



Candlefind

THE SITE FOR CANDLE LOVERS

Media Kit



A Note from Andrea

Owner & Operator, Candlefind

As the current scent-lover-in-chief at Candlefind, I am thrilled that you are considering working with my company. Candlefind was the brainchild of Carolyn O'Conner back in 2003 - a place for candle lovers to discover and discuss all things wax. Over the years, the company has grown and become a leader like no other in the industry. We have amassed countless reviews, scores of helpful tips, and we maintain the #1 candle company directory on the web.

Since taking the reigns in 2019, my vision for Candlefind has included increased growth and a shift to focus more on smaller candle companies. My vision is coming to fruition, as our reach is growing exponentially. We have a unique perspective and insight into the scented wax world, providing an immense value to most candle companies. I look forward to working with you!

Andrea





Our Mission

Candlefind is dedicated to the highest quality of home fragrance reviews delivered with originality, sincerity and honesty.

We know that one size does not fit all, applying even to candle companies and consumers. We have developed a tailored, individualized approach that will best meet the needs and goals of the companies with whom we work.





Evoked Candle Co.

We have an ongoing relationship with Evoked Candle Company, a unique brand of luxury candles based around musical memories. Our collaboration has included reviewing each of their new candles as they hit the market as well as giveaway promotion.

Dessa's Homespun Scents

This small, indie wax melt company makes an amazing product with top-notch customer service. Candlefind promoted this company's products from near-inception while watching the exponential growth. The company now operates on an open/close model to accommodate the increased business.



Candle Escape

We have reviewed a number of wonderful candles from Candle Escape, promoting this company's products on our website and social media pages. Several of our readers are now new customers and their business continues to grow.





HONEST REVIEWS

At Candlefind, we pride ourselves in our thorough, honest reviews. We keep it real for consumers, so they may make good, informed decisions.



Statistics

We've rebranded! Candlefind is under new ownership and undergoing a transformation. Our new content strategy and marketing efforts have resulted in recent, tremendous growth.

15 k

Our Facebook following is strong and growing.

135 k

Our Pinterest monthly views are on the rise.

621.5%

Tweet impressions increase (past 30 days)

34%

Our Google search traffic over the past quarter is steadily increasing.

24%

Our recent unique visitors to our website continue to increase.

78%

WOMEN

69%

FROM THE U.S.

26%

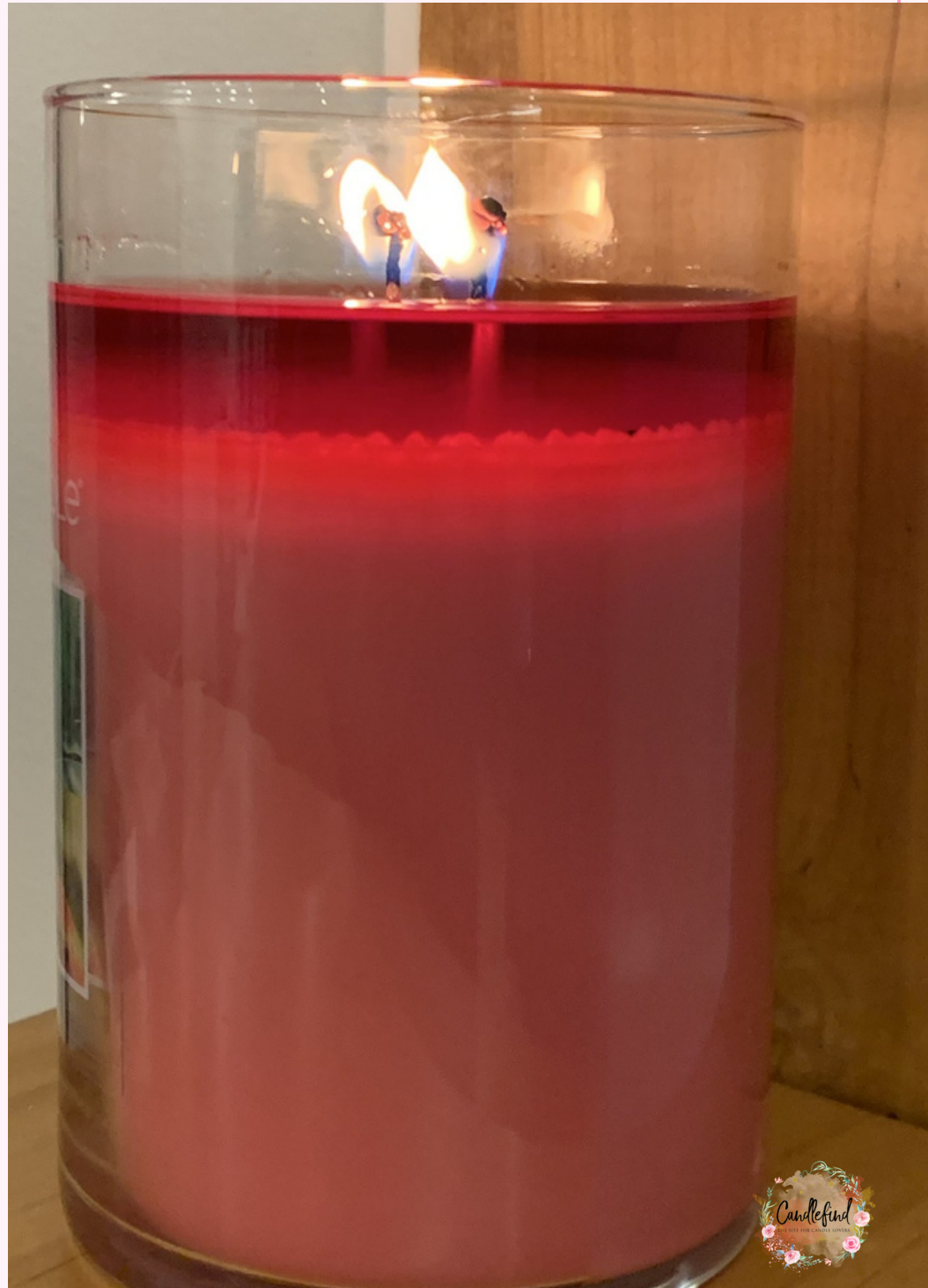
AGE 45-54



Services

Review Service	FREE
Sponsored Post	\$250
Social Media Promotion	Varies
Consultation Service	\$400
Advertising Rates	Varies
Interview	FREE
Subscription Box	FREE
Giveaway Promotion	FREE
Directory Listing (basic)	FREE
Premium Listing	\$10/mo
Featured Listing	\$25/mo

We are aware that one size does NOT fit all. We are happy to customize our services based on your company needs, goals, and intended audience. Contact us to discuss options!



Frequently Asked Questions

Who can request a review?

Anyone! We consider all companies, small and large. Your company must have candles or other home fragrance products for sale in order for consideration. We do not work with companies that have a predominantly negative online presence.

How long will a review take?

The timing for reviews varies based on type of product and how much product is received. In general, you can expect a review to complete within 4-5 weeks.

What is included in your consultation service?

Our consultation service is tailored to your specific questions or goals. We advise on aspects of your business from a candle consumer perspective, such as products offered, ease of ordering, and online presence.

Do you charge for reviews?

No, we do not charge a fee for our standard reviews.

Can I pay you for a review?

No, we do not accept payment for our standard reviews. We do have an option for sponsored posts, which we accept on a case by case basis. All sponsored posts are clearly labeled as such.

Are there additional consultation fees?

No, our consultation fee is a flat-rate fee for up to 10 hours of work on your project. Whether this includes polling, testing, or market research, the fee is all-inclusive. If your project requires more than 10 hours of work, we are able to customize your package.





Why Choose Us

As candle consumers and self-proclaimed scent experts, we have been sticking our noses in businesses since 2003. We know candle consumers span the spectrum from bargain hunters to luxury shoppers, all with different experiences and expectations. Our knowledge of and relationship with this community make us a valuable asset to candle companies. We are thorough, honest, and detail oriented. Let us help you effectively promote your business today!

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Join Us

Candlefind for Candle Companies Facebook Group:

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