



Divine Lifestyle

@StacieinAtlanta

Media Kit

Divine Lifestyle is about living the good life. We share with readers how to live the good life and how to get the most out of life. We are a true digital lifestyle magazine that focuses on living an elevated life through copious amounts of shopping and travel. We share everything from Beauty, Style & Home Entertaining to Food, Tech & Travel. Divine Lifestyle covers red carpet events, movie premieres and much more.

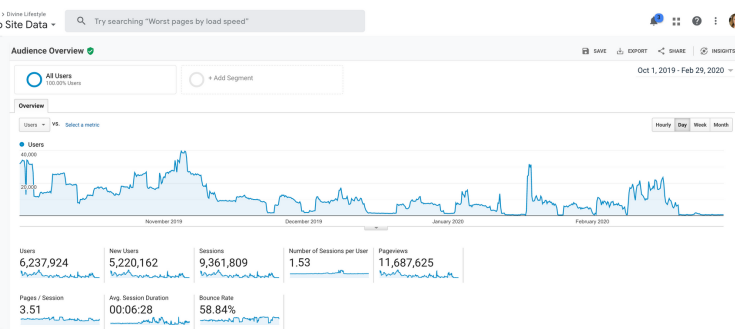
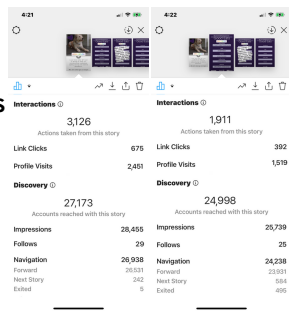
LIVE Events | Social Shopping | Brand Ambassadorships | DIY Projects | Recipe Development | Tasty Style Videos | Twitter Parties | TV Appearances | Instagram & Social Media Posting

Stacie Haight Connerty lives in Atlanta, has three teenagers and is the award winning writer behind the popular lifestyle blog DivineLifestyle.com Stacie is an Oprah Magazine Ambassador chosen from thousands of women across the US. She has an MBA in marketing, is the Circle of Moms Most Influential Southern Blogger (editors pick), one of Cision Media's Top 10 Most Influential Mommy Bloggers and one of the HEROic: 10 Mommy Bloggers Who Rule Social Media.

AUDIENCE, BLOG & SOCIAL MEDIA STATISTICS

89% Women | 83% Married | 69% Parents | HHI \$150K+ | 84% College degree+
94% US | Top states: California, Georgia, Texas, Florida, New York, Illinois
21-24 19% | 25-29 20% | 30-34 22% | 35-44 22%

13,802 Blog Newsletter Subscribers
95,803 (@StacieinAtlanta) Followers
24,080 (@DivineLifestyleBlog) Followers
93,996 Followers
85,406 Followers
165,005 Followers
12,202 Followers
11,289 Subscribers
500,000+ Social Media Followers



On average, Divine Lifestyle receives 1.2 million visitors each month and approximately 800,000 unique visitors. DivineLifestyle.com received 17.2 million visitors / 29.28 impressions between December 2019-November 2020 and our content garnered over 460 million impressions on social media (hashtag tracking). Google Analytics shows holiday statistics, recent Instagram Story slides show average views and engagement per Story.

Ways to Work with Us

DEDICATED BLOG POST & SOCIAL SHARES

600 word blog post on DivineLifestyle.com reviewing product and sharing features and benefits. Three original pictures plus any press photos will be placed in each photo. Social shares: @DivineLifestyleBlog @StacieinAtlanta

DEDICATED INSTAGRAM POST & SOCIAL SHARES

A dedicated Instagram post on @StacieinAtlanta with 2-3 paragraphs describing product complete with affiliate link to purchase and 3 Instagram Story Slides with swipeup link. Social shares: @DivineLifestyleBlog @StacieinAtlanta

YOUTUBE VIDEO REVIEW

3-5 minute detailed YouTube video review including unboxing, first look and showing features. Includes dedicated blog post & social shares plus Instagram Stories and gift guide listing.

TWITTER PARTY

1 hour Twitter party brand conversation around predetermined hashtag. Includes 3 hosts who post on blogs and social. Recent party had 84 mil impressions. Dedicated blog post & social shares, gift guide listing and detailed reporting.

TELEVISION SEGMENT

2-5 minute television segment filmed in studio with products. Stacie will demonstrate product with show host, answer questions and share tips for use. Includes dedicated blog post and social shares.

CHOICE 1: Syndication includes airing on FOX stations in Atlanta, New York, Los Angeles and Chicago +408 stations, national airing on the YTA network and national airing on Z-Living network for est. 2.85+ million impressions across 100 mil households.

CHOICE 2: Syndication includes local Atlanta market + sharing with 75,000 social media followers.

FACEBOOK LIVE | INSTAGRAM TV

30 minute Facebook Live or IG TV event sharing product features and benefits, using it and showing how it's used plus taking questions from viewers. Includes dedicated blog post & social shares plus Instagram Stories and gift guide listing.

IN PERSON EVENT HOSTING

A curated hosted event with invited guests in Atlanta, Georgia. Event will be planned with client and executed according to strategy. Includes dedicated blog post & social shares plus Instagram Stories and gift guide listing.

BRAND AMBASSADORSHIPS

Brand ambassadorships are usually one year or longer and a preferred way to work. We can tailor something to meet your brands marketing needs. We have traveled to HQ to meet engineers and represented a brand speaking at CES in Las Vegas. Monthly blog posts, Twitter parties, social media sharing, branded speaking engagements, community events, engaging readers are just some of the ways we can craft the perfect brand ambassadorship.

GIFTS FOR ALL YEAR ROUND GIFT GUIDE LISTING **FREE**

This no charge option gets your product listed in one of our year long gift guides along with one paragraph description plus one picture. Samples valued at \$250+ are required or a \$100 gift guide insertion fee will apply. Social shares of gift guided occur weekly and year round.

