

# style on the Side

MEDIA KIT



We Bring Your Products To Life

[www.styleontheside.com](http://www.styleontheside.com)

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# WHAT WE WILL DO FOR YOUR BRAND

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*“People buy what they emotionally connect with. It’s that connection which turns price into value.”*

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We believe in the art of storytelling. Why are stories important? People buy what they become emotionally attached to and attachment is formed when a product becomes real.

We specialize in creating images, describing experiences and inspiring your potential clients to see themselves wearing or using your product.

We love expanding our reader’s horizons. Nothing makes us happier than one of our readers changing from “I can’t wear that” to “I would look so good in that.”

**Caroline Topperman**

*CEO and Founder of Style On The Side*





## Caroline Topperman

CEO and Founder of  
*Style On The Side*

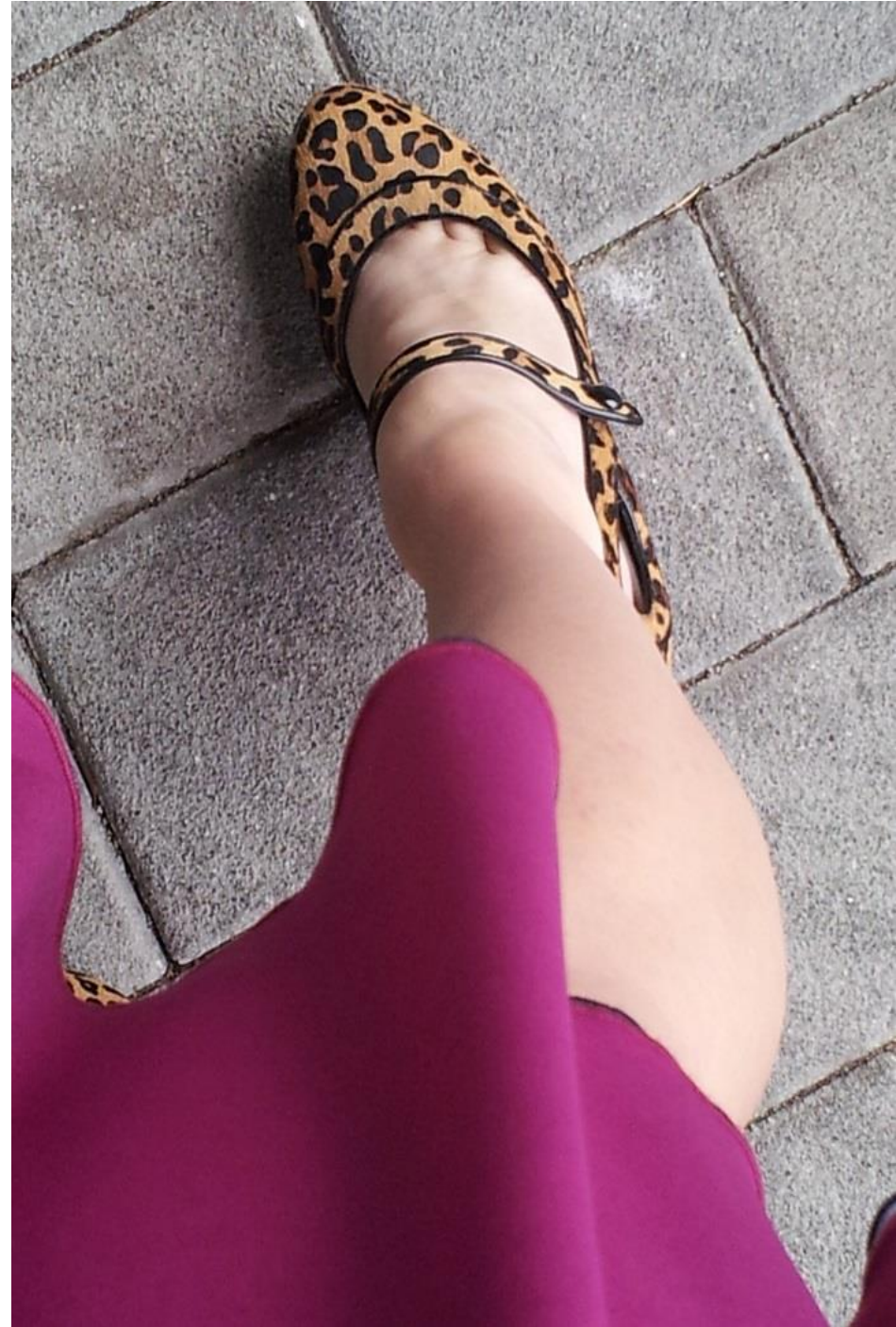
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*“I am a Canadian blogger, currently living in Poland, obsessively introducing my readers to the most beautiful bags, shoes, jewelry and makeup the world has to offer.”*

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Caroline speaks English, Polish and French fluently. She has traveled extensively through Europe and has a great familiarity with its many different cultures, architecture, arts and design. A graduate of the York University Film School with a degree in screenwriting, Caroline has combined her two passions: visual storytelling and style.

Caroline started her blog with one goal in mind: Demystify the world of fashion to bring effortless style and beauty to real women everywhere.



# FACTS AND FIGURES

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Monthly page views      32,000+  
Monthly unique visitors      11,000+



5,000+ **Twitter Followers**



3,350+ **Facebook Likes**



3,000+ **Instagram Followers**



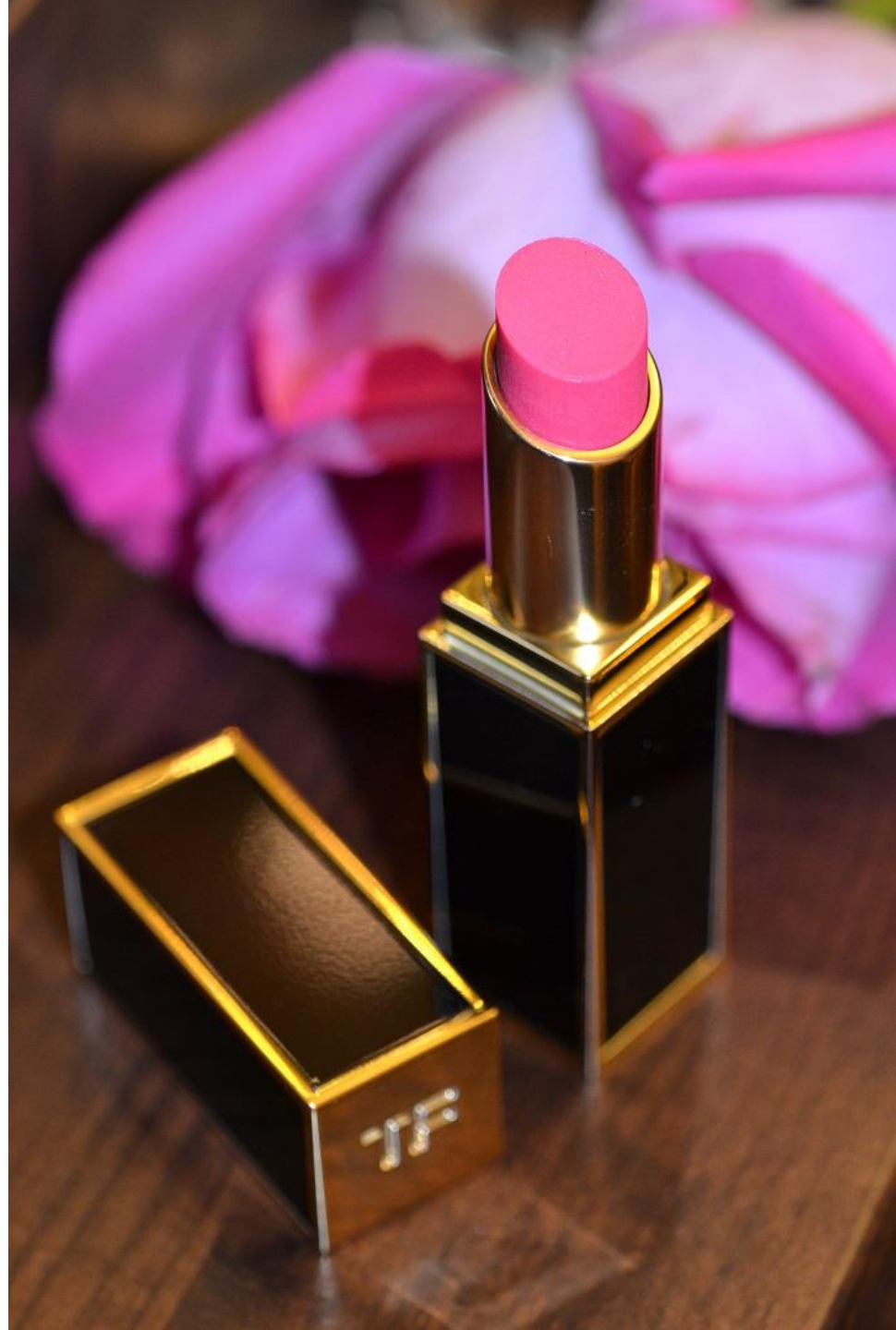
1,700+ **Google+ Followers**



260+ **Pinterest Followers**



250+ **E-Mail Subscribers**



*“I loved your post! It looks really good! Its really clean, I think that's what I like most about your blog. Thanks again for showing support. Lets keep in touch so we can discuss more collaborations in the near future.”*

Brian Magida, **Warby Parker**





# MEET OUR READERS

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Style on the Side readers are primarily women who are looking for style inspiration, presented in a friendly, entertaining, quick to read blog post.

They are looking for the confidence to create their own style, made up of great new pieces, classic pieces and easy to follow tips which enhance their busy lives.

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**51%** Of our readers are between 18 and 34 years of age.

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*"This was such a needed post for me to see, as I desperately want to wear a denim jacket, but have no idea how! Thank you 😊 xo,."*

-- jenny from [MishMoshMakeup.com](http://MishMoshMakeup.com)

# AD OPTIONS

We provide space for banners and square ads. Each space can be purchased individually and is available on a First-Come-First-Serve basis.

Banner Type	Rate (for 1 month)
Large Wide 728x90	\$100
Large Square 250x250	\$80
Small Square 150x150	\$24

We offer discounts for purchases of 3 months and longer. Please inquire with our team for details.

The screenshot shows the Style on the Side website layout. At the top right, there is a 'BLOGLOVIN' logo with social media icons. The main header features the 'Style on the Side' logo. Below the header is a navigation menu with links for HOME, STYLE, BEAUTY, PRODUCT REVIEWS, LIFESTYLE, SHOP MY STYLE, and CONTACT. A search icon is also present.

The main content area is divided into several sections:

- Banner:** A large banner at the top of the main content area, currently displaying an image of eyeshadow palettes.
- Get To Know Me:** A section featuring a profile picture of a woman and a 'Bloglovin' button.
- Best Eyeshadow for Blue Eyes:** A featured article with a large image of a blue eyeshadow palette. Below the image is the title 'BEST EYESHADOW FOR BLUE EYES' and a sub-headline 'BEST EYESHADOW FOR BLUE EYES'. The article text reads: 'Best eyeshadow for blue eyes. The amazing quality of blue eyes is that they are ever changing and seem to come in a million different variations.'
- How to Style Flats:** A smaller article with a title 'HOW TO STYLE FLATS' and a sub-headline 'How to style flats.'
- Best Eyeshadow for Green Eyes:** Another featured article with a title 'BEST EYESHADOW FOR GREEN EYES' and a sub-headline 'Best eyeshadow for green eyes. Even though I have brown eyes, green is probably my favourite eye colour.'
- Product Reviews:** A section with five small article thumbnails, each with a title and a date: 'How To Wear Dresses For Fall', 'Best Jewelry For Summer 2014', 'Where To Find Whimsical Jewelry', 'Where to find Modern Artisan Jewelry', and 'How To Become A Makeup Artist'.
- Shoes and Makeup:** Two columns of smaller article thumbnails, each with a title and a date: 'How To Style Flats', 'How To Style Sneakers', 'How To Buy The Best Running Shoes', 'Best Eyeshadow For Green Eyes', 'Best Eyeshadow For Blue Eyes', and 'Best Eyeshadow For Brown Eyes'.

On the right side of the page, there are three square ad placements, each with a blue background and white text:

- Square:** A square ad with the text 'Join now and receive your FREE copy of "The Colour Guide"'. Below the text is an 'Email Address' input field and a 'Subscribe' button.
- Square:** A square ad with the text 'New Effortless T-shirts Buy Now!'.
- Square:** A square ad with the text 'Banner'.

At the bottom of the page, there is another banner ad with the text 'Banner'.



**We Love to Collaborate!**  
If you have something else in mind, we want to hear from you.  
We are happy to feature:

- Product samples
- Interviews with designers
- Product placement
- Cross-promotion
- Sponsorship
- Competitions & giveaways

# PACKAGES

Package	Includes	Rate
Off the Rack	Extended Social Media Campaign (48 h) <ul style="list-style-type: none"><li>• 1 Facebook post</li><li>• 2 Instagram posts</li><li>• 6 Twitter posts</li></ul>	\$100
Designer	Custom post, including photography Basic Social Media Campaign <ul style="list-style-type: none"><li>• 1 Facebook post</li><li>• 1 Instagram post</li><li>• 1 Twitter post</li></ul>	\$300
Haut Couture	Custom post, including photography 1 Square Ad (1 month) Extended Social Media Campaign (48 h) <ul style="list-style-type: none"><li>• 1 Facebook post</li><li>• 2 Instagram posts</li><li>• 6 Twitter posts</li></ul>	\$450





# WHAT OTHERS ARE SAYING

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*"I have never felt so relaxed when reading your work, like secluded beach relaxed! Amazing writing style!! ."*

-- Hannah, Scatterpin Jewellery

*"Working with Caroline was a pleasure! Not only is she creative and a true professional at what she does but new exactly what we needed in order to showcase and promote our store in the most complimentary way. Great photography along with a well written editorial posted without delay, on time! We would definitely use Caroline again on future projects and would feel very confident recommending her."*

-- Christin Fernandez, Davinci's Home



*"Thank you so much for your post on your blog! We really appreciate it. We absolutely love your blog and if you would ever like to collaborate sometime again in the future please do let us know. Thank you again!"*

-- Camille Ziegenhagen, Georgie and Elaine

*"Thanks Caroline. I have never met such a sweet and amazing writer. I am more than blessed to have met you."*

-- Ivy, Love 13 Collection





# LET'S GET STARTED

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Contact us to find out how we can help your brand!

Ph: +48 517.597.885  
E: [info@styleontheside.com](mailto:info@styleontheside.com)

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We have run successful campaigns with many prominent brands, including:

GEORGIE & ELAINE

MAJESTICAL  
JEWELRY

LISA TUCCI®  
DRIVEN BY  
INSTINCT

WARBY PARKER



Young Designers Collective

BIOThERM

# IMPORTANT DETAILS

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## Booking and payment details

- Quoted rates are exclusive of VAT, VAT will be invoiced for appropriate territories.
- Payments are made via Direct Deposit or PayPal.
- Payments must be made prior to activity start date, late fees do apply.
- Cancellations are required in writing, 7 days prior to live date.
- We reserves the right to approve advertising creative.
- The enclosed rates and media kit are confidential.
- No refunds post publish date.





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