

M E D I A K I T

Makeup and Beauty Blog



One of the 10 hottest beauty blogs in "Beauty in the Blogosphere" -- Matthew W. Evans, *Women's Wear Daily*, Friday, January 25, 2008

Why Advertise on Makeup and Beauty Blog?

Hi, future advertiser! My name is Karen. I'm a freelance writer and editor obsessed with makeup, and I'm the person behind Makeup and Beauty Blog.

MBB aims to produce in-depth, practical reviews of luxury and drugstore makeup, skin care products, fragrances and hair products, as well as accessories, salons and spas.

Advertise on MBB because reader experience means a lot to me, and your ad won't be competing for attention with dozens of flashing blog widgets, annoying pop-ups or paid-for-posts.

Advertise on MBB because my readers know they can trust me. 90 percent say they've been influenced to make a purchase based upon a recommendation on the blog.

MBB is growing fast. Get in while the gettin's good and lock in today's low introductory CPM rates. In its first year, MBB has blossomed into one of the 10 hottest beauty blogs in America, receiving more than 65,000 visits/month.

My Audience

She's a sassy, college-educated woman aged 18-35 with a passion for makeup and beauty.



She saw what I'd do for love and pre-ordered MAC's Fafi Collection.



She loved Paris Hilton's 5 makeup and beauty tips and gave CAN CAN a try.



She swooned over Chanel's Aurora Blues Spring 2008 Collection.



She ordered the Tokidoki Bag from Le Sportsac.

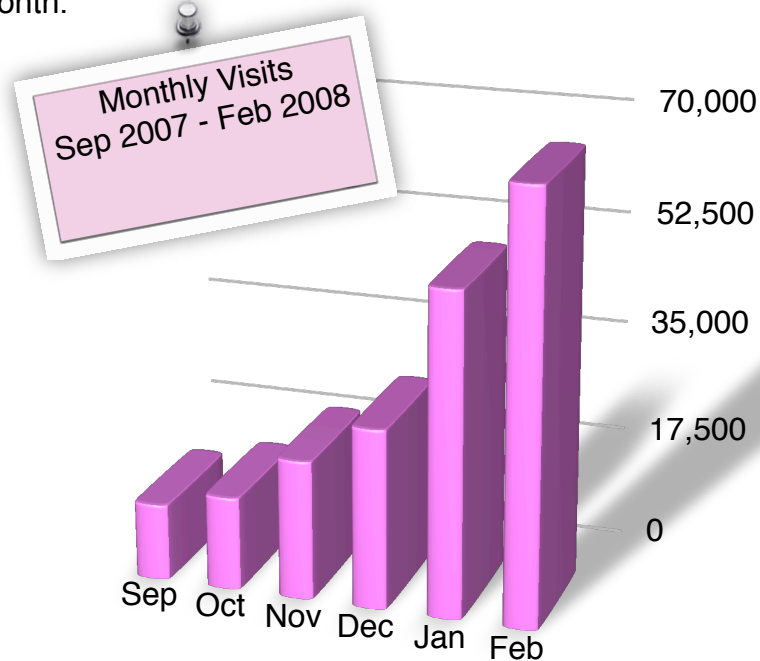


She loved the lash bar and signed up for fun with lashes from Shu Uemura.

She snaps up all the latest collections from companies like MAC Cosmetics, Lancome, Chanel and Shu Uemura.

Traffic and Key Metrics

Makeup and Beauty Blog receives 65,000 visits, 35,000 unique visitors and 120,000 pageviews per month.



Demographics

- 99% are female
- 85% are age 18-35
- 89% attended college
- 33% are employed full-time; 36% are students
- 41% are single
- 36% have a household income over \$70K; median HHI is \$50,400
- 12% have at least one child
- 93% Visit Makeup and Beauty Blog several times a week
- 90% were influenced to purchase by Makeup and Beauty Blog

Source: Makeup and Beauty Blog Marketing Survey; March 2008

Rates and Advertising Options



There are times when you just can't beat the benefits of a tailored advertising campaign, which is why I encourage you to contact me if you have any questions about the standard ad options here.

I'd love to talk with you about your company, what you're trying to achieve and how Makeup and Beauty Blog can help.

Most beauty blogs are overrun with advertising -- ads here, ads there, ads almost everywhere! The resulting cluttered design sabotages the reader's experience and takes away from each advertiser's message.

I would prefer to work with a select few advertisers and deliver better service to everyone involved.

Option 1

Vertical skyscraper

My premier ad option, these 160x600 vertical skyscraper banner ads will get your business noticed.

I've chosen not to sell a huge inventory of ad space on Makeup and Beauty Blog, which means your banner will get the attention it deserves.

Located in the left vertical sidebar on every single page within the *Sponsors* section.

Cost: \$6 CPM, or \$600 per 100,000 pageviews/ impressions.

Option 2

Article page block

Makeup and Beauty Blog has an active community of readers who regularly comment. Their comments appear at the base of each post. Consider advertising with a rectangular 336x280 ad block located directly above the reader comments tied to each post.

Cost: \$5 CPM, or \$500 per 100,000 pageviews/ impressions.

Option 3

Text link ads

An affordable way to test the waters, these on-site text link ads are sold through Adbrite.com, one of my partners.

Your ad would appear in the the left vertical sidebar on every single page within the *Sponsors* section.

Cost: \$5/day, \$25/week, \$90/month.

Karen Monterichard, Owner/Editor
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*Please contact me to discuss
 how we can tailor an advertising
 campaign to suit your needs.*

*Your friendly neighborhood
 beauty addict,*

Karen

Writing Style

Accessible Luxury: Shu Uemura Knows Lashes Inside and Out

Genetics bestowed upon me wimpy, ho-hum lashes... and then made me so clumsy that I couldn't apply false ones to save my life. Oh, the sweet eyelash irony! Enter the Shu Uemura lash bar, aka false eyelash nirvana, where the lashes are affordable and the appointment booking process couldn't be easier. Whether you're looking for a little lash extension, or you're aching for crazy, over-the-top-lashes to overcompensate for many years of eyelash inadequacy (*ahem*), Shu's got you covered.

Notice how fabulously non-wimpy these are. I done died and went to eyelash heaven, ladies!

Would you believe a trip to eyelash heaven is actually pretty darn affordable? From a Shu lash bar, all you do is purchase any pair of their false lashes, which run from \$16 to about \$50 a pair, and a Shu makeup artist will apply your new lashes (and answer any questions you might have about them) for free!

Gratis rules, but I know you work hard for your money, so to stretch those dolla-dolla-bills a wee bit further, here's a great money saving tip I got from Jeccica (pronounced *Jessica*), a Shu Uemura manager, makeup artist and all around rad girl at the San Francisco Fillmore store: buy a pair like

False Eyelashes Luxe (\$20) and ask the makeup artist to cut one of the lashes in half.

Ask the artist to apply each of the cut halves to your outer lashes only. It's a simple way to get a sexy, yet natural-looking eyelash boost. Save that uncut lash for future use. Cut that bad boy in half and you're good to go with a new pair. It's like getting two sets of lashes for the price of one, yah?

As if that wasn't cool enough, the icing on the cake: Shu's lashes are also reusable. Just take care when you remove them (gently pulling them off), and store them in their original packaging to keep them clean and safe. Now don't you feel clever?

Shu makes arranging a lash bar appointment easy. A week before you'd like to visit, stop by or call your nearest Shu Uemura counter and ask to schedule an appointment. A lash application takes about 20 minutes.

On the day of my appointment, I met up with Jeccica at Shu's Fillmore store

early on Saturday morning. We began by discussing the kind of lash look I wanted, and she showed some samples and described the process.

Hmmm...

I had grand plans for grocery shopping after the lash bar, so the rational part of my brain whispered, "Choose something demure. You're going to Safeway to buy bananas," but the wanna-be-eyelash-diva in me snapped her fingers and responded with, "Girlfriend, you ain't here for subtle!"

[Click here to read the rest of this post...](#)



Praise for Makeup and Beauty Blog

"Although I wasn't a reader for the entire year... I must say that I love your blog... and I reread what I missed... so congrats on a great year! And I look forward to even more greatness in 2008!"

-Carla, Feb. 21, 2008

"Karen, you look so cute! I love your blog and it's one of my favorite stops to visit during the week (stay home with my two kids ages 1 and 4)."

-Anna W, Mar. 11, 2008

"Happy birthday!!! I love your blog and I think your writing is hilarious. Sometimes I laugh out loud like an idiot while reading your entries!"

-Kristine, Feb. 19, 2008

"You're a beast!!! You do not take NO for an answer, and you do your job. That's awesome! I love your blog, and I want to get one of those Fafi Iridescent Powders. Thanks for the swatches!"

-bgirlskco, Feb. 10, 2008

"Cheerio from Finland! I came across your blog a while ago and I've been an avid reader ever since! I love love love your blog! It has inspired me to a) purchase a bunch of beauty products (I used to use only foundation, blush, mascara and l/g) b) try various looks. This post made me laugh my @\$% off! Keep up the good work!"

-Aleks, Feb. 10, 2008

"This post is FANTASTIC! This has got to be one of the most detailed tutorials I have ever seen. Great job, Karen."

-Victoria, Jan. 22, 2008

"Hi Karen. I am a make-up artist in So. Cal. and I wanted to let you know how much I love your blog. In fact, I have come to rely on it before I make my trips to the MAC Pro Store! Love the entry on the new matte products and was pleasantly surprised at how much I am interested in purchasing the matte lip colors for my kit or the next time I am filming I will request them thanks to your review. And I love that you post the colors on actual "lips" — this really helps determine the color.

-Melissa, Oct. 3, 2007

What an inspiring post! It makes me think... I'm thankful for my husband, marrying him was one of the two best decisions I ever made! I'm thankful for my seldom-mentioned (on

beauty blogs... not in the rest of my life...) but wonderful two young sons and also my beloved cats! I'm thankful for contact lenses and modern dentistry, and the ready availability of really good chocolate! I'm thankful for Chanel which gives me something to look forward to, and Stila (and MAC, Smashbox, etc.) which give me something to put on my face in the meantime! I'm thankful for aikido, which keeps me feeling young and in shape and has given me some wonderful friends, and last, but not least, I'm thankful for beauty blogs (especially you, Karen, because you are my absolute fave!) which have given me an outlet for my glamorous leanings and made me feel less alone in my passion for fabulousness! Thanks to y'all!

-Glosslizard, Nov. 26, 2007

