



MEDIA KIT

StyleCartel, a consortium of fashion, art, beauty, travel and luxury lovers who look to showcase the best of each sector for a wider ranged audience. The site contributors are a mix of talents, ages, opinions and styles. We walk in heels and run in sneakers, as we believe fashion was meant to be mixed and matched. From the Chanel tweed jacket and chucks to skinny jeans paired with heels, our focus is about what's on trend as well as supporting the philanthropic efforts of a story.

THE CONTENT

- FASHION NEWS/BUZZ:** *StyleCartel* covers the latest headlines and stories within fashion, lifestyle, city guides & entertainment.
- REVIEWS:** *StyleCartel* reviews top emerging and established brands, trends, and designers.
- BEAUTY:** *StyleCartel* dishes on the best luxury beauty buys, brands, and tips.
- LIFESTYLE:** *StyleCartel* reports on the latest style trends happening in the industry.
- CELEBS:** *StyleCartel* follows the fashionable lives of the top celebrities and royals in NY, LA, London, Paris, Dubai, Tokyo and beyond
- TRAVEL:** *StyleCartel* transports its readers to local hotspots, hidden treasures and exotic locations



EVENTS: *StyleCartel* informs its readers of the hottest events happening in the fashion scene

THE WORK

QUALITY CONTENT/SPONSORED POSTS

StyleCartel focuses on showcasing niche products and trendy products of the minute of the most luxurious or popular products/designs. These details make all the difference, and catch the eye of all our style-savvy readers. Sponsored Posts allow the readers an immediate introduction to the brand or latest product with no distraction of competitive or comparable brands. All sponsored and paid for posts can be customized on the request of the client.

TARGETED GIVEAWAYS/CAMPAIGNS

StyleCartel arranges fun giveaways, contests, and viral campaigns for its readers to participate. Promotions create a buzz and excitement among readers and put your brand in the fashion spotlight. Giveaways are valuable because readers are more likely to show an interest in your product and share that interest with others if they can potentially gain from it. The winner will also be converted into a new consumer of your product, as they are likely purchase the product once they have had the opportunity to try it.

By integrating *StyleCartel* into your marketing plan, you have the opportunity to take your brand to the next level. *StyleCartel* readers are young affluent, educated consumers of luxury fashion and beauty products and services. *StyleCartel* specializes in bringing more visibility to emerging luxe brands. We can help you to:

- Launch your brand or new products/services
- Execute promotions
- Drive event attendance
- Drive web traffic
- Create brand awareness

OUR NUMBERS:

- 35k Unique Visitors/month
- 4533 Twitter Followers
- 5,000 RSS Feed



- 2188 Facebook Followers
- 2173 Instagram Followers
- 551 Pinterest Followers
- Visitors from 83 countries majority from the United States, United Kingdom, France, UAE and Australia

AFFILIATES

StyleCartel is affiliated with totallyher.com. This means that *StyleCartel* will periodically post on products through affiliation links provided. In return, *StyleCartel* may receive a small payment for clicks or a small commission – a percentage of the sales price of sales originating from the linked product. Not all of the products we link are through the affiliate program and the affiliate program absolutely does not affect what we choose to cover in our posts. All of the items we choose to blog about are genuinely things that inspire us, we like and want to share.

StyleCartel is happy to do product reviews of like-minded products and companies in the fashion, beauty, jewellery, interiors, home design, art, and food industries on pre-approved basis only. You are welcome to send us a sample of your product, but we will only accept samples that we would consider purchasing ourselves. There is no guarantee that your items sent for review will end up on *StyleCartel* or discussed in our social media outlets. *StyleCartel* will not post in exchange for product(s) but would love to discuss ways to partner with you in other ways. To purchase a Sponsored Post, please see info about Sponsored Posts below. Samples will not be returned for any reason. All gifted items will be disclosed. Any products which have been gifted or provided gratis to *StyleCartel* for review shall be noted with “c/o” (courtesy of) or “gifted” at the bottom of the post and are only posted if a good fit for the *StyleCartel* aesthetic and content. **For Europe, Asia and Middle East** please email **Charlotte** at Charlotte@stylecartel.com. **For the United States, Canada, Latin and South America, Oceania and Africa** please email **Tillie** at: Tillie@stylecartel.com with the subject “**product review**” for a media kit and 2016 pricing information.



SPONSORED POSTS

StyleCartel is happy to do sponsored posts of like-minded products, companies and brands in the fashion, beauty, jewelry, interiors, home design, art, and food industries on pre-approved basis only. The post will be written with our true opinions only. Please contact us for specifics on pricing for a sponsored post. Please email **Charlotte** at: Charlotte@stylecartel.com, subject "**Sponsored Post**", for a media kit and 2016 pricing information.



COLLABORATIONS

StyleCartel loves to collaborate with like-minded companies and brands. If you have an upcoming project and think we would be a perfect fit, please email **Charlotte** at:

Charlotte@stylecartel.com subject "**Collaboration**", so we can discuss details and hopefully work together.

GIVEAWAYS, PRODUCT REVIEWS and GIFTED ITEMS

StyleCartel enjoys hosting giveaways for the benefits of our readers if the product(s) being offered are a good fit for our readers, content and overall aesthetic. All giveaways are subject to the United States Sweepstakes Laws, and we may ask that you sign a contract in agreement with the terms of the giveaway. Please email **Tillie** at Tillie@stylecartel.com, subject "**Giveaway**", for a media kit and 2016 pricing information.



RATE CARD

Paid for post ranges from 150 - 300

- Dependent on client needs

300X250 MPU/Square Package – Above the fold

- Cost 600 per month
- Campaign is placed on all pages including homepage, in the right top column prime sponsor area

Text Link

- Cost 200 per month
- Side-wide text link on the right side bar Grid position

Social Media

- 500 per month
- Facebook contest/push
- Twitter/push
- Pinterest/push
- Vine/push

Instagram

- 1,000 per post

Newletter

- 150 per month

Giveaways

- 300 per giveaway

The Complete Package

- 3-month contract
- All of the above
- Cost 2,500

*All campaigns are negotiable and can include a video plus editorial component. Rates are based off nearest local currency of dollars, pound sterling, or euro.



COMPANIES AND BRANDS

Before contacting us, please consider if your product(s) are a good fit for the aesthetic and editorial content already discussed on [StyleCartel](#).

PRIVACY

Any of the personal information collected at the time of a giveaway by *StyleCartel* (name, email address, mailing address, etc.) will never be sold or disclosed to anyone!