



STYLE ME PRETTY
LIVING
.....

A FIELD GUIDE TO INSPIRED LIVING

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

AUDIENCE INSIGHTS

- 60.3% of the Style Me Pretty audience are head of the household
- 1.2x more likely to consider themselves beauty conscious
- 81.1% of the Style Me Pretty audience are the primary grocery shopper for the household
- 1.7x more likely to have bought furniture/home furnishings online in last six months
- 33% have entertained at their home in previous 6 months
- 1.5x more likely to have bought bed & bath products online in last six months

MALE / FEMALE

M: 2.96%

F: 97.04%

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AGE


25-34: 34%

25-44: 73%

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HOUSEHOLD INCOME

85.4% 60k+



This information reflects the Style Me Pretty audience as a whole.

Sources:

Comscore Plan Metrix, June 2016

Comscore Media Metrix, June 2016

TRAFFIC REPORT

SITEWIDE

30.5M

PAGEVIEWS

3.7M

VISITS

2.7M

UNIQUE VISITORS

SMP LIVING

4.3M

PAGEVIEWS

798K

VISITS

666K

UNIQUE VISITORS

ADVERTISING & SPECS

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LEADERBOARD

728 x 90 pixels

STYLE ME PRETTY
LIVING



GALLERIES | PARTIES | HOME TOURS | FASHION | MORE ▾ | SEARCH

MOTHER'S DAY BREAKFAST IN BED

MAY 8 | by Abby Larson | comments (0) | details ▾

I'm a mom. Of two perfect little babies. Audrey, who is 4...with golden ringlets and a smile for days. And William, 2, who has this mischievous grin that gets me every single time. And I can say - with total confidence - that mother's around the world all want the same thing. Time. Time to snuggle their babies in bed. Time to drink their coffee. Time to make pancakes and run around in the backyard and play, really play with their families. So this little piece of Mother's Day inspiration, shot to utter perfection by our dear friend [KT Merry](#), is about just that. Those few blissful morning minutes with my babies when the day has yet to begin and jumping on the bed is entirely allowed. [Click here to see even more.](#)



MEDIUM UPPER RECTANGLE

300 x 250 pixels

FLOATING/PERSISTENT

300 x 250 pixels

LEADERBOARD

728 x 90 pixel single ad unit, Max 40k
Upper medium rectangle
CPM pricing available upon request

MEDIUM UPPER RECTANGLE

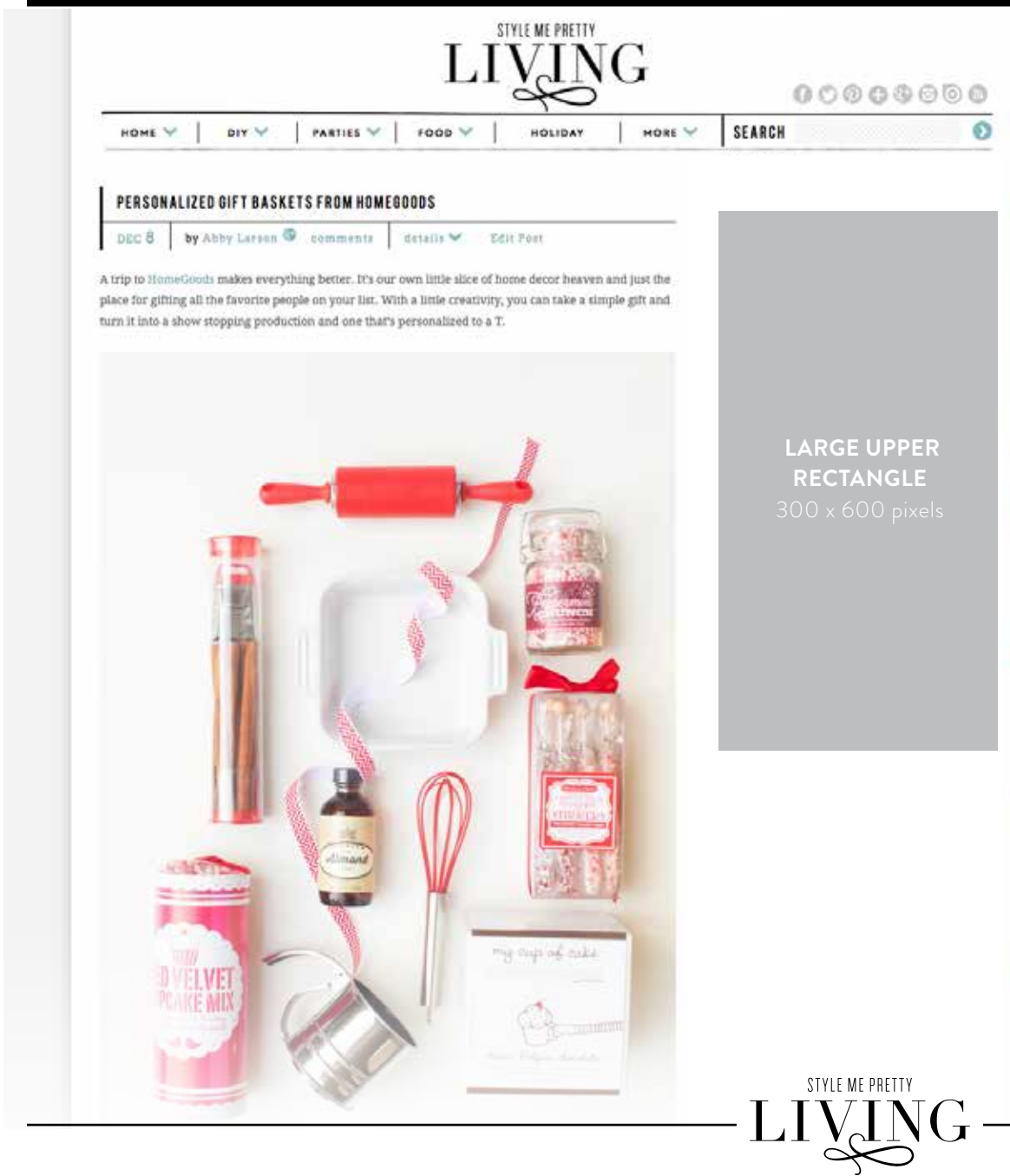
300 x 250 pixel single ad unit, Max 40K
jpeg, png, animated gif, flash
Minimum 100K impressions

*Able to accomodate picteal/devil ad unit.

FLOATING/PERSISTENT

300 x 250 pixel single ad unit, Max 40K
jpeg, png, animated gif, flash
Minimum 100K impressions

*Able to accomodate picteal/devil ad unit
Remains sticky and follows user as they scroll down the page



LARGE UPPER RECTANGLE

300 x 600 pixel single ad unit, Max 60K
jpeg, png, animated gif, flash
Minimum 100K impressions

*Able to accomodate picteal/devil ad unit.

SPONSORED POST

*Pricing available upon request

THANK YOU

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to start crafting your own unique advertising campaign

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