

SUBSCRIPTION BOX • ECOMMERCE

Loyal Subscription Brand in Stationery & Hobbies Niche

Established since 2017, this subscription eCommerce brand boasts 18+ month average subscriber retention, 60–70% recurring revenue, and a highly engaged global community.

ASKING PRICE

\$175,648

24x Monthly Multiple

\$259K TTM REVENUE	\$87.8K TTM PROFIT	34% PROFIT MARGIN	18+ mo AVG. SUBSCRIBER LTV
BUSINESS MODEL Subscription + eCommerce	ESTABLISHED 2017	OWNER INVOLVEMENT 4–8 hrs/mo	
TEAM SIZE 1 contractor	CUSTOMER MARKET Global (US-led)	TREND Stable	

Investment Highlights

- 60–70% recurring revenue from loyal subscriber base with 5% monthly churn.
- Trademarked brand with 100+ completed themed kit designs ready to reactivate.
- Established supplier and 3PL relationships of 5–7+ years; fully documented SOPs.
- 11,000-strong email list and engaged social community — largely underutilised.
- Low owner involvement: currently 4–8 hours per month with outsourceable creative work.

Growth Opportunities

- Email Reactivation

Reinstate email campaigns to drive repeat purchases and subscriber retention.
- Content Marketing

Launch consistent short-form video content to grow organic reach and subscribers.
- Digital Products

Expand high-margin digital and printable offerings from existing artwork library.
- Back Catalogue Sales

Monetise 100+ archived themes via bundles, vault releases, and mystery boxes.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

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