

Sponsored Email Broadcast™

Introduce your brand through one of homeschooling's most trusted daily email publications.

BE THE EMAIL THEY OPEN TODAY

Homeschool families receive hundreds of marketing emails every week. Most are ignored.

Sponsored Email Broadcast places your message inside a publication thousands of homeschool mothers already read and trust.

*Instead of building an audience...
You borrow one.*



TRUSTED.
RESPECTED.
READ EVERY
DAY.

HOW IT WORKS



YOUR HTML EMAIL

You create the content, design, images, links, and subject line.



SENT BY WELL PLANNED GAL

Delivered from a trusted publication homeschool moms open every day.



150,000+ ACTIVE SUBSCRIBERS

Organized, engaged homeschool mothers across the U.S.



OPEN. CLICK. ENGAGE.

Drive qualified traffic to your landing page and grow your brand.

THE THREE-TOUCH BROADCAST™

DAY 1



PRIMARY BROADCAST

Sent to all 150,000 subscribers.

DAY 4



SECOND BROADCAST

Sent only to subscribers who haven't opened.

DAY 7



FINAL BROADCAST

Sent again to ALL subscribers for additional impressions and to drive conversions.



MAXIMUM REACH

Without spamming readers.

SHOWCASE YOUR BRAND

Your campaign includes a fully custom HTML email designed to highlight your products, offers, and message.

- ✓ Custom HTML design
- ✓ Product imagery
- ✓ Multiple calls-to-action
- ✓ Brand colors
- ✓ Promotional offers
- ✓ Video thumbnails
- ✓ Product collections
- ✓ Multiple landing pages

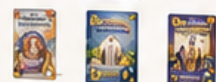
Well Planned Gal
brought to you by

YOUR BRAND HERE

Inspire Their Learning Journey

SHOP NOW

BEST SELLERS



LEARN MORE

Resources You'll Love

Free tips, tools, and articles to support your homeschooling journey.

VISIT OUR SITE

WHY BRANDS USE SPONSORED EMAIL BROADCASTS



150,000+
ACTIVE SUBSCRIBERS

A large, engaged audience of organized homeschool moms.



TRUSTED PUBLICATION

Well Planned Gal is read daily and recommended often.



THREE-TOUCH DELIVERY

Our 3-step system maximizes reach without being intrusive.



FULLY CUSTOM HTML

Showcase your brand with rich content, images, and offers.



DEDICATED CAMPAIGN

One advertiser per email for maximum impact and focus.

PERFECT FOR



NEW PRODUCT
LAUNCHES



ESA
CAMPAIGNS



CURRICULUM
RELEASES



BOOK
LAUNCHES



SEASONAL
PROMOTIONS



EVENTS



MARKETPLACE
PRODUCTS



MEMBERSHIPS

WHAT'S INCLUDED

- ✓ Campaign scheduling
- ✓ Subject line review & optimization
- ✓ HTML deployment & testing
- ✓ Three-touch delivery
- ✓ Click tracking & reporting
- ✓ Performance summary
- ✓ Ongoing list hygiene
- ✓ Dedicated support



“ Reach homeschool families through a publication they've already invited into their inbox. ”