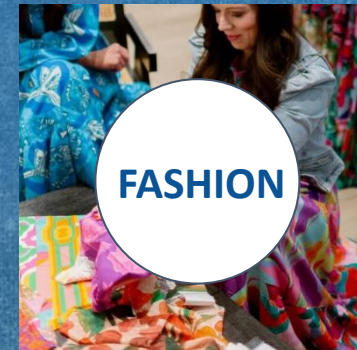


Welcome to StyleBlueprint



At StyleBlueprint.com, we connect our readers to handpicked experiences, the best local businesses, and inspiring women making a difference in our communities – all through approachable content that feels like a conversation with an old friend.



5 Reasons People Like Working with Us

1. Targeted, Affluent, Predominantly Female Audience

StyleBlueprint reaches affluent readers, with the core age span 30-54, a prime market with significant spending power for luxury brands. 70% women; 30% men

2. Engaged Audience Across Key Markets

Our presence in key Southern cities and expanding markets offers our partners widespread reach, with content that resonates deeply with readers.

3. Quality Content + Curation

StyleBlueprint's original, quality content enriches readers' lives, allowing people to enhance their brand appeal in a trusted environment.

4. Diverse Advertising Solutions

StyleBlueprint offers a diverse product mix, from sponsored articles, emails, and social media, to digital ads, to customized packages to ensure brands can customize strategies for high engagement and conversions.

5. Proven Track Record

StyleBlueprint's analytics confirm its success and transparency in delivering effective campaigns with a dedicated team. We're even third-party audited and we've been around since 2009.

“... StyleBlueprint delivers our carefully crafted stories directly to prospective visitors in the desired markets ... We are very happy with the partnership with StyleBlueprint.”

– Gatlinburg CVB

”...both as a client and a community partner, I can't say enough good things about the people behind this company. They are always eager to help and strive to exceed expectations!”

– Margaret Ellis
Jewelry

“One of the **best publications** we have ever worked with. We received **amazing results** through our advertisements.”

– Old 96 District
Tourism

“The Wills Company has been working with the team at StyleBlueprint for over a decade. They epitomize personal service and **are truly invested in helping our company grow.**”

– The Wills Company

StyleBlueprint Key Stats – 2024

Over 200,000
daily email
subscribers

285,000
social media
followers

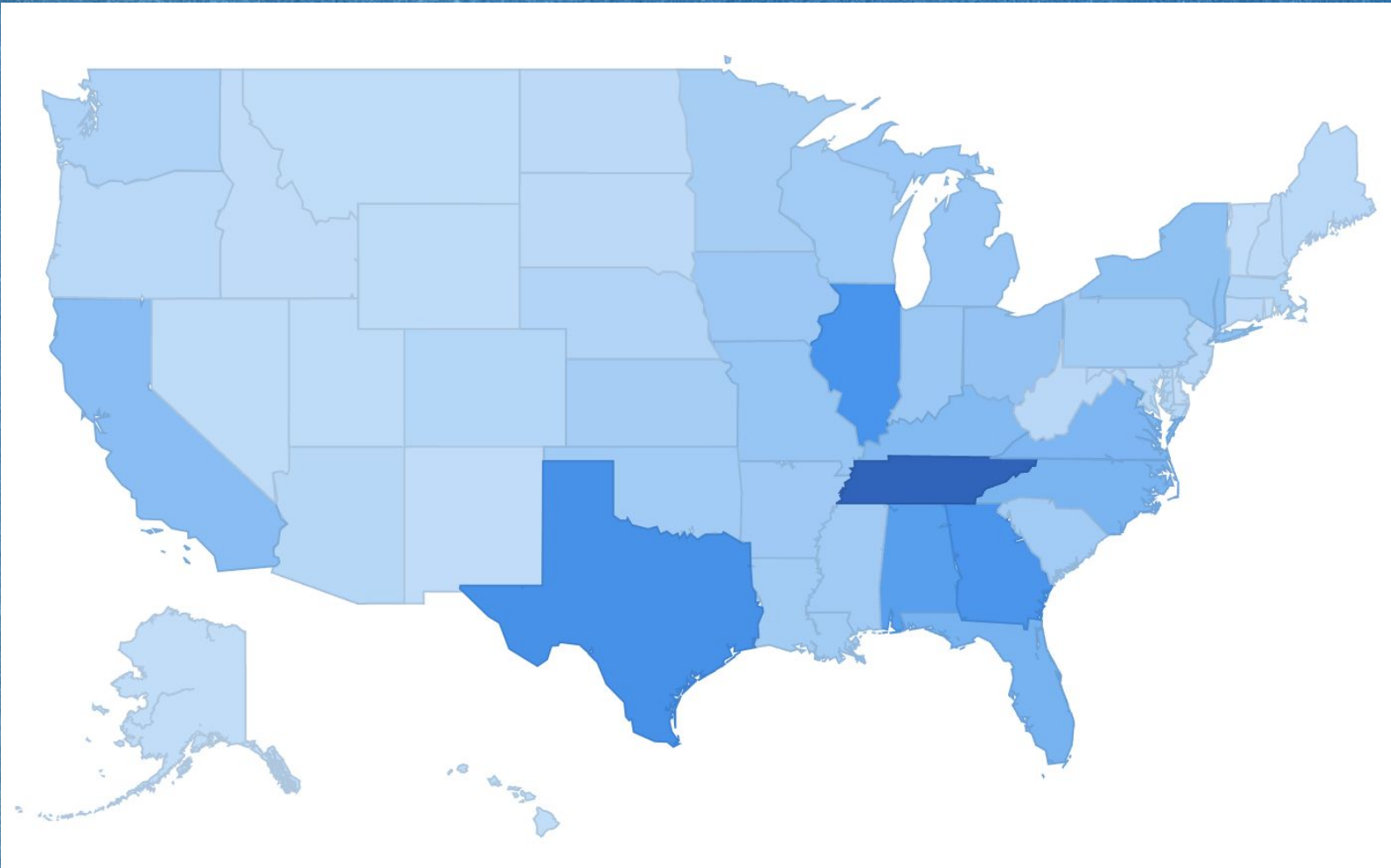
Over 3.5 million
yearly readers on
StyleBlueprint.com

59% readers ages
30 to 54

**Reader
Household Income**
64% over \$150,000
20% over \$400,000

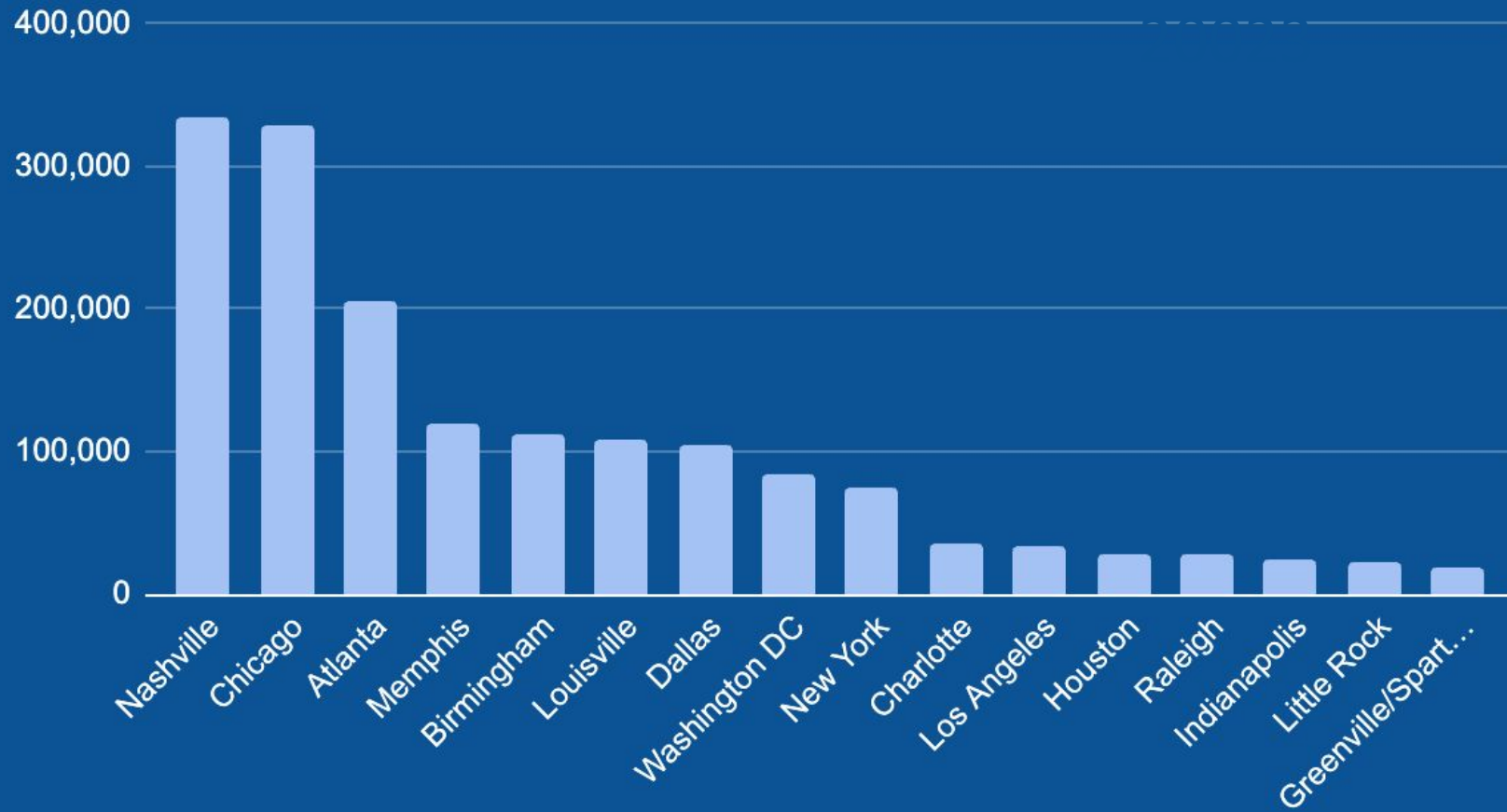
70% female

StyleBlueprint Reader Heat Map: 2024



1. Tennessee
2. Texas
3. Illinois
4. Georgia
5. Alabama
6. Florida
7. Virginia
8. Kentucky
9. North Carolina
10. California
11. New York
12. Ohio
13. Missouri
14. Mississippi
15. Michigan
16. Indiana
17. Iowa
18. Arkansas
19. South Carolina
20. Wisconsin

StyleBlueprint's Top Metro Cities for Organic Readership



How StyleBlueprint Communicates with Readers:

JANUARY 2024 STATS

Why do we have over 3.5 million readers a year?

Because, each day we publish one well-researched, professionally written article, per market, that will enrich our readers' lives.

How do we have over 200,000 email subscribers?

For 15 years, we've been sending out daily emails, highlighting our featured articles, which email subscribers actively engage with. It's a positive way to start their day. We remove inactive emails regularly from our list. Our email markets include: Nashville • Birmingham • Louisville • Memphis • Southern Regional Edition

What is our presence on social media?

Instagram, Facebook, Pinterest: this is over 285,000 organic social media followers who we interact with each day.

StyleBlueprint Editorial Calendar

TRAVEL • HOME • HEALTH • FOOD • FASHION • CULTURE • WOMEN

EVERY MONTH or QUARTERLY EDITORIAL

- New restaurants
- New retail/services
- Weddings
- **Health + Wellness**
- Home features
- **Influential women**
- Interior designers
- FINDS (product roundups)
- **Travel destinations**
- Regional Events
- Interior Design Trends

See our editorial
calendar [ONLINE](#)

JANUARY

Dry January • “Veganuary”
Healthy Recipes • Fitness
Organization • Mental Health
Winter Fashion

FEBRUARY

Black History Month
Seasonal Recipes
Valentine’s Day:
Spring Break Ideas
Winter Fashion

MARCH

Spring Break Fashion +
Packing
Transitional Fashion
Spring Recipes
Easter • Beauty

APRIL

Spring Fashion
Easter
Graduation Gifts

MAY

Cinco de Mayo • Mother’s Day
Graduation Season
Derby + Steeplechase
Memorial Day
Mental Health Awareness

JUNE

Father’s Day
Summer Fashion
Summer recipes
Summer vacations

JULY

Fourth of July
Summer Fashion
Seasonal + Festive Recipes

AUGUST

Back to School
Summer Fashion
Beauty + Wellness

SEPTEMBER

Suicide Prevention Week
Labor Day
Football Season
Transitional Fashion
Beauty + Wellness
Fall Fashion

OCTOBER

Breast Cancer Awareness
Seasonal Recipes
All Things Fall
Fall/Winter Fashion
Beauty + Wellness

NOVEMBER

Veteran’s Day • Holiday
Fashion • Friendsgiving
Thanksgiving Recipes
Thanksgiving Entertaining
Holiday Gift Guides
Beauty + Wellness

DECEMBER

Holiday Recipes
Holiday Entertaining
Last Minute Gift Guides
Holiday Fashion
Beauty + Wellness

How is StyleBlueprint Different?

StyleBlueprint produces premium content, prioritizing reader enrichment and quality over quantity.

Each week, we produce 15-18 editorial articles, all professionally written and researched. Typically, this includes three articles unique to each of our primary markets (Nashville, Memphis, Birmingham, Louisville, and our Regional Southern Edition), and three articles shared by all markets. This means we aren't able to accept many pitches, but we do look to see if we can fit pitches into articles we are currently working on.

Our curated sponsored content must fit our standards and align with readers' interests. While all sponsored content is marked as such, it seamlessly flows with our editorial, which is why it's so powerful for the brands with which we partner.

Similar to print publications, we schedule our editorial and sponsored content well in advance, favoring early pitches for planning purposes.

When is a pitch considered better for sponsored content vs. editorial?

Editorial pitches may be accepted if they complement multi-source articles and fit our editorial schedule. Generally, pieces focused on a single business or angle are a better fit for sponsored content. We're transparent with our readers about sponsored content, which we select for fit and value. Sponsored content allows us to commit to partnering with a brand to get their message conveyed, with benchmarks for success.

What if we are offered a comp a meal, cocktail, or product? What should you expect?

We occasionally accept complimentary items that match our editorial standards and audience interest, **balancing them with our paid advertising commitments**. If we accept, we typically will showcase the item/experience in our Instagram stories, assuming it was enjoyable and something we think our readers/followers will like. Experiences and items may show up in editorial, but we can't not guarantee this.

Does your team accept PR trips?

We selectively accept PR travel trips, favoring those with reader interest and, ideally, advertising synergy. These are managed through freelancers or staff depending on our schedule and capacity. PR trips must cover all travel expenses including transportation, lodging, and meals.

What Sponsored Content Products Do You Offer?

2024 prices

Sponsored Social Media

Carousel of photos or reel on Instagram with paid promotion. Facebook and Instagram Stories as well.

Price range: Starts at \$5,000

Sponsored Email

Campaign sent to all subscribers for one StyleBlueprint edition or multiple edition – with social media support. Excellent for events and branding. Open rates: 40-50%.

Price range: \$1,750 to \$13,500

Sponsored Article

Market-specific articles, or regional-interest articles, promoted via email and social media, with pageview and impression guarantees.

Price range: \$4,200 - \$17,500

Boosted Article

(both editorial articles and sponsored articles)

We amplify the reach of our articles across various platforms and websites for targeted reach on and off of StyleBlueprint. Our campaigns can guarantee 5 million impressions or more. Yes, million.

Price range: Starts at \$5,200

Top List Guides

Annual SEO-optimized roundups in Nashville, Birmingham, and Memphis with more cities launching soon.

Extremely good package with multiple benefits.

Prices start at \$3,500 annually

Digital Ads on StyleBlueprint

Can't my DSP
just place ads on
StyleBlueprint?

Nope!
Our ads, both on
StyleBlueprint.com
and in emails, are
direct sold only.

Digital Ad Options

2024 prices

StyleBlueprint.com

We offer digital ads in specific markets (Nashville, Memphis, Atlanta, Birmingham, Louisville) at \$800/month for 25,000 impressions or \$2,250 for 3 months.

We offer run-of-site campaigns at \$1,250/month for 50,000 to \$1,500/month for 100,000 impressions.

StyleBlueprint Emails

We distribute daily articles with two ads via email six days a week to over 200,000 subscribers.

Ad zones are sold as a takeover, available for individual editions or across all emails.

Price range: \$900 to \$3,750

Do you offer
new-business
specials or bundled
discounts?

YES!

2024 prices

New Business Discount

New businesses in our markets or Regional Edition may be eligible for a steep discount: \$1,950 for a Sponsored Article, plus a Sponsored Email at 30% off, when bundled with the Sponsored Article, available only for businesses new to a market within six months of partnership. **We prefer to work with PR + Marketing agencies for these partnerships.**

Local Business Partners

These are package deals sold on an **annual** basis and include a combination of Top Lists, Digital Ad Impressions, Sponsored Content, free access to Events Calendar, inclusion in daily emails, and preferred editorial.

Prices start at \$850/month and, depending on level, include over \$13,000 in savings.

Do you have any products for under \$200?

Yes, we do!

2024 prices

Event Listings - \$99

Use our self-submission portal to upload events for Nashville, Memphis, Birmingham, and on our Regional Calendar.

These event listing are considered for our editorial monthly event roundup articles and weekly event-based emails.

[SUBMIT EVENTS HERE](#)

Steals, Deals & New Announcements – \$199

Currently for our Nashville market only, this monthly article showcases sales, new menu items, new services, and special ongoing deals at area businesses.

[SUBMIT DEALS + NEW THINGS HERE](#)

How does StyleBlueprint work with **travel** destinations?

2024 prices

We **customize** packages for destinations/attractions using our mentioned products to meet their specific needs. **We'd love to talk!**

We ALSO offer a **variety of travel co-ops** throughout the year at very affordable price points from \$3,950 to \$7,850. 2024 deadlines below:

- Destinations for Spring/Summer 2024: deadline 1/5
- Places to Visit in South Carolina 2024: deadline 3/15
- Best Family Vacations: deadline 3/19
- Best Guys' Weekend: deadline 3/30
- Best Places to Visit in Tennessee 2024: deadline 4/15
- Best Girlfriends' Getaways: deadline 4/15
- Destinations for Fall: deadline 7/20
- Places to Visit in North Carolina 2024-2025: deadline 7/20
- Places to Visit in Kentucky 2024-2025: deadline 7/20
- Places to Visit in Georgia 2024-2025: deadline 7/20
- Places to Visit in Arkansas 2024-2025: deadline 8/1
- Romantic Getaways: deadline 8/31
- Magical towns for the Holidays (state specific): deadline 9/30

For travel partnerships, here are just some of the brands we have worked with:

Just some of the brands we have worked with:

