

Reach people at the moment a purchase becomes a decision.

Worth the Hours? turns prices into working time and checks whether a purchase fits before payday. We create a natural, useful setting for brands that help people spend, save, compare, earn, and choose more deliberately.

THE COMMERCIAL MOMENT

A visitor is not passively scrolling. They are actively evaluating a purchase.

WHY THE CONCEPT FITS

High-intent context

Visitors arrive with a specific cost, recurring expense, or affordability question.

Useful, not interruptive

Relevant sponsors can help answer the next practical question instead of interrupting the experience.

Privacy-respectful

Calculator inputs stay on the visitor's device. Sponsors never receive individual financial inputs.

Editorial independence

A sponsor can support a category, guide, or challenge - never purchase the calculator's conclusion.

Built for working adults making real-world tradeoffs.

The core audience includes hourly and salaried adults who want a fast reality check before spending. The strongest partners make the decision easier, safer, or more valuable.

Savings, budgeting and cashback	Help users preserve more of what they earn.
Subscription management	Direct match for recurring-cost calculators and audits.
Insurance, wireless and internet comparison	Turn a costly recurring bill into a measurable savings decision.
Credit monitoring and debt tools	Support fee, interest and payoff decisions without encouraging more debt.
Jobs, training and tax services	Improve the earning side of the working-hours equation.
Refurbished, resale and durable products	Offer lower-cost or longer-lasting alternatives to a purchase.

CURRENT PLATFORM

Live today: private affordability and working-life calculators, downloadable result cards, five decision guides, and two digital products.

Measurement: baseline audience and search data are being collected. No unverified figures appear in this kit.

A campaign can own a useful moment - without owning our opinion.

Calculator category

Clearly labeled branding beside one relevant purchase category or decision flow.

Decision guide

Sponsor association with one high-intent educational guide and tracked call to action.

Savings challenge

A co-branded 7-, 14-, or 30-day action built around a measurable consumer goal.

Result-card placement

Tasteful sponsor identification on an agreed downloadable, shareable card format.

Monthly Reality Check

Placement in the planned monthly email once audience collection is active.

Research snapshot

Association with privacy-safe, aggregate consumer cost insights once sufficient data exists.

EVERY CAMPAIGN INCLUDES

Clear sponsorship disclosure • Tracked outbound links • Placement screenshots • End-of-campaign reporting • Privacy-safe measurement • Editorial independence

A low-risk first campaign designed to produce a real case study.

\$350

30-DAY INTRODUCTORY PILOT

✓ One relevant sponsored guide or calculator category

✓ Homepage partner acknowledgment

✓ One sponsor call to action with tracked link

✓ One co-branded social/result-card concept

✓ End-of-campaign performance summary

✓ Optional category exclusivity during the pilot

GUARDRAILS THAT PROTECT BOTH SIDES

All paid relationships are disclosed clearly. Partners do not receive individual calculator inputs. Worth the Hours? retains approval over copy, placement, claims, and calculator outcomes. Regulated financial, credit, health, gambling, and similar offers require additional review and may be declined.

Start a conversation

business@worththehours.com

worththehours.com/sponsor-with-us

Founding rate is introductory and subject to campaign fit, available inventory, scope, and written approval. Product costs, media spend, usage rights, and custom production beyond the listed pilot are quoted separately.