


About Budget Fashionista

Thank you for your interest in working with us! Budget Fashionista has been providing budget fashion advice to adult women since 2003.

We've worked with some of fashion's most reputable brands to:

- Promote products
- Improve brand awareness
- Reinforce brand messaging
- Drive sales

Our Audience

Gender	Age
 95% Female	16-21 (19%)
5% Male	22-45 (54%)
	45+ (27%)

Our Focus and Mission

Budget Fashionista helps women look fabulous for less with tips on making fashion trends affordable, looking great in your clothes and value shopping.

Brands Represented in 2015-16 Include



TAHARI
ARTHUR S. LEVINE



ASPIRE
EYEWEAR FOR LIFE



Sponsored Blog Content

Goals we address

1. Validate product value proposition
2. Reinforce brand messaging
3. Promote brand awareness
4. Drive consumer action (sales)

What you get

1. strategy proposal
2. original written and image content
3. post promotion with at least 4 social media posts
4. post promotion in our weekly email newsletter
5. engagement and reach metrics

Reporting

Metrics we provide include:

- number of views on post
- average time on page
- number of social media shares
- number of outbound clicks

We can also add your custom tracking pixel or script to the page upon request.



100k
Sessions monthly



Women Over 40: Real Beauty Guide (Sponsored)



The Cocktail Identity Crisis Solved (Sponsored)



Favorite Looks from 5 Inspiration Women (Sponsored)

from \$400

Sponsored Social, Email & Other Content

We can also customize your sponsored content to specific channels.

				
1.1k followers	1.6k followers	20.9k followers	7.5k followers	3.8k subscribers

quoted on request

Live Appearances

Catherine Brock, Budget Fashionista editor-in-chief, is available for (and experienced with) live appearances.



quoted on request

Banner Advertising

Banner advertising is available on thebudgetfashionista.com. Sizes and placements vary and can be customized to your needs. We do recommend pairing banner advertising with some type of sponsored content for maximum effectiveness.

quoted on request, from \$1000

Product Reviews

Please note that Budget Fashionista does not do product reviews solely in exchange for free product. We may do a product review as part of a sponsored post, but we will try the product first before guaranteeing a review. See page 3 for sponsored content deliverables.

from \$400

Guest Posts

A guest post is content written by you and published by us on our blog. We are very selective with guest posts, and we do charge an editorial fee. The fee covers our time to edit the post to suit our readership, add images and schedule social media promotion of the post (with a minimum of four social posts per guest post).

from \$150

2017 Editorial Calendar

January

Date Night Advice
Awards Night Preview
Fitness Fashion

February

Awards Night Recaps
Runway Looks for Less
Spring Fashion Week Highlights

March

Spring Trends Preview (Fashion, Beauty, Hair, Color Palettes)
Spring Wedding Trends (Fashion, Beauty, Hair)

April

Beauty and Fashion for Moms
How to Wear the ___ Trend this Spring
Prom Style Preview

May

Summer Trends Preview (Fashion, Beauty, Hair, Color Palettes)
Swimwear Preview

June

Summer Picks (Dresses, Shoes, Accessories)
How to Wear the ___ Trend This Summer
Summer Wedding Trends (Fashion, Beauty, Hair)

July

Summer Beauty Trends/Buys
Celebrity Beach Style for Less

August

Fall Trends Preview (Fashion, Beauty, Hair, Color Palettes)

September

Fall Fashion Week Highlights
Fall Essential Pieces
TVs Best Dressed

October

Breast Cancer Awareness
Halloween Fashion
How to Wear the ___ Trend this Fall

November

Winter Trends Preview (Fashion, Beauty, Hair, Color Palettes)
Gift Guides
Winter Skincare

December

Holiday Beauty and Fashion
How to Wear the ___ Trend this Winter
Best Looks of 2017

Next Steps

Contact Catherine Brock

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