

# About Us

Homeschool Social, founded in 2019, bridges the gap between businesses that support homeschoolers and the families seeking their services. As a dedicated mother of four homeschoolers, Nicolette recognized the pressing need for a reliable, efficient resource hub to make the homeschooling journey easier for parents. Initially catering to four local charter homeschools, Homeschool Social embarked on a nation-wide expansion in 2022 with the goal to serve all 50 states.

Beyond being a directory, Homeschool Social emphasizes a holistic approach to education by connecting parents with educational partners offering experiences beyond traditional academics. This includes endeavors such as music lessons, horseback riding, field trips, community events, artistic pursuits and more. We believe in educating the whole child.



**7k**

Organic Followers  
Across Social Media



**9.5k**

Registered  
Platform Users



**2.2k**

Unique Visitors Per  
Day



**75+**

Active Homeschool  
Facebook Groups  
as Homeschool  
Social

**June 2023**



## Audience Stats

**25-60**

Age Range

**75%**

Female

**80%**

United States

**36**

Number of Charter Schools  
Attended by Audience

**2022**

National Expansion

**1**

Number of Complete  
Homeschool Directories on the  
Market



## Top Search Terms

**Christian Curriculum**  
**Curriculum**

**Nature Studies**

**Music Lessons**

**Homeschool Coach**

**Tutor**

**Math Curriculum**

**Homeschool Supplies**

**Art**

**Religious Studies**



## Introductory Rates

### BRONZE MEMBERSHIP

Ideal for businesses seeking a basic online presence, this package offers customizable listings, affiliate ads, member discounts, and potential social media features. Please note that prices may increase annually.

**\$49/YR**

### GOLD MEMBERSHIP

Providing a more tailored experience, this package eliminates banner ads, offers unlimited photos, and includes 10 free event listings and automatic 90-day featured listing. The pricing is grandfathered, ensuring consistent costs over time.

**\$99/YR**

### PLATINUM MEMBERSHIP

The ultimate business spotlight package offers an ad-free experience, up to 4 videos, feeds from multiple social networks, free 90-day listing promotion and banner ad. This also includes guaranteed social media features and grandfathered pricing for maximum value and visibility.

**\$199/YR**



## Ad Rates

**Homepage Banner Ads**  
STARTING AT \$75/MONTH

**Social Media Posts**  
STARTING AT \$25/POST

**Listing Banner Ads**  
STARTING AT \$75/MONTH