

Reach that's absolutely A-MAIZE-ING

Crafty Puns is where people land when they need a caption, a classroom icebreaker, a card that lands, or a translation of whatever their teenager just texted. They arrive from search, screenshot the best line, and send it to someone. That's the ad unit.

130+	Nov 2025	~15/mo	100%
PUBLISHED GUIDES	FIRST POST LIVE	NEW ARTICLES	EVERGREEN & ORIGINAL

■ WHAT WE PUBLISH

Two libraries and one toy

Everything is built to be found on search and shared without editing. No news cycle, no expiry date — a corn pun from last July still earns traffic next July.

PILLAR 01

Pun collections

Deep, category-based lists — usually 120 to 300 lines per post — organised so readers can grab exactly the theme they came for.

- Animals: rabbit, duck, penguin, turtle, goose
- Food: corn, pasta, breakfast, water, fruit & veg
- Occasions: birthdays, holidays, good mornings
- Hobbies & life: cars, boats, football, light

PILLAR 02

Meanings

Plain-English decoders for slang and text abbreviations — the fastest-growing section, published near-daily and read by a younger, mobile-first audience.

- Text abbreviations: WSP, GBTS, FX, DPWT, MBN
- Internet culture terms and Gen Alpha humour
- Everyday phrases from other languages

TOOL

Pun Generator

A free on-site generator readers come back to and play with — a natural home for a single brand to sit next to a moment of fun rather than a block of text.

- Sponsorable as a standalone placement
- Repeat sessions, low bounce

Brands that belong on this page

Every collection is a shopping list of ready-made copy for someone. These are the categories where a placement reads as useful rather than as an ad.

■ Greeting cards & stationery

Readers are literally writing a card when they land here.

■ Toys, games & puzzles

Wordplay buyers are word-game buyers.

■ Food, snacks & beverage

Fruit, veg, breakfast and pasta collections are among the most read.

■ Messaging, dating & social apps

The slang audience is exactly their user base.

■ Party supplies & gifting

Birthday, holiday and celebration puns run all year.

■ Classroom & edtech

Teachers are a standing share of the humour audience.

■ Pet brands

Animal puns are the largest single category on the site.

■ Print-on-demand & merch

Every list is a sheet of ready-made product copy.

Placements & rates

All rates are in US dollars, per placement unless marked otherwise. Bundles, multi-month banner runs and agency retainers are quoted on request.

PLACEMENT	WHAT YOU GET	RATE
Sponsored article	An original themed collection — typically 120+ lines — written here around your brand, product or campaign, published under a permanent URL and linked from the relevant category. Includes one contextual link.	\$200
Guest post	Your own draft, edited to house style and published with one contextual link. Subject to editorial approval.	\$200
Link insertion	A contextual link added inside a live, already-indexed article in a relevant category. Placement agreed with you before it goes in.	\$150
Category sponsorship	"Presented by" branding across a whole category — animal, fruit, vegetable or meanings — for a full month.	\$300 PER MONTH
Pun Generator sponsorship	Sole branding on the site's interactive tool, including a branded result card readers can screenshot.	\$300 PER MONTH
Banner ads	Direct-sold header, in-content or sidebar units running site-wide, sold by the month at a flat rate. Standard IAB sizes; creative supplied by you or built here.	\$500 PER MONTH
Social amplification	Pinterest and Facebook posts built from the campaign creative — add on to any placement above.	ON REQUEST

Brief to live in 0 days

STEP 01

Brief

You send the product, the angle and any must-use links. We confirm fit and a publish date.

STEP 02

Draft

We write and share the draft for review within 0 business days.

STEP 03

Revisions

0 rounds included, so the copy reads the way your brand actually talks.

STEP 04

Live

Published and shared on social. You get the URL and a performance note after 00 days.

■ EDITORIAL STANDARDS

What we will and won't run

- Every paid placement is disclosed to readers and marked up correctly for search engines.
- Content stays useful and funny first — if a pun list wouldn't be worth reading without the brand in it, we rewrite it.
- Placements are permanent unless a removal date is agreed in writing.
- We don't accept adult, gambling, or unlicensed health and supplement advertising. [edit this list](#)
- Payment terms: [50% upfront / net 30](#). Invoices issued from [entity name](#).

■ GET IN TOUCH

Let's make something worth sharing.

Partnership enquiries are answered within one to two business days.

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Site	craftypuns.net
Pinterest	/crafty_puns
Facebook	/craftypuns
Based in	Washington, D.C.