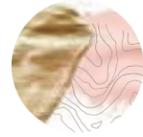




COLOUR ME
classic

2018 MEDIA KIT



COLOUR ME *classic*

ABOUT:

Haley Titus is a 30 year old creative from Sacramento, CA. She runs a fashion and lifestyle blog, called Colour Me Classic. Aiming to encourage women to buy classic pieces for their home or wardrobe. Haley believes it pays to spend money on classic and quality pieces, you can keep for years to come.

THEME:

CMC was first published in 2012 by Haley Titus, who wanted to combine her love of style, photography, graphic design, writing and painting into one medium.

She strives to inspire others to make the most out of their wardrobes with styling and remixing tricks.

Haley combines the medium of painting and photography. She takes watercolor paintings and transposes them onto the backdrop of her photos. She has produced over 50 pieces under the hashtag #cmcpaints.

The photography style is minimal, clean, bright and airy. The messaging relates to self empowerment and spreading creativity for all.

AUDIENCE:

The target audiences are women ages 20-35 in northern California. Females who enjoy fashion but make their choices based on their diverse lifestyle. Colour Me Classic resonates with creatives as Haley has a background in design, photography, graphics and multi-media arts.

BLOG STATISTICS & REACH: (CURRENT AS OF 1/1/2018)

The blog has been producing consistent content since June 2012. Totaling at 35k views. 75k page views, 20k unique visitors, Each month the average views are 1.5k.

Our top five markets include:

U.S. 79.3%.

UK 3.3%.

AUS 2.5%

CAN 2.5%

GERM 1.8%

Instagram: 11,835 followers | Facebook: 294 followers

Pinterest: 1,206 followers | Twitter: 518

CLIENT LIST:

Almay, Banana Republic, Maybelline, Origins USA, CoffeeMate, Armani, DSW, Move Loot, Cuyana, Shop Cuffs, Green Chef, Halo Top Creamery, Shop Tobi, The Peach Box, Wolford Fashion, Urban Philosophy, Mimic Designs, Melanie Laurene Jewelry, Scouted Apparel, Surfdomo, Joules, Persunmall, Shelinside, Space07, Ritual Skin, Lylas by Moss, Shabby Apple, Ankit, Happiness Boutique, Eshakti, Rocksbox, Tiny Tea, Campbell brand, Firmoo Glasses, Happiness Boutique, Mirina Collections, Zaful, Shop Azil, Tobi JORD, Larimar + more.



HALEY TITUS

OWNER, COLOUR ME CLASSIC

Lifestyle + Fashion Blogger

colourmeclassic.com



Instagram followers:

11.8K

Monthly Unique Visitors:

1.5K

Monthly Sessions:

1.5k

Monthly Page Views:

2.1K

colourmeclassic.com



COLOUR ME
classic



TRANSFORMING AT AGE 30
HELLA WOW... I WAS NOT EXPECTING TO TAKE A 3 MONTH BREAK FROM...
READ MORE

STAY INSPIRED WITH WEEKLY
COLOUR ME CLASSIC
UPDATES TO YOUR INBOX

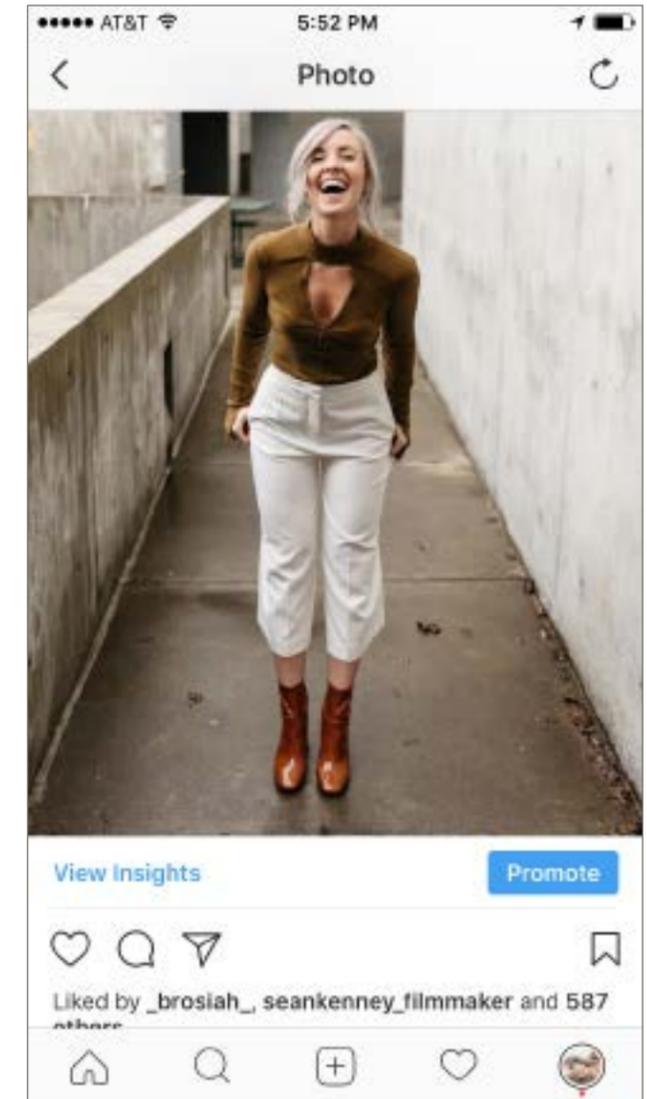
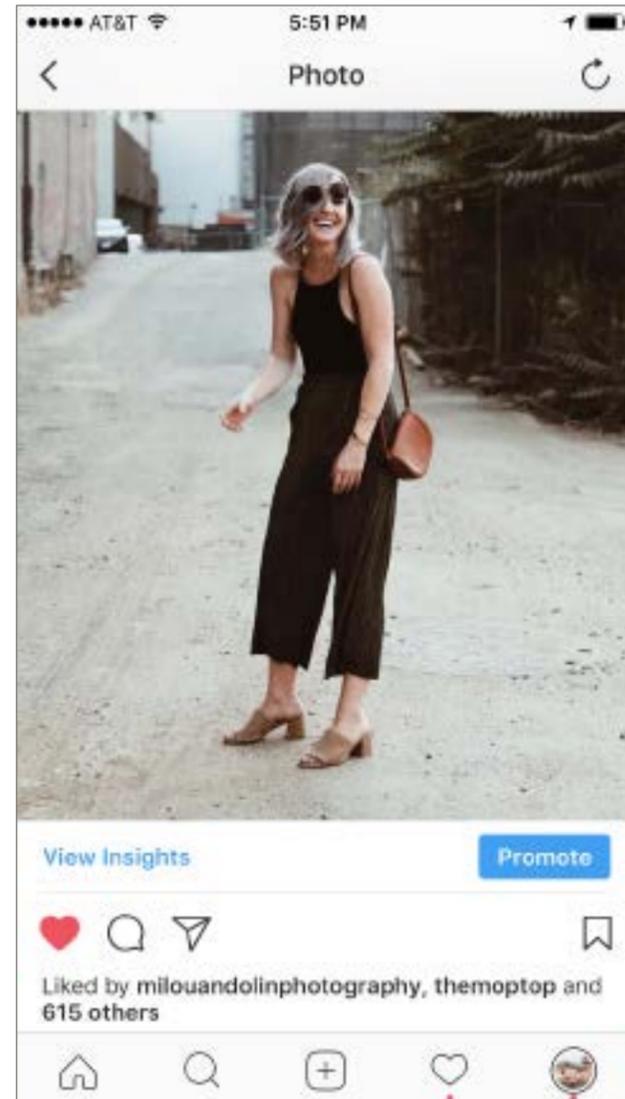
POPULAR POSTS



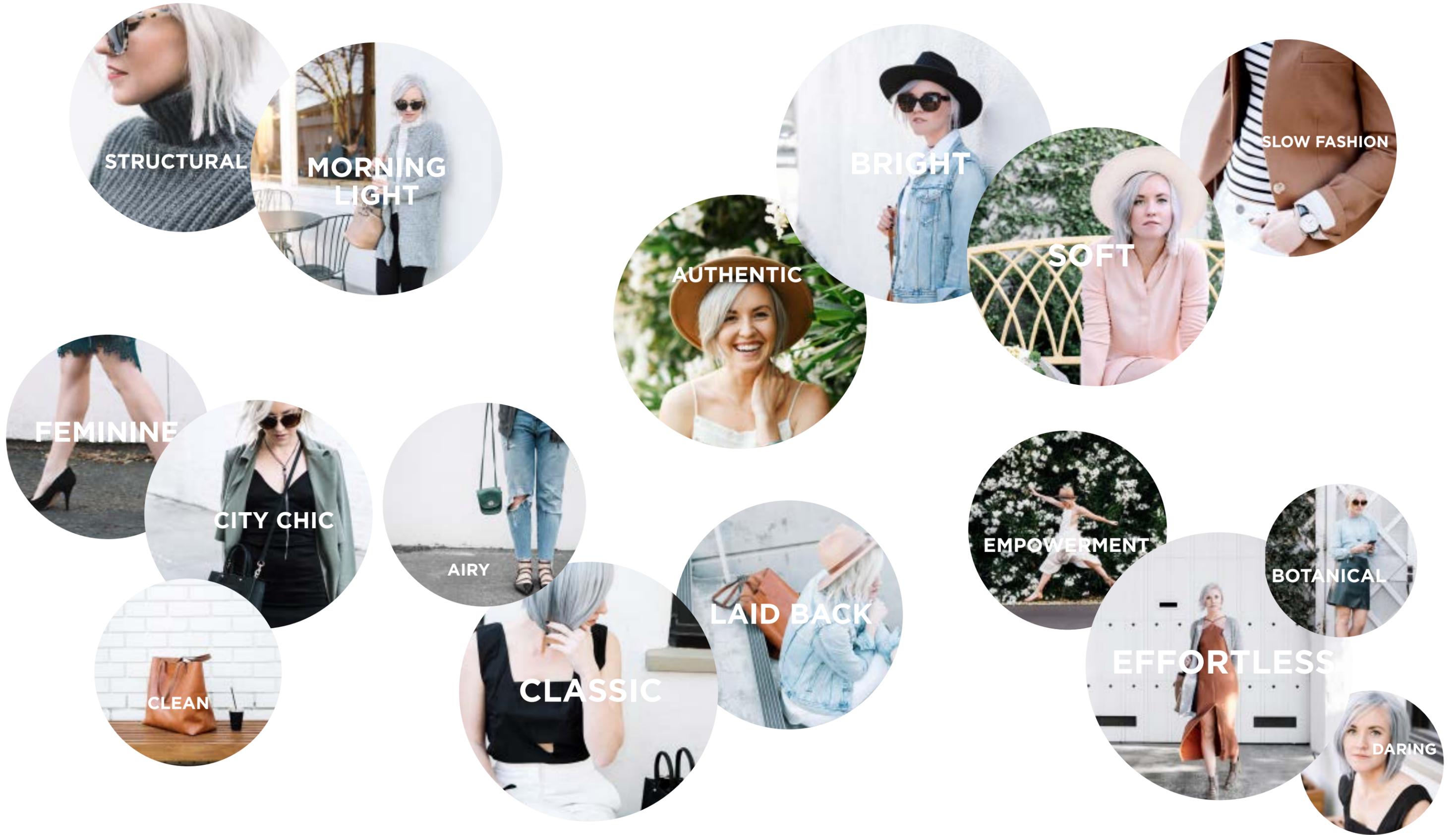
UNDER FEATURED
TRANSFORMING AT
AGE 30

UNDER FEATURED
FIRST 5 MONTHS OF
FREELANCE

UNDER FEATURED
HOW TO STYLE A
MINI SKIRT FOR



Highest Engagements on Instagram



Brand Descriptors

RATES

BLOG POST:

Includes product or company review/experience, 7-10 custom photos + 300-700 words. Company has full access to photos for their social platforms and marketing needs. The brand will be tagged on the blog post. The content will remain live on site for 3+ years, SEO terms of your choice included, 3-5 external links of your choice can be added.

-
Product Post.....\$300

(Styled product photoshoot. 1-2 shots of Haley wearing the product. 3-5 indoor product centric styled images. Think flat lay style.)

Outfit Post...\$250

(will include featured item(s) selected by Haley, into a outfit/lifestyle shoot. Other clothing brands can be tagged in the outfit details. Only your brand will be discussed in the blog post writing. 1-2 close up detail photos will be included of the featured product)

SOCIAL POST:

Facebook post (includes paid ad boost for \$25)
Your brands account will be tagged in the caption).....\$75

Level One: Instagram Outfit Post..\$175

(Your brand will be tagged in the photo, other brands are allowed to be tagged as well. Option for clothing brands only)

Level Two: Instagram Brand Post...\$250

(Your brand will be the only account will be tagged in the caption and photo.)

CREATIVE STORY TELLING:

Includes story boarding, concept creation, photographer/ videographer, location scouting, incorporation of company products in a lifestyle centric story.

Video 2-3 minutes.....\$700

Photo Diary on blog (5-7 images).....\$500

VIDEO PRODUCT REVIEW:

30 sec. in studio, stationary cam, RF music....\$300

1 min. multiple angles, voice over & cut styles....\$550

TRAVEL:

Vlog style video of travel on YouTube + Blog....\$600

Travel Diary on Blog (10-15 photos)....\$400

Accommodations negotiable....

SNAPCHAT OR INSTAGRAM STORY TOUR:

Local Tour (1.5 hr), 5-7 snaps/stories....\$175

EVENT HOSTING:

Includes in store appearance, travel time, handing out swag, guest greeting, hosting giveaway. Food and drink covered by company.

1 pre party social post on 2 platforms

2-3 Instagram stories during event

1 blog post covering event

1 hr photographer time on site

Total....\$600

INSTAGRAM GRID OR STORY TAKEOVER:

2 photos per day, 3 day span (Fri, Sat, Sun)....\$175

EXTERNAL ARTICLE:

Written content for an external publication, includes custom photography to accompany content.

Article 400-700 words.....\$75



WE LOOK FORWARD TO WORKING WITH YOU!

- *Thank you for your time!*