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INSPIRATION FOR YOUR WEDDING

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# GREEN WEDDING SHOES

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& A FASHIONABLY EVER AFTER

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## MEDIA KIT

updated JANUARY 2017





## Who We Are

### Who We Are

Green Wedding Shoes was borne out of the real life planning of Jen + Jason's wedding and has grown to become *the* destination and trusted voice for fashion forward brides worldwide! We're all about breaking from tradition, sparking new trends and, of course, a great story. So, whether the nuptials are being exchanged in a rustic barn, on a bohemian beach or in a modern hotel....GWS is sure to inspire.

We get it, not everyone's in the process of getting married....so, for those who dig our aesthetic + vibe but aren't planning a wedding, and in response to repeated requests from our former brides and brand partners, GWS now provides plenty of lifestyle, travel, DIY's and entertaining tips to give your life the touch of GWS style you're seeking for whatever stage you may be at in your young life. Expanding the breadth of our content allows us to introduce lifestyle brands and products to couples at a point in their life when they're forming brand loyalty relationships that will persist for years!

## What We Do

### We Inspire

- brides to plan + experience the wedding of their dreams
- trends that inspire other wedding industry publications
- influencers who use our features to inspire their followers
- fashionable millennials to live a happy, healthy + well designed life
- travel for + celebration of life's milestones large + small

### We Connect

- your brand with valuable readers, we favor quality over quantity
- with millions of loyal readers daily on our site + active social profiles
- top tier wedding industry talent + brands with millennial brides
- wedding venues with brides and wedding professionals
- hotels + resorts with upscale travelers celebrating life
- products + services with an audience seeking authentic brands

### We Create

- opportunities for brands seeking to break into the wedding space
- products with our partners
- DIYs for weddings + everyday after
- outfits for dailywear + special occasions
- product demos to create awareness + educate our audience

GWS, where wedding influencers get their inspiration....



## Our Audience

### DEMOGRAPHICS

#### gender

92% female (1.34x)\*

#### age

16% 18-24 (1.29x)

43% 25 - 34 (2.48x)

#### geography

68% is from the US

California

Texas

New York

Florida

Illinois

5% Canada

4% UK

3% Australia

2% Germany

2% France

} Our Top 5 States

#### education

74% college (1.34x)

20% grad school (1.37x)

### AFFINITY

#### Our readers are....

- 1.4 times more likely to be luxury travelers
- 1.1 times more likely to stay at luxury resorts
- 1.5 times more likely to buy upscale apparel

### INTERESTS

#### Our readers are really into....

- weddings
- travel
- connecting with others
- improving their community
- brands that give back
- photo + video equipment
- fashion, styling + modeling
- home decor
- foodie lifestyle
- music + movies
- technology that simplifies life
- outdoor activities

\* Index comparing GWS audience to the internet population. An index of 2x means that a quality is twice as likely to be present on GWS than in the general internet population.

## Our Reach + Influence

4.2 million people worldwide



800K



460K



2.2 Million



450K



66K



260K

2 million images from Green Wedding Shoes are viewed on Pinterest daily by more than 740,000 people

Named one of the top 10 wedding accounts to follow on Instagram by Vogue



## Product Collaborations

### What Does a GWS Collab Look Like

As you can imagine, every product collaboration is unique. We're happy to lean on our industry and product design experience to blend our brand aesthetic with your product to create something we of which we can both be proud!

### Why You Should Work with GWS

GWS has carved out a niche in the wedding industry that allows us to connect with and influence both fashionable brides and industry leading wedding professionals. We'll use our platform to give your brand a lift by creating awareness among industry influencers and providing our trusted endorsement of your offerings.

Additionally, by forging a closer working relationship, new opportunities always seem to present themselves. We absolutely love this + we're more than happy to make time for partners seeking to enter into a deeper relationship with us. We find that the deeper the relationship, the bigger the benefit for all involved!

### Past + Current Product Collaborations

- Show Me Your Mumu (bridesmaid dresses + rompers)
- Mejuri (capsule jewelry collection)
- Gorjana (capsule jewelry collection)
- ModCloth (capsule bridesmaid dress collection)

### Rates

Please contact us to discuss





## Content Partnerships

### What's a Content Partnership

We partner with brands looking to make a splash with original content created by us in the GWS aesthetic. This content is then featured on GWS, across our social media and made available for our partners to use.

### How It Works

Once your team shares your marketing and business objectives, we'll get to work creating beautiful and aspirational photos that speak to our audience in a way that will get them to take note and take action.

Every partner relationship is unique and special to us, but common activations selected by partners for Content Partnerships include:

- Editorial Photoshoot
- Hotel and/or Venue Visit + Review
- Custom DIY to Showcase or Demonstrate a Product or Service
- How To Guides

We are always open to new ideas, so let's brainstorm to create something truly unique!

To the left are examples of past GWS partnerships.

### Brands We've Collaborated with Include:

- Target
- Four Seasons
- West Elm
- Kate Spade
- Bed Bath & Beyond
- Lulu & Georgia
- The Land of Nod
- Modcloth
- Joanna August
- Frexienet
- Afloral
- Four Seasons
- Ace Hotels
- Belmond Hotels
- Andaz Hotels
- BevMo!
- Godiva
- BHLDN

### Rates

Please contact us to discuss

## Social Media

### Social Media

We have very active followings on Pinterest, Instagram, Facebook, Snapchat and Twitter. We love finding new and creative ways to partner with innovative brands. If you're looking to reach our engaged followers and we see a good fit, we're happy to put together a package comprised of one or more of these networks.

Instagram: \$800/post for provided photo, starts at 1200/post for custom photo

Facebook: \$350/post

Pinterest: Contact for pricing

Snapchat: Contact for pricing

Twitter: \$50/tweet



## Sponsored Posts

### Sponsored Posts + Giveaways

Sponsored posts are a great way to get your product or service prominently featured within the editorial channel of GWS and on select social platforms.

Each Sponsored Post is composed by GWS, in the GWS voice to maintain consistency with the other site content, to give our readers an overview of your product/service. Sponsored Posts are clearly marked as such to differentiate them from editorial content.

Your post will include 1-2 paragraphs about your product and 4-10 images/photos to go along with it.

Your post will be featured on GWS and distributed via GWS social feeds: Facebook, Twitter, Pinterest, Tumblr and Google Plus. Your post will live forever on GWS, so readers can search Google or our archives and tags to discover your post well after it's been published.

Giveaways are a great way to further engage with our readers.

We limit our sponsored posts to 2 per week to create prominence for our partners.

**Cost for a Sponsored Post:** starts at \$1200, please contact us for custom prices

**Add an Instagram post** to your sponsored post for a discounted rate of \$400

Additional social amplification is recommended and a great way to extend the duration of activity with your original GWS content!



## Email Newsletters

### Promo in our weekly GWS email

Promote your company or business in our weekly newsletter email with a growing distribution list, currently over 12,000 subscribers.

**Cost:** \$250

### Dedicated Email

Send a dedicated email to our audience of over 12,000 readers.

**Cost:** \$850



## GWS Preferred Wedding Artist Guide

### Why Create a GWS Profile

#### Win the Types of Clients You Want

Wedding professionals always ask us how to find and win clients like the ones we feature on GWS. Well, our GWS Preferred Artist Gallery is a great first step! A listing in our guide will get you in front of GWS couples actively seeking partners for their wedding.

#### To Be Listed with the Elite Wedding Industry Pros

We don't just accept every business that applies, every artist listed is first approved by Jen. Our strict review process and focus on quality naturally limits the number of profiles we accept. Our limited number of profiles makes finding the perfect vendor is easier for readers, as they can rest assured that each of our accepted partners are among only the best in the industry.

Each listing is for a 1 year subscription, full payment is required before your listing goes up.

### Member Benefits

- **Access to Quality Clientele** - Get introduced to the clients you want to book
- **Visibility** - Our Guide is curated, so you aren't 1 of hundreds vendors listed in your category
- **VIP Submissions** - We'll review and respond to your submission in less than half the time
- **Detailed Feedback** - Our editorial team will more thoroughly critique your submissions
- **Social** - Get featured on the GWS Instagram, FB and Pinterest profiles, as well as our weekly email newsletter
- **Shout Outs** - Receive a special highlight in every feature you have published on GWS
- **Quarterly Partner Emails** - Tips + trends from our team to help you succeed + book more clients

### Categories + Rates:

Photography  
Venues  
Videographers

**\$600 (\$50/month)**

Beauty  
Boudoir  
Bridal Boutiques  
Catering  
Digital Tools & Apps  
Entertainment  
Fashion  
Floral  
Handmade Details  
Invitations  
Jewelry  
Planning + Design  
Registries + Gifts  
Rentals  
Sweets  
Officiants

**\$400 (\$33/month)**

[< PREVIOUS PROFILE](#)

**BRANDON KIDD PHOTOGRAPHY**

[NEXT PROFILE >](#)

location: Orange County, CA  
website: <http://www.brandonkidd.net>  
social media: [f](#) [i](#) [t](#)  
email: [brandon@brandonkidd.net](mailto:brandon@brandonkidd.net)  
willing to travel: Yes  
describe your artistic style:  
Hello! We are Brandon and Kristin Kidd, a fun loving husband and wife duo serving the most awesome couples on the planet! We offer a simple and fun life-style approach to photography that

**CONTACT THIS ARTIST:**

Name \*

First

Last

Email \*

Message \*

**SEE OUR WORK FEATURED ON GWS:**

Romantic Hawaiian Plantation Wedding  
Jenn + Bryan

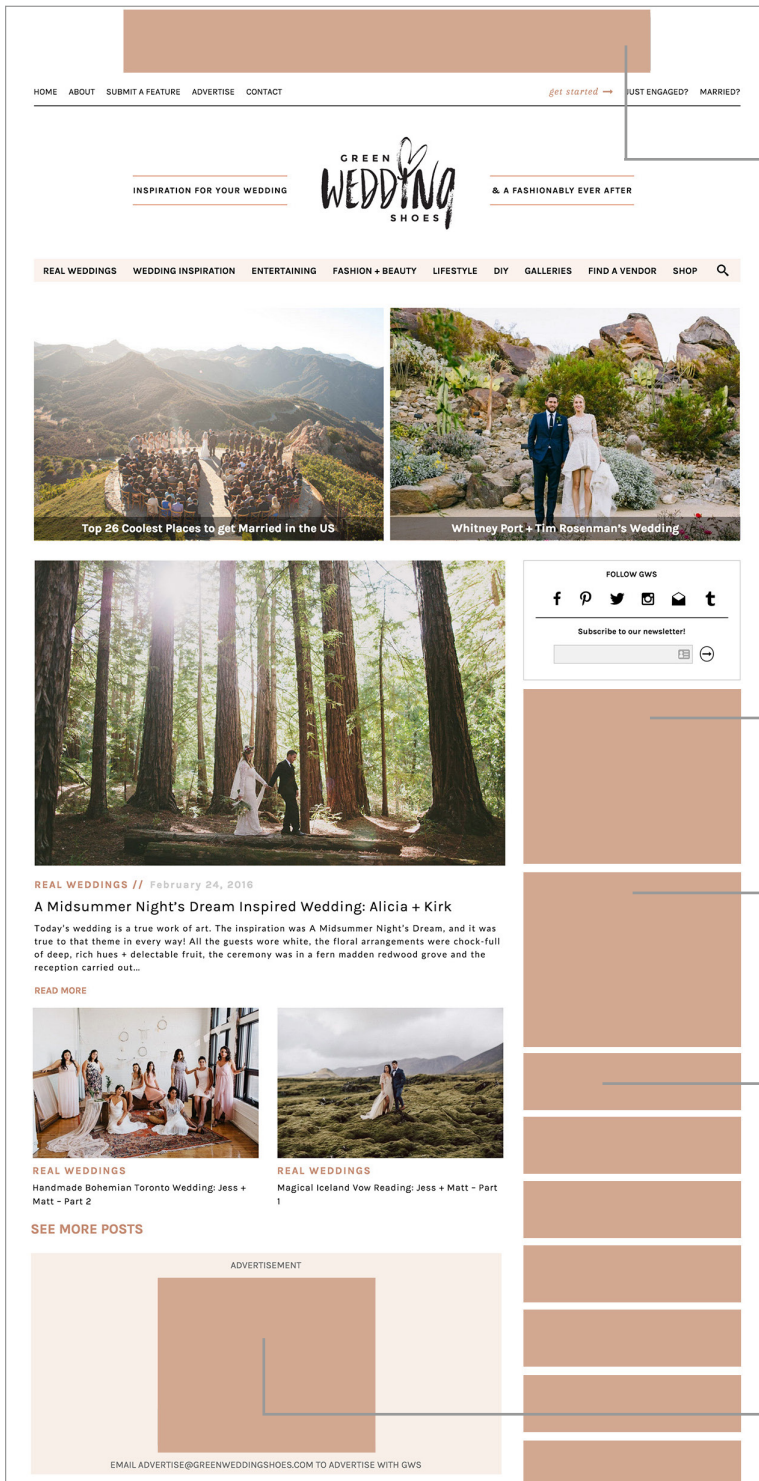
Glamorous + Modern Bridesmaid Looks  
from Joanna August

### Your Preferred Artist Page includes:

- short intro
- website + social links
- contact form
- portfolio with 10 photos or 5 videos
- links to your features on GWS
- looks great on desktop, mobile + tablet

*plus* you will receive the highly coveted GWS Wedding Artist Badge!

Apply Here – <http://greenweddingshoes.com/get-listed/>



## Ad Units

### 728x90 Leaderboard Unit

- Contact us for CPM rates
- Desktop only

### 300 x 250 Above the Fold Unit

- Contact us for CPM rates
- Desktop - Right Column
- Mobile/Tablet - Inserted into Editorial Content

### GWS Sponsorship Opportunities

#### 300x250 Featured Sponsor Unit

- Contact us for CPM rates
- Desktop - Right Column
- Mobile/Tablet - Inserted into Editorial Content

#### Premier 300x100 Sponsorship Unit

- Max 30 units
- Desktop - Right Column
- Mobile/Tablet - Inserted into Editorial

**Top 10 Ads:**      **Bottom 20 Ads:**

\$400/mo

\$250/mo

#### Standard 125x125 Sponsorship Unit

- Max 6 units
- Desktop only

\$125/mo

### 300x250 In Editorial Units

- Contact us for CPM rates
- In Editorial on desktop, mobile + tablet

## The GWS Shop

### About Our Shop

Our curated shop is the place for our readers to find all the items they need to create their dream wedding or next party! We curate each shop category to make the process of throwing a GWS wedding easier than ever.

Getting your products listed in our shop is a great way for you to find active buyers on GWS!

### Getting Your Products Listed

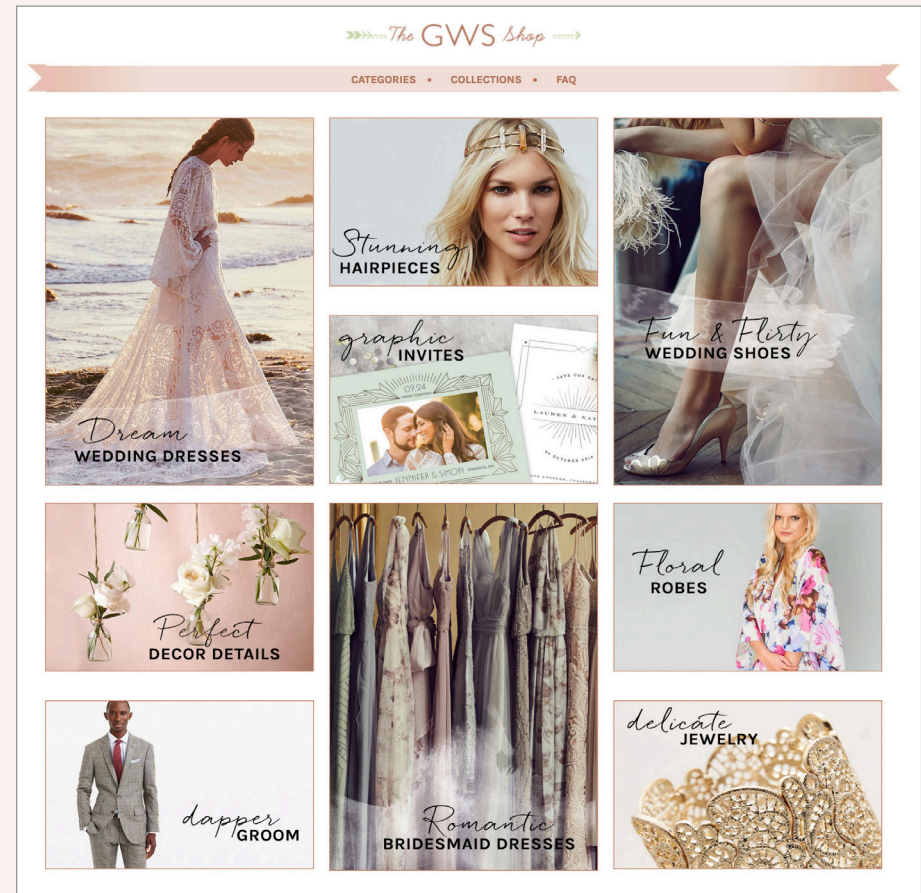
Do you work with rewardStyle or ShareASale? Let us know and we can review your products to see if they might be a fit.

If you don't work with them, we can list your products in our shop and direct our readers to your own shop.

### Categories Include:

Wedding Dresses  
Invites  
Bridesmaids Dresses  
Shoes  
Bridal Belts  
Hair Accessories  
Jewelry

Gifts  
Groom Attire  
Decor  
DIY Supplies  
Robes  
Bags  
Honeymoon



## What They're Saying About Us

### Myra Callan, designer of Twigs & Honey

Green Wedding Shoes and Jen have been absolutely amazing for our business. Not only do we collect gorgeous inspiration from the blog, but we consistently receive some of the highest traffic from Jen's blog. From featured posts and giveaways, to our ad spot, GWS has been one of the largest contributors to our sales this past year. We love their curated selection of posts and overall aesthetic. We couldn't be happier or more grateful to be working with GWS!

### Joanna August, founder of Joanna August

GWS has long been one of our favorite wedding blogs to read and quickly became one of our favorites for advertisements as well! We find the GWS bride to be young, hip, creative and fashion-savvy – exactly the demographic we are trying to reach. Our ads on GWS have been very successful in raising awareness for our brand and driving traffic to our site and we love working with Jen and Jason.

### Brooke, bride

I want to first say that I am not a "wedding blog" type of girl and I absolutely LOVE your site. It has been a huge help in sparking creative ideas and finding vendors as we plan our not-so-traditional wedding.

## Press

Green Wedding Shoes has been featured and praised on hundreds of the top websites and by the best pros in the industry. We are proud to have been featured on the following media outlets: *Good Morning America*, *Vogue*, *The New York Times*, *BuzzFeed*, *Martha Stewart Weddings*, and *Refinery 29* to name a few.



*photos thanks to: Benj Haisch + Phil Chester + Studio Casterillo + Michelle Lillywhite + Tyler Rye + Elizabeth Messina + India Earl*



**We are excited to work with you!**

Please contact either Jen or Jason to see how we can collaborate together.

[jason@greenweddingshoes.com](mailto:jason@greenweddingshoes.com)

[jen@greenweddingshoes.com](mailto:jen@greenweddingshoes.com)

