

A woman with long dark hair, wearing a white wedding dress with a long train, is walking through a field of green bushes. The background shows a large tree and a body of water. The text 'STYLE ME Pretty' is overlaid on the image.

STYLE ME *Pretty*

.....
AN INSIDER'S GUIDE TO ALL THINGS WEDDING

AT A GLANCE

STYLE ME PRETTY IS THE LEADING ONLINE RESOURCE FOR THE STYLE-OBSESSED BRIDE

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Updated 6 to 10 times per day, we feature only the best in real weddings, fashion trends, color palettes, inspiration boards and so much more.

Editor Abby Larson brings an intimacy and a sense of style to the wedding industry with a voice that is approachable, completely relatable and effortless. Brides of all styles and budgets feel like they are talking to their best friend, their closest wedding confidant.

AT A GLANCE

FRESH, ORIGINAL CONTENT EVERYDAY

- Photoshoots
- Do-It-Yourself
- Real Weddings
- Wedding Ideas
- Fashion
- Best Vendors



PEOPLE ARE LOVING IT...

4

AS SEEN IN...

Town & Country Weddings, Southern Living, Brides, Ladies' Home Journal, Lucky, InStyle and Business Insider

NAMED...

A staple "IN EVERY BRIDE'S BOOKMARK BAR" by Huff Post Weddings

FEATURED ON...

Rachel Ray, Fox Business, Access Hollywood, CBS Boston, The Today Show, and CBS Sunday Morning

MEET OUR TEAM

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Style Me Pretty features over 1.7 million real wedding photos curated by the wedding and style expert Abby Larson. SMP reaches over 2.2 million unique visitors and receives over 28 million page views per month. Style Me Pretty's has an engaged social following of over 9 million users.

AGE

25-34: 34%
25-44: 73%

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INCOME

85.4% \$60k+

THE SMP AUDIENCE IS...

- 1.04x more likely to have gotten engaged in the last 6 months
- 1.4x more likely to have a total household income of \$100K+
- 1.9x more likely to have accessed or created a wedding or bridal registry offline in last 6 months
- 1.4x more likely to have accessed or created a wedding or bridal registry online in last 6 months
- 1.6x more likely to have bought jewelry/watches/accessories online in the last six months

Sources:
Comscore Plan Metrix, June 2016
Comscore Media Metrix, June 2016

SOCIAL

Style Me Pretty has the largest reach of any bridal site on Pinterest and Instagram.



3.2 Million
LIKES



174K
FOLLOWERS



5.7 Million
FOLLOWERS



799K
FOLLOWERS



418K
FOLLOWERS



WHAT WE KNOW ABOUT BRIDES...

- They are nervous
- They want it *all*
- They want their wedding to be *beautiful, creative, original*
- They want it to be *romantic*
- They want it to be *magic*
- They want *perfection*

**THEY THINK
ABOUT THEIR
WEDDING 24/7**

*A bride clicks on your site out
of a commitment to making the
most important day of her life
perfect in every way.*



TRAFFIC REPORT

PAGEVIEWS

26.2

MILLION
per month

UNIQUE VISITORS

2.1

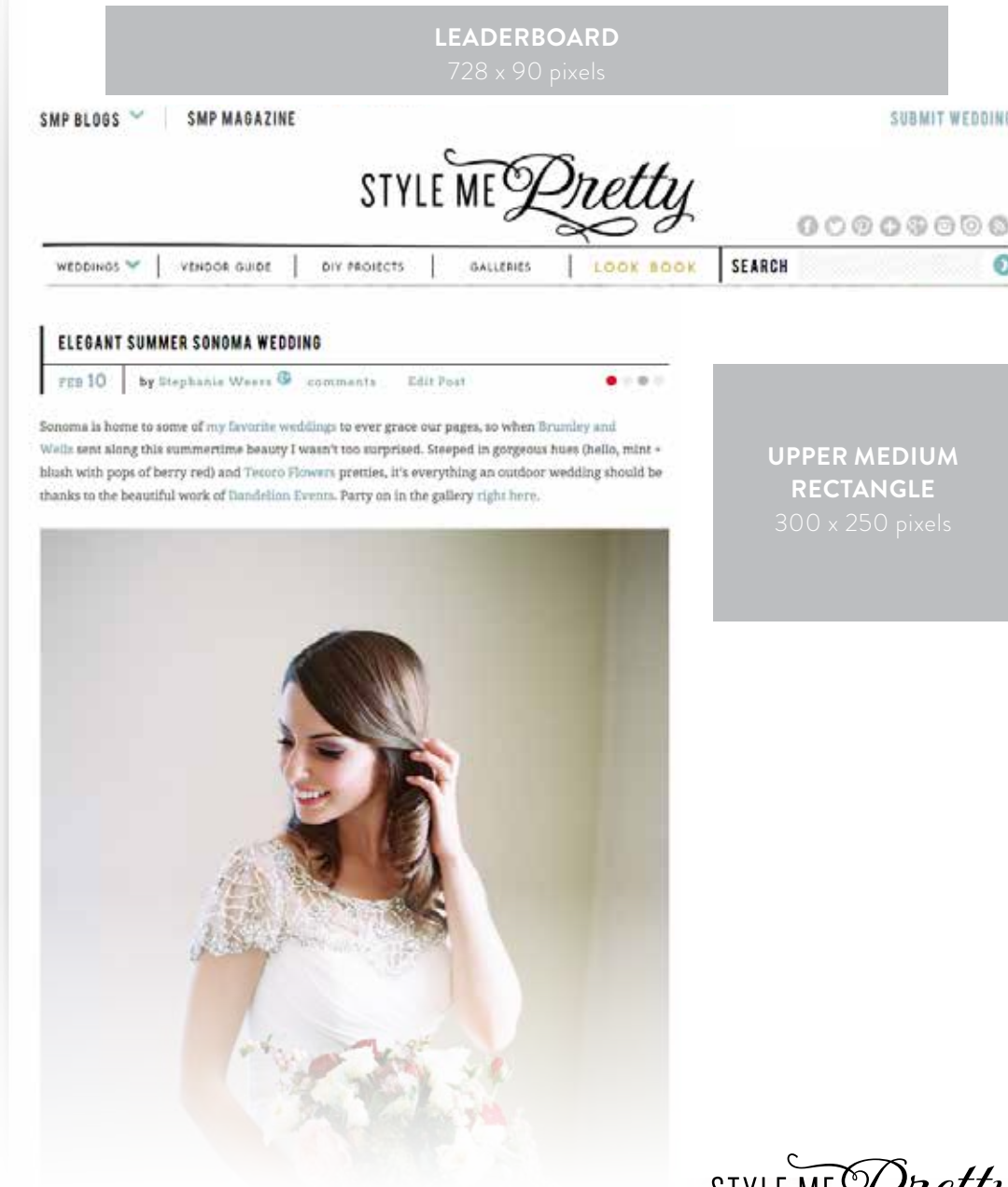
MILLION
per month

VISITS

2.9

MILLION
per month

Source: Omniture June 2016



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

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LEADERBOARD

728 x 90 pixel single ad unit Max 40k
jpeg, png, animated gif, flash
Minimum 100k impressions
*Unit can be paired with our 300x250 or 300x600 to run as synched placements

UPPER MEDIUM RECTANGLE

300 x 250 pixel single ad unit Max 40k
jpeg, png, animated gif, flash
Minimum 100k impressions
*Able to accommodate pictela/devil ad unit

This placement can run across our Contributor Network, helping to scale and reach a broader audience. View a list of the influencers in our Contributor Network [here](#).

LEADERBOARD

728 x 90 pixels

SMP BLOGS

SMP MAGAZINE

SUBMIT WEDDING

STYLE ME *Pretty*



WEDDINGS

VEHICLE GUIDE

DIY PROJECTS

GALLERIES

LOOK BOOK

SEARCH

ELEGANT SUMMER SONOMA WEDDING

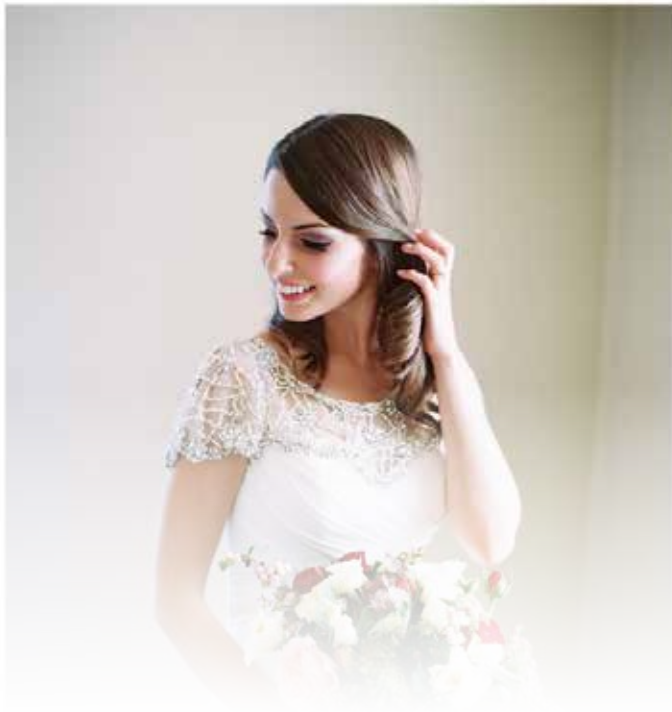
FEB 10

by Stephanie Weers

comments

Edit Post

Sonoma is home to some of my favorite weddings to ever grace our pages, so when Brunley and Wells sent along this summertime beauty I wasn't too surprised. Steeped in gorgeous hues (hello, mint + blush with pops of berry red) and Tesoro Flowers pretties, it's everything an outdoor wedding should be thanks to the beautiful work of Tandelion Events. Party on in the gallery right here.



LARGE UPPER RECTANGLE

300 x 600 pixels

LARGE UPPER RECTANGLE

300 x 600 pixel single ad unit Max 60k
jpeg, png, animated gif, flash

Minimum 100k impressions

*Able to accommodate pictela/devil ad unit



**FLOATING/
PERSISTENT**
300 x 250 pixels

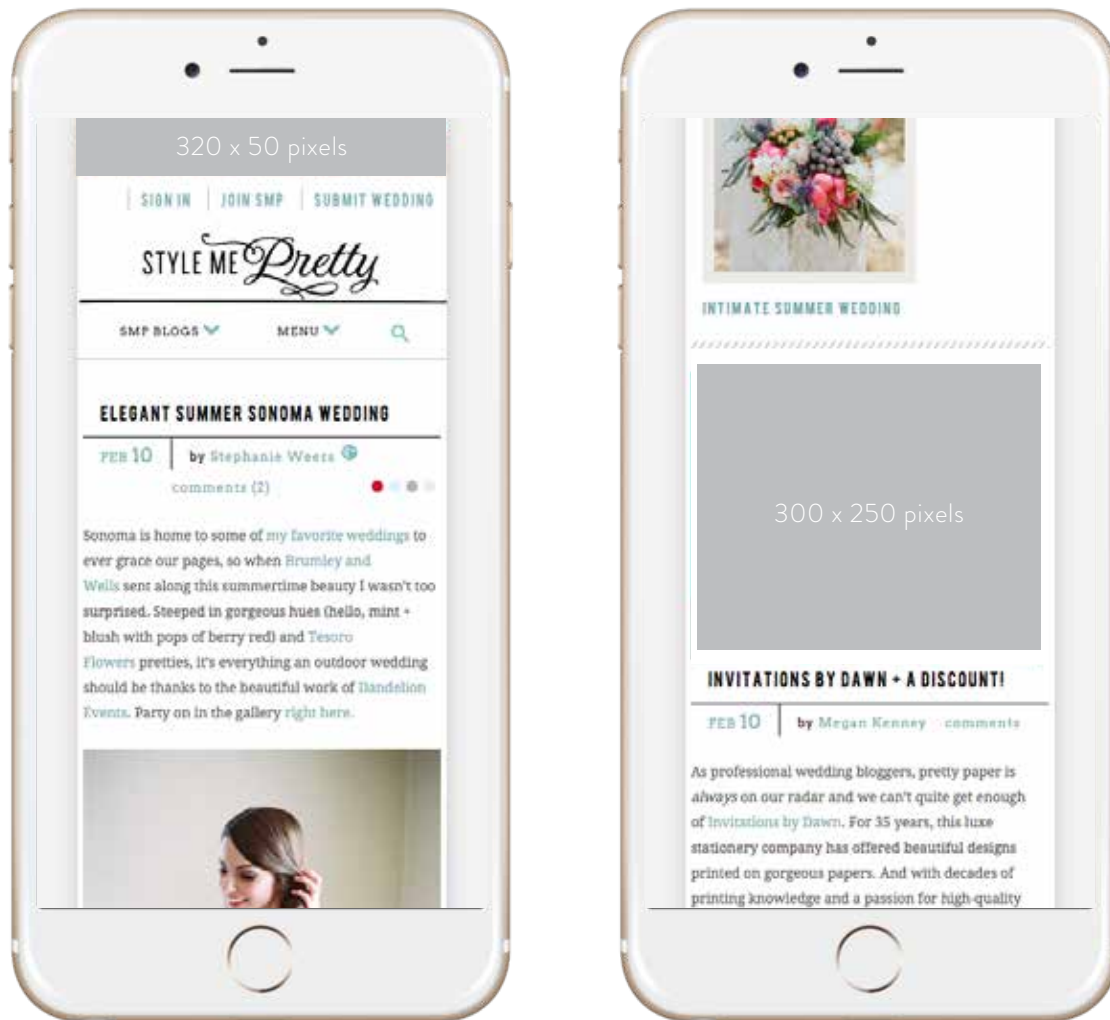
FLOATING/PERSISTENT

300 x 250 pixel single ad unit Max 40k

jpeg, png, animated gif, flash

Minimum 100k impressions

*Remains sticky and follows user as they scroll down the page



Over 50% of SMP's traffic comes from both mobile and social.

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DYNAMIC MOBILE PLACEMENT

320 x 50 pixel single ad unit Max 30K
jpeg, png, gif

UPPER MEDIUM RECTANGLE

300 x 250 pixel single ad unit Max 40k
jpeg, png, animated gif, flash
Minimum 100k impressions
*Able to accommodate pictela/devil ad unit

WIN A DREAM REGISTRY WITH WEST ELM + SMP!

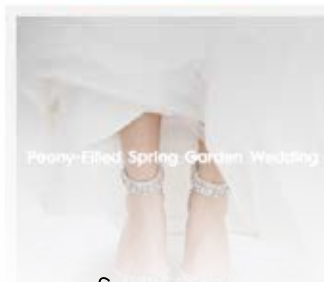
JAN 23 | by Megan Kenney | comments (5) | details

Registering for your big day is like getting the chance to fill your home with all the fabulous things you and your honey need to get started in your newlywed roles. And when it comes to building the most dreamy wish-list imaginable, we're head over heels for West Elm. Take a peek below at some of our faves from West Elm...

A dream REGISTRY



Featured Post



Sponsored editorial posts are written by SMP editors in our well-known, flirty, fun voice. They blend seamlessly into our scheduled content, thus they engage the reader beautifully.

SPONSORED EDITORIAL: FULL FEATURE POST

This mid-week or Saturday post can consist of a giveaway, company write up, product launch, market research, you name it! Please contact us for custom opportunities and pricing.

THANK YOU

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Contact us to start
crafting your own unique
advertising campaign.

advertising@stylemepretty.com

STYLE ME *Pretty*

IMAGES BY JOSE VILLA