

SENSE OF AESTHETIC

2017 Media Kit

STEPHANIE WILSON HAS BEEN BLOGGING ABOUT FASHION AND BEAUTY SINCE 2012. SENSE OF AESTHETIC TRANSITIONED TO BEING AN ETHICAL FASHION AND GREEN BEAUTY BLOG IN 2014, AND RELAUNCHED IN JANUARY, 2017.

SENSE OF AESTHETIC IS A DESTINATION FOR YOUNG, FASHION FORWARD WOMEN WHO ARE LOOKING TO RECONCILE THEIR LOVE FOR STYLE AND BEAUTY WITH THEIR PERSONAL ETHICS. THE BLOG AIMS TO MAKE SUSTAINABILITY AND ETHICAL STYLE ACCESSIBLE AND FUN!



SENSEOFAESTHETIC

1,890+



SENSEAESTHETIC

885+



SENSEAESTHETIC

485+

BRANDS I'VE WORKED WITH

BLOG ADMINISTRATOR | GUEST POSTS | FEATURED
REVIEWS | SPONSORED POSTS | GIVEAWAYS



READER PROFILE



SENSE OF AESTHETIC REACHES A HIGHLY ENGAGED, PREDOMINANTLY FEMALE AUDIENCE. IN PARTICULAR, INSTAGRAM POSTS GARNER A 70% ENGAGEMENT RATE. MY READERS ARE 90% FEMALE, 47% BETWEEN THE AGES OF 25-34, AND 29% BETWEEN THE AGES OF 18-24. THEY ARE MAINLY ENGLISH SPEAKING NORTH AMERICANS, WITH 48% HAILING FROM THE UNITED STATES AND 34% LIVING IN CANADA.

COLLABORATION OPTIONS

SPONSORED POST FROM USD \$50

INCLUDE A MINIMUM OF 700 WORDS. IMAGERY CAN BE PROVIDED BY THE BRAND, IF CONSISTENT WITH BLOG AESTHETIC. A PHOTO SHOOT CAN BE ARRANGED, BUT YOU WILL NEED TO PROVIDE CLOTHES OR BEAUTY/LIFESTYLE PRODUCTS.

A SMALL DISCLAIMER WILL BE INCLUDED.

INSTAGRAM OR OTHER SOCIAL MEDIA POST FROM USD \$5

TWO PRODUCT PHOTOS WILL BE FEATURED ON THE SOCIAL MEDIA CHANNEL OF YOUR CHOICE. PHOTO SHOOT CAN BE ARRANGED, BUT YOU MUST PROVIDE CLOTHES OR BEAUTY/LIFESTYLE PRODUCTS. OTHERWISE, PHOTOS CAN BE PROVIDED AND TWO THAT FIT WITH BLOG AESTHETIC WILL BE CHOSEN. ADDITIONAL POSTS/SOCIAL MEDIA CHANNELS CAN BE ADDED FOR \$5/POST.

AN #AD HASHTAG WILL BE INCLUDED.

FEATURED PRODUCT REVIEW FROM USD \$50

YOU MUST PROVIDE THE PRODUCT, AND A PHOTO SHOOT IS INCLUDED IN PRICE. REVIEWS WILL BE HONEST AND UNBIASED, AND INCLUDE A MINIMUM 700 WORD WRITE-UP OF YOUR PRODUCT AND BRAND.

COLLABORATION OPTIONS

BLOG ADVERTISING FROM USD \$25

I CAN INCLUDE A 300 X 250 IMAGE AND TARGET URL OF YOUR CHOICE ON THE RIGHT SIDEBAR OF SENSEOFAESTHETIC.COM FOR ONE MONTH. ADVERTISEMENT WILL BE PLACED FIRST IN AD ROLL. YOU CAN ADVERTISE EVENTS, BRANDS, COLLECTIONS, GIVEAWAYS, ETC AS LONG AS YOU PROVIDE THE IMAGE.

SOCIAL MEDIA PROMOTIONAL CAMPAIGN FROM USD \$25

PACKAGE INCLUDES: 10 SAVES TO MY PINTEREST BOARDS, 1 TWEET, 1 FACEBOOK POST AND 1 INSTAGRAM POST. YOU MUST PROVIDE ALL IMAGERY.

BRAND AMBASSADOR FROM USD \$50/MONTH, MINIMUM 3 MONTHS

A BRAND AMBASSADOR ARRANGEMENT CAN INCLUDE A COMBINATION OF SOCIAL MEDIA MENTIONS, WEBSITE ADS, A 'WHERE I SHOP' LISTING, STYLED PHOTO SHOOT/VIDEO SHOOT, GIVEAWAY, ETC. PRODUCT MUST BE PROVIDED FOR PHOTO OR VIDEO SHOOT, WITH AN EMPHASIS ON THE BEST OR NEWEST PRODUCTS/COLLECTIONS YOU HAVE TO OFFER.

GIVEAWAYS/CONTESTS FROM USD \$0

A COHOSTED GIVEAWAY CAN BE ARRANGED. YOU WILL NEED TO PROVIDE PRODUCTS, AS WELL AS TERMS AND CONDITIONS. YOU WILL SHIP PRODUCT TO THE WINNER(S). I WILL DO A SOCIAL MEDIA POST TO PROMOTE THE GIVEAWAY AND YOUR BRAND DETAILS, AND WILL PICK AND POST/INFORM THE WINNER(S).

GUEST POSTING FROM USD \$50

DO YOU HAVE A BLOG TO PROMOTE YOUR BRAND? I HAVE EXTENSIVE BLOGGING AND COPYWRITING EXPERIENCE, HAVING RUN THE WELL.CA BLOG AND GUEST POSTED FOR THE CHOOSY CHICK, FASHION TAKES ACTION AND MORE. WE WILL COLLABORATE ON TOPIC, AND I WILL WRITE A POSTS WITH A MINIMUM OF 700 WORDS. YOU WILL PROVIDE THE IMAGES. IF A PARTICULAR PRODUCT IS FEATURED, A PHOTO SHOOT CAN BE ARRANGED IF YOU PROVIDE THE PRODUCT.

TO DISCUSS COLLABORATION OPTIONS: SENSEOFAESTHETIC@GMAIL.COM