

- A hands-on review or head-to-head comparison we write and test
- Permanent page plus 3 custom Pinterest pins
- You see it before it goes live for accuracy; our verdict stays ours

Pinterest pin package

$150

5 custom pins

Best for: Brands with a strong visual

- 5 vertical pins designed in our brand style
- Published to our planning, budgeting and holiday boards
- Pin files are yours to reuse

Featured with our free tools

$150

per month

Best for: Finance and family apps

- “Presented by” spot on a free calculator or printable kit
- Mention on the download page and in the PDF
- One sponsor per tool, so you're the only brand there

Holiday launch bundle

$395

save $120 vs. separately

Best for: Q4 and New Year campaigns

- Dedicated review + gift-guide placement
- 5-pin Pinterest package + one newsletter slot
- Live within 10 business days of approval

How it *works*

1. Tell us about your brand

Inquire online. We reply within two business days with fit, dates and our current analytics.

2. We plan and create

We write, test and design in our style, and you check the facts before it goes live.

3. Publish and report

Live in about two weeks, pinned and shared, with a plain-English results report.

Let's *talk*

Inquiry form: **homebasepaperco.com/advertise**

Email: **malaysia@homebasepaperco.com**

We don't promote payday loans, high-fee debt products, get-rich-quick schemes, gambling or anything we can't honestly test.