



STYLE ME PRETTY

LIVING

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A FIELD GUIDE TO INSPIRED LIVING

MALE / FEMALE

Male: 22%
Female: 78%

AGE

25-34: 19%
25-44: 35%

HOUSEHOLD INCOME

89% 60k+
78% 75k+

Style Me Pretty Living: A field guide to inspired living and celebrating of all of life's moments...before and after the ring!

AUDIENCE INSIGHTS

- 67% of the Style Me Pretty audience are head of the household
- 2x more likely to consider themselves a spender rather than a saver
- 70% of the Style Me Pretty audience are the primary grocery shopper for the households
- 1.1x more likely to have bought furniture/home furnishings online in last six months
- 36% have entertained at their home in previous 6 months

TRAFFIC REPORT

SITEWIDE

13.2M

PAGEVIEWS

1.2M

UNIQUE VISITORS



STYLE ME PRETTY LIVING

906K

PAGEVIEWS

269K

UNIQUE VISITORS

ADVERTISING & SPECS

pg. 4

The screenshot shows the Style Me Pretty Living website interface. At the top, there are navigation tabs for 'SMP WEDDINGS' and 'SMP LIVING', along with 'SEARCH', 'SUBMIT WEDDING', and 'SIGN IN' links. The main content area features a large banner titled 'Take A Modern Approach to These 3 Home Decor Themes'. Below the title is a sub-headline: 'From coastal to farmhouse, here's exactly how to decorate your home around a theme--without going overboard!'. To the right of the text is a photograph of a modern interior with a wooden bench and blue patterned artwork. Below the banner is a grey box labeled '728X90 LEADERBOARD'. Below the banner is a paragraph of text: 'We often think decorating with a theme is gaudy and sometimes a bit contrived; however, finding inspiration from your favorite places like an East Coast beach, your grandmother's farmhouse kitchen, or the swanky modern art museum can add personality and chic style to your home when executed with subtlety.' Below this is another paragraph: 'Check out these tips for decorating your home around three different themes, coastal, minimalism, and farmhouse, without the tackiness and clutter.' Below the text is a photograph of a window with blue patterned artwork. To the right of the text is a grey box labeled '300X250 TILE'. At the bottom left, there is a 'PRETTY UP YOUR INBOX' section with a sign-up link and an 'EMAIL' link with a right arrow.

Premier banner ad spaces offer the most prominent placement on Style Me Pretty Living, allowing you to be a cohesive part of the SMP reading experience.

728x90 LEADERBOARD

Delivers above the fold across all Style Me Pretty Living pages. Specs link [here](#).

*Unit can be paired with our 300x250 or 300x600 to run as synched placements

300x250 TILE

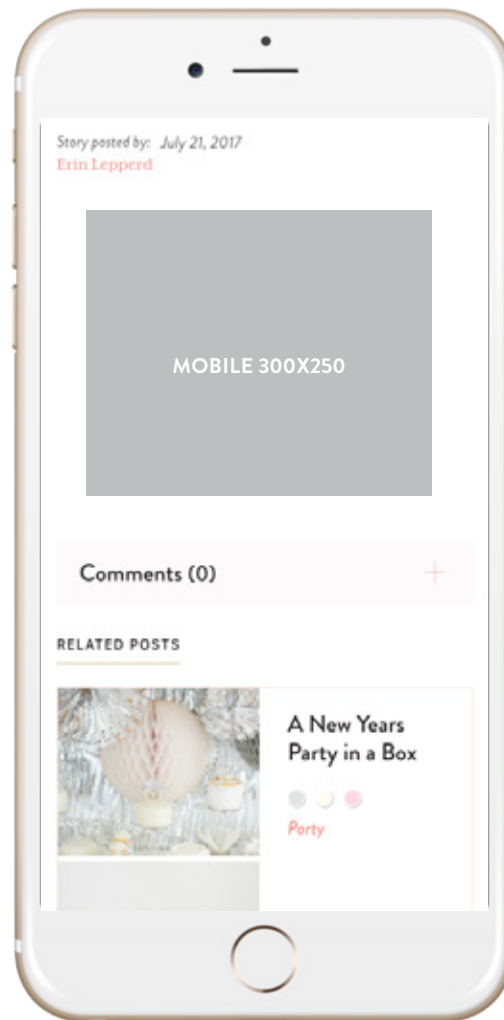
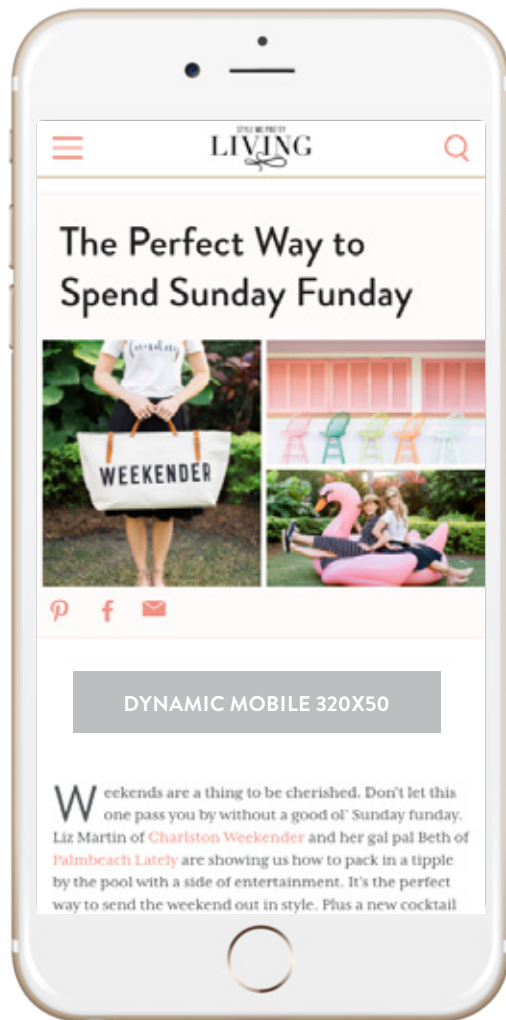
Delivers in the right rail of all Style Me Pretty Living pages and within image galleries. Specs link [here](#).

300x600 HALF-PAGE

Delivers in the right rail of all Style Me Pretty Living pages and within image galleries. Specs link [here](#).

All sizes can accommodate rich media or Oath Premium Format Units for added functionality
File types accepted- JPG, GIF, PNG, HTML5

ADVERTISING & SPECS



Over 70% of SMP's traffic comes from mobile.

320x50/300x250 DYNAMIC MOBILE

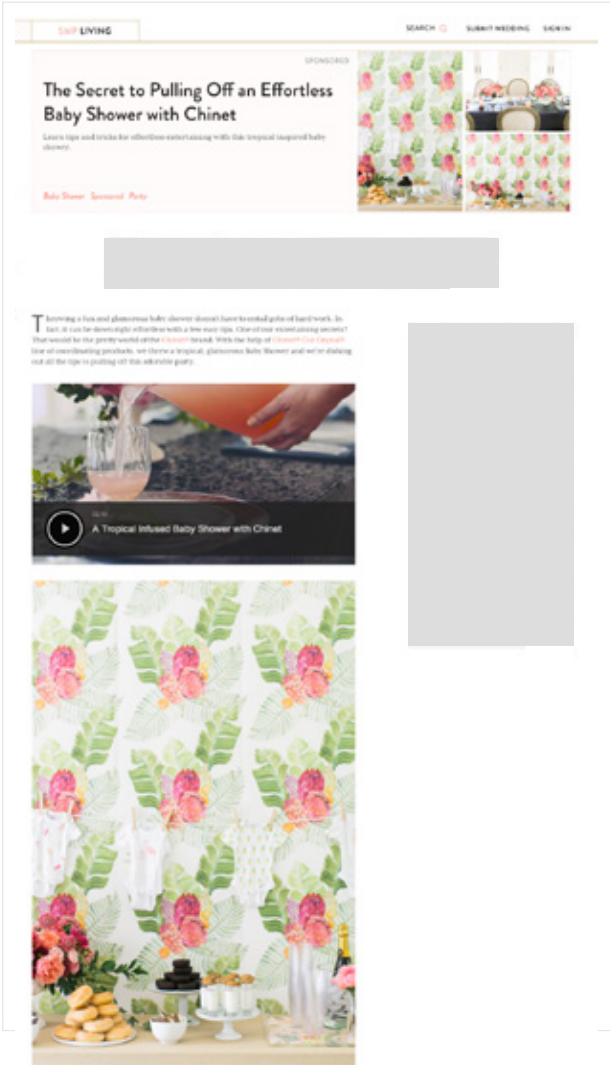
Delivers 320x50 dynamic web and 300x250 mobile BTF units across mobile phone web on all Style Me Pretty Living pages.

320x50 Specs [here](#).

300x250 Specs [here](#).

All sizes can accommodate rich media or Oath Premium Format Units for added functionality
File types accepted- JPG, GIF, PNG, HTML5

ADVERTISING & SPECS



SPONSORED POST OVERVIEW

Highlight your brand to connect with consumers by natively integrating your brand's products or themes into a Style Me Pretty Living sponsored post written by one of our editors or qualified contributors

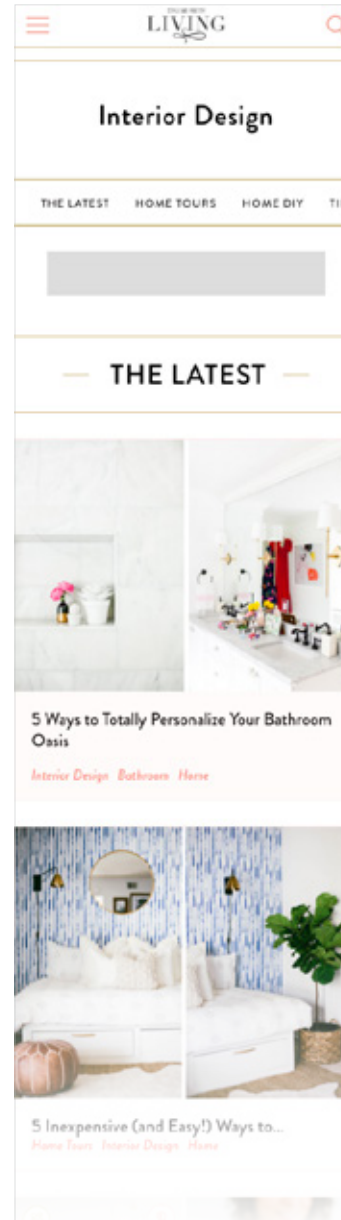
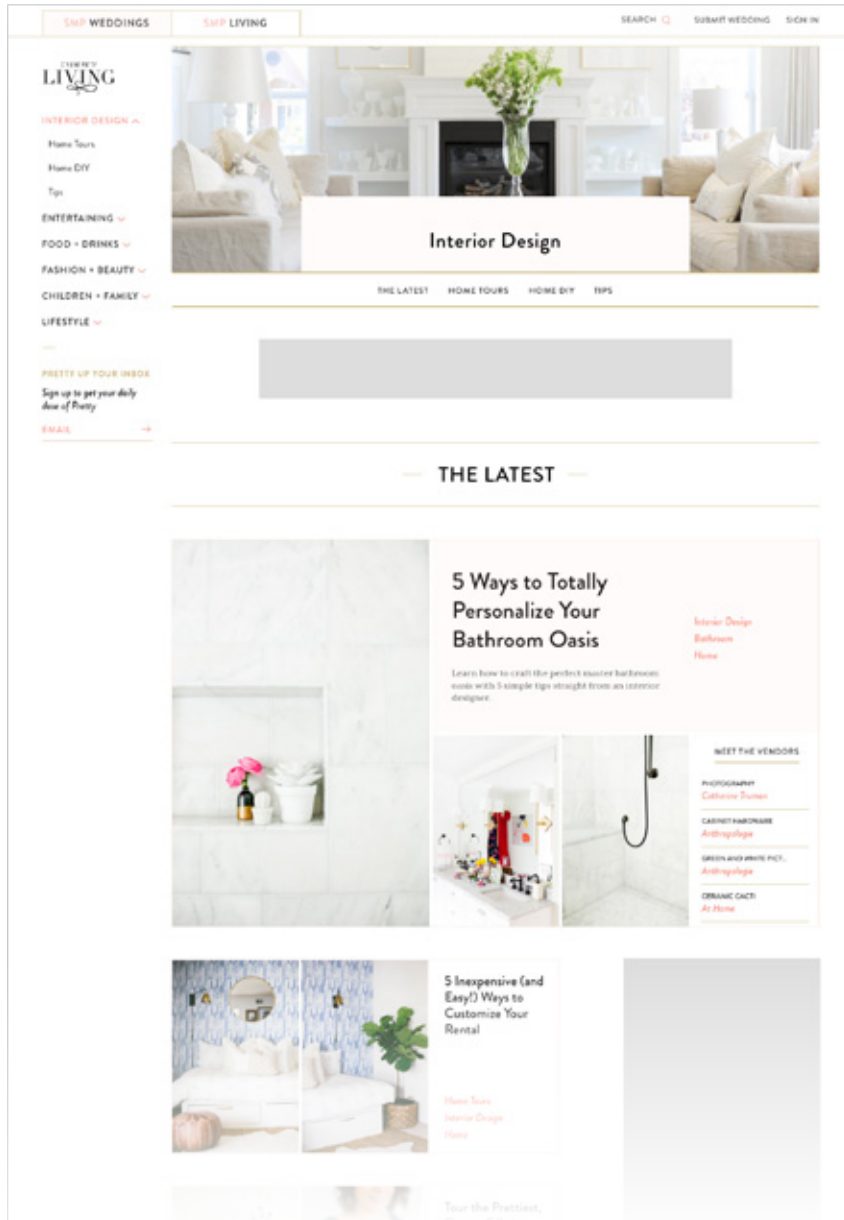
INTEGRATION DETAILS

Brand provides assets and themes for one sponsored article written in our fun and approachable voice.

PROGRAM ARCHITECTURE

- Promoted as a piece of content on homepage of Style Me Pretty Living
- Content will live indefinitely on Style Me Pretty Living
- Organic promotion across SMP's social media suite- 11MM+ followers!
- Paid Facebook and Pinterest amplification to further extend reach

ADVERTISING & SPECS



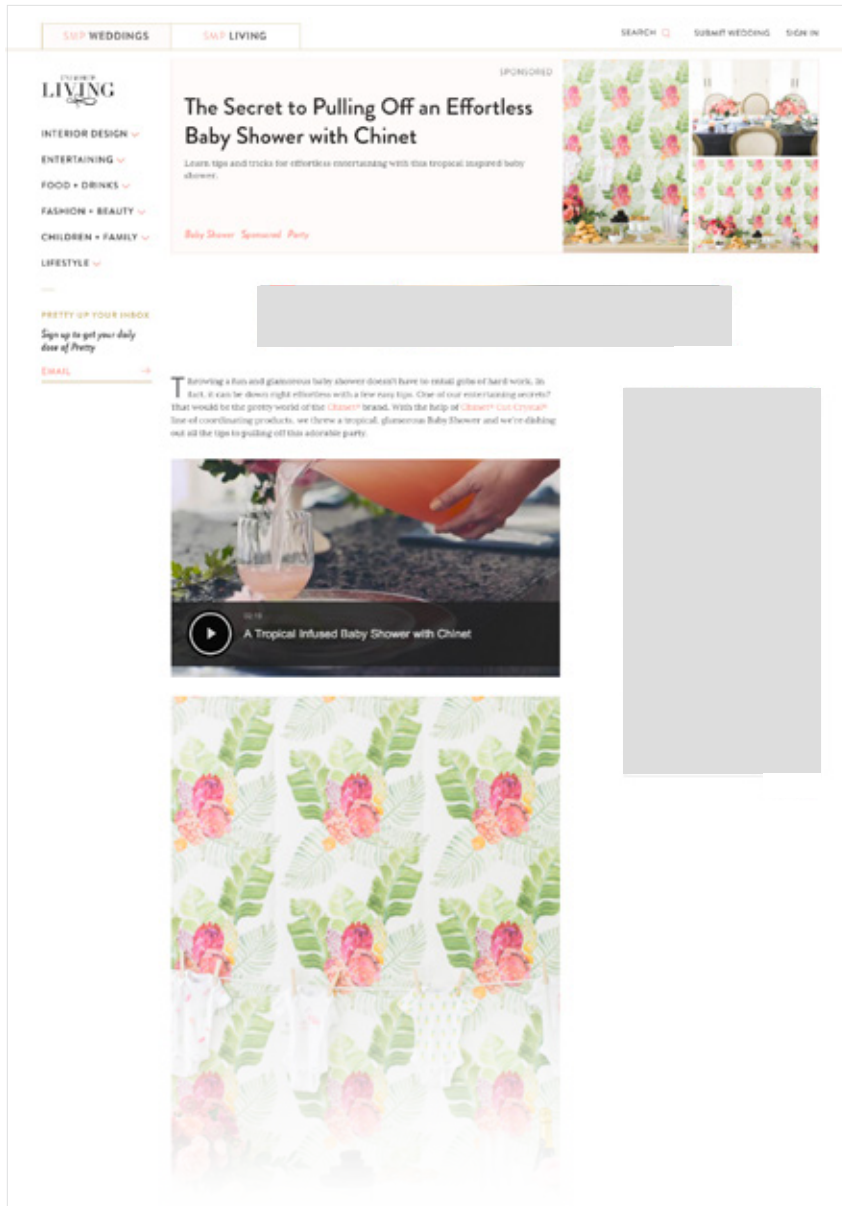
SPONSORSHIP OVERVIEW

PRICING TIERS AVAILABLE \$15K/MONTH- \$25K/MONTH

Own one of Style Me Pretty's dedicated hubs for highly-targeted contextual alignment.

- Available sponsorships:
 - Interior Design
 - Children + Family
 - Holiday Entertaining/Gifting
 - + More seasonal holiday sponsorships
- 100% SOV of aggregate pages across desktop and mobile
- Sizes include 728x90, 300x600, 300x250, 320x50
- 100% ownership of all related editorial articles tagged to the hub
- Hub content updated daily and continuously promoted via paid and organic social to drive traffic to the sponsorship
- 1 sponsored post to feature your brand and to live on the hub

*Can accommodate rich media or Oath Premium Format Units for added functionality



Enhance your sponsored post or sponsorship with one of our custom executions for a truly integrated experience.

CUSTOM PHOTO & VIDEO (STARTING AT \$15K/ \$25K)

Put your brand in the hands of Style Me Pretty Living's design team as they work to develop a photo or video concept and editorial theme that aligns with your brand's objectives. Your brand and product will be natively integrated into a beautifully stylized shoot then showcased in a Style Me Pretty Living sponsored post.

LIVE EVENT ACTIVATION (STARTING AT \$25K/EVENT)

Let Style Me Pretty Living and your brand partner together for a custom event leveraging the best talent in the lifestyle space! Style Me Pretty Living will utilize our large network of design experts, contributors and editors to bring the event to life: DIY workshop, store visit with activation, etc. Brand will receive 1 promotional sponsored post before the event, live event social and 1 sponsored recap post after the event.

CONTACT US

Start crafting your own unique advertising campaign
advertising@stylemepretty.com

