

MM
**WHERE
WOMEN
INSPIRE**



2016 Media Kit
Empress Avenue

What is Empress Avenue?

WE ARE AN ONLINE PLATFORM WHERE WOMEN INSPIRE – A GLOBAL COMMUNITY OF CAREER ORIENTED WOMEN WHO SHARE BUSINESS ADVICE, SUCCESS STORIES AND LIFESTYLE INSPIRATION.

We are working to help women reach it all – a budding career, a beautiful home life, meaningful relationships, and most importantly, a sense of self-worth.

We are giving women the resources and answers they need to succeed.

- How can I move up the corporate ladder?
- How can I balance my career and family ambitions?
- How can I find my passion?
- How do I dress for success?

www.empressavenue.com



Who We Reach

HIGHLY ENGAGED GLOBAL AUDIENCE, AVERAGE OF 4 MINUTES PER VISIT

- 74% female, 26% male
- Readers are primarily located in Canada, United States and the United Kingdom
- Women business owners, career professionals, expectant moms and media mavens
- Between 20 to 55 years of age; 45 percent between 25 to 35 years of age

STATISTICS *(DOES NOT INCLUDE MAILING LIST NUMBERS)*

- Monthly Page Views 9,458 - Empress Avenue + Pink Pearl PR
- Social Media – Empress Avenue + Pink Pearl PR
 - Twitter – 15, 500 + 7,855 = (23,355)
 - Facebook – 670 + 5,904 = (6,574)
 - Google+ - 12,347
 - Pinterest 1,226
 - Instagram 811 + 1,236 = (2,047)



Empress Avenue Readers

WHO VISITS EMPRESSAVENUE.COM?

- She is educated and eager to learn, constantly seeking opportunities for personal growth
- She looks to inspire other women and is one with big goals, dreams and aspirations
- She has a sense of self-worth and doesn't let others define her
- She creates her own style, follows the latest trends and dresses for success



Original Content Published Weekly



HOME ABOUT WRITERS HIRE CONTACT



BUSINESS & FINANCE ▾

FASHION & BEAUTY ▾

BABY & KIDS ▾

LIFESTYLE ▾

TRAVEL ▾

CONTESTS

PINK BOOK



Read This:

ALL BUSINESS & FINANCE

CAREER

INTERVIEWS

FINANCE



CAREER

SEPTEMBER 3, 2015

Always need a vacation? Maybe you need a new life.



INTERVIEWS

AUGUST 31, 2015

Jessica Manca, Personal Transformation Coach & Owner of Managing Mindspaces



INTERVIEWS

AUGUST 1, 2015

Debbie Travis, British Design Guru, Author, TV Producer and Host



INTERVIEWS

JULY 29, 2015

Marissa Cristina, Design Love Co



CAREER

JULY 29, 2015

How to Convince Your Boss to Let You Work from Home

WHAT DO WE WRITE ABOUT?

- *Tags:* Women in business, career profiles, women leaders, mompreneurs, women lifestyle topics such as – fashion & beauty, baby & kids, home décor, entertaining, fitness, travel, weddings.

Collaborate with us!

WANT TO BE FEATURED ON EMPRESS AVENUE?

— WAYS TO PARTNER —



Editorial Sponsorships

Content Marketing Options

- Business Interviews
- Product Reviews
- Sponsored Blog Posts
- Press Release Posts

Advertising

Drive New Website Traffic

- “Pink Book” listing
- Sidebar advertisements
- Homepage advertisements
- Newsletter advertisements

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Public Relations

www.pinkprfirm.com

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- Homepage advertisements

Advertising Rate Card

Ad Unit	Ad Size	Monthly Price (USD)
Pink Book	Full Page	Varies - \$125 to \$165
Header	728 x 90	\$299
Footer	728 x 90	\$199
After single post (footer)	728 x 90	\$150
Between Related posts and You might also like (footer)	728 x 90	\$150
Homepage long		\$175
Homepage + Category page left sidebar	125 x 125	\$50
Posts left sidebar	125 x 125	\$35
Posts right sidebar - long		\$145
Article link		\$10
Newsletter	250 x 250	\$150
Sponsored Post/ Full Product Review		\$299



Pink Book

BRAND SPOTLIGHT

Pink Book: Brand Spotlight

Learn more: <http://pinkprfirm.com/pinkbook>

Our new Pink Book program provides businesses with a “mini website” to showcase products and services to an engaged, global audience on EmpressAvenue.com

Option 1: Basic Listing

3 Month Package - \$165/ month

- Personal webpage
- Business profile
- Website and social media links
- Brand interview
- Social media promotion
- Image Gallery
- Reader star ratings
- Empress Avenue blog badge

Option 2: Complete Listing

1 Year Package - \$125/ month

- Basic Listing Features + *PLUS*
- Custom “Pink Book” full page ad
- Homepage sidebar advertisement
- Contact us form
- Promoted in our newsletter



Ready to get women talking about your brand?

PINK PEARL PR IS A STYLISH, BOUTIQUE PUBLIC RELATIONS AGENCY IN VANCOUVER, BC SPECIALIZING IN LUXURY FEMALE MARKETING AND TARGETED PUBLIC RELATIONS FOR TOYS, BABY GEAR, FURNITURE, BEAUTY, FASHION AND LIFESTYLE.

Through interviews, editorial, copywriting, product placements, social media promotion, marketing strategy and event launches, Pink Pearl PR creates brand value and awareness.

We believe successful public relations begins with a personalized strategy and design our cost-effective programs based on your business goals. Learn more on our website www.pinkprfirm.com

Contact Us: Talia Beckett, Managing Director, talia@pinkprfirm.com

Pink Pearl PR