

Media Kit 2017

My Beauty
Bunny.com 

Celebrating 7 Years!



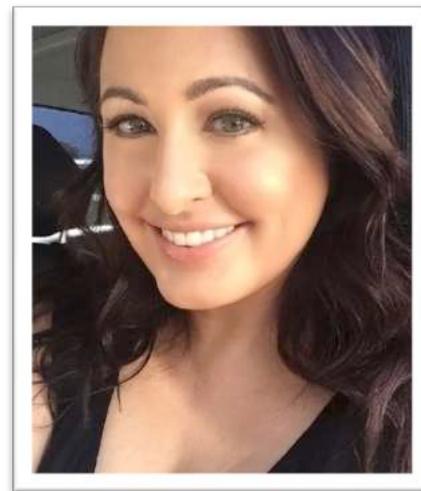
Who We Are

My Beauty Bunny™, founded in 2009, is a **top 10 cruelty free beauty and lifestyle blog** based in Los Angeles. Chief Bunny, Jen Mathews, and her team of writers write about cruelty free beauty, fashion and lifestyle products and services.

Seen in **People Style Watch** magazine, **HuffPost Live**, **Shape.com**, **All You** magazine, **Modern Salon**, **Fab Fit Fun**, **LA Talk Live**, **The Humane Society Magazine**, **GQ magazine** and **QVC**.

We have collaborated with brands such as **Too Faced**, **Tarte**, **Boots No 7**, **Dermalogica**, **Tom's of Maine**, **E.L.F.**, **NYX**, **Urban Decay**, **Hewlett Packard**, **The Body Shop**, **eBay**, and many more.

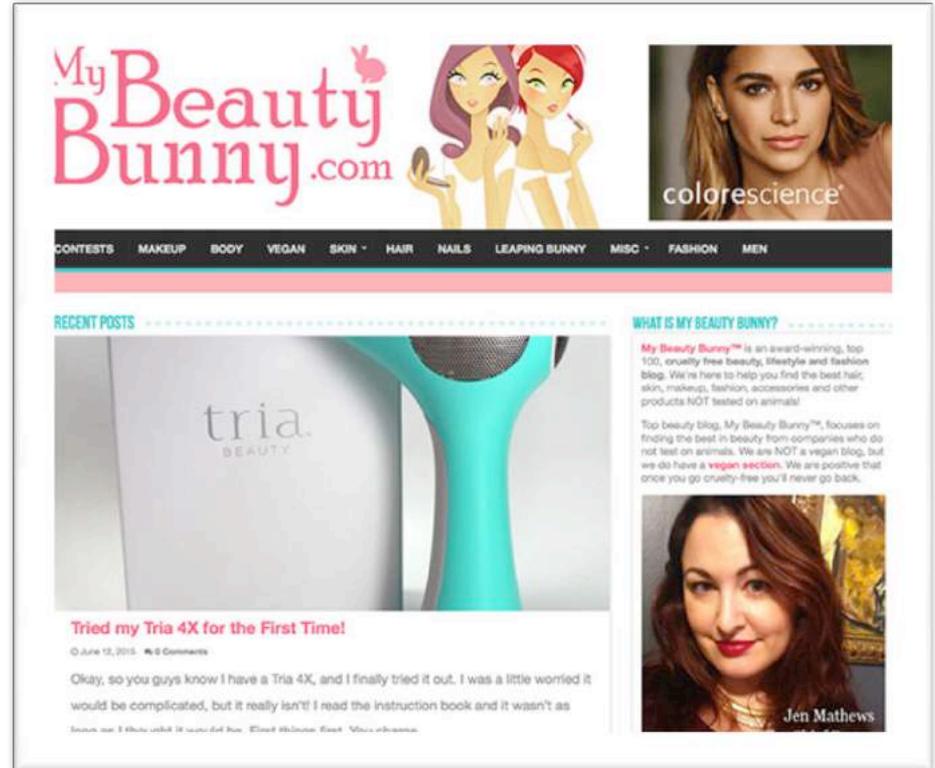
My Beauty Bunny has been featured on the WeFollow Top Ten in Beauty list as well as the Top Beauty Influencer list on Klout.com. Jen is the founder of the Beauty Blog Coalition.



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My Beauty Bunny Stats

- **Facebook:** 630,000+
- **Google+ fans:** 220,000+
- **Twitter:** 51,000+
- **Pinterest fans:** 19,000+
- **Instagram fans:** 39,500+
- **Page Rank:** 4
- **Newsletter Count** – 1,200+
- **Alexa** – 62,573 US
- **UMVs** – approx 90,000



The screenshot shows the homepage of My Beauty Bunny.com. The header features the site's logo in pink and red, a cartoon illustration of two women, and a photo of a woman with the text 'colorscience'. Below the header is a navigation menu with categories: CONTESTS, MAKEUP, BODY, VEGAN, SKIN, HAIR, NAILS, LEAPING BUNNY, MISC, FASHION, and MEN. The main content area is divided into two columns. The left column, titled 'RECENT POSTS', features a post about a Tria 4X hair epilator with a teal epilator head and a white box labeled 'tria BEAUTY'. The post title is 'Tried my Tria 4X for the First Time!' and includes a date of June 12, 2015, and 0 comments. The post text begins with 'Okay, so you guys know I have a Tria 4X, and I finally tried it out. I was a little worried it would be complicated, but it really isn't! I read the instruction book and it wasn't as...'. The right column, titled 'WHAT IS MY BEAUTY BUNNY?', contains a paragraph describing the blog as a cruelty-free beauty, lifestyle, and fashion blog, and a photo of Jen Mathews.

Stats as of 1/2/17. Subject to change.

Blog and Social Media Promotion

-  **Sponsored Blog Post - \$1350**
Sponsored reviews written by My Beauty Bunny include honest opinions on the product(s), and photography/editing. All sponsored posts include social media shares. Tweets are also put into rotation to be retweeted continuously.
-  **(Most Popular) Sponsored Social Posts - \$380 (or two for \$600)**
One Instagram post with amplification on Facebook, Twitter and Pinterest. (All posts can include promo code, hashtags and link.) For Instagram, link can be placed in bio for 24 hours.
-  **Giveaway Post - \$650**
We can conduct a product giveaway post on the site. Contestants will earn extra entries to sign up for your newsletter, follow you on Twitter/Instagram/Pinterest, subscribe on YouTube, etc. This will also be promoted on My Beauty Bunny's Facebook, Pinterest and Twitter pages. Advertiser is required to ship the prize to the winner. No purchase can be required for contests. We can also include a promo code for readers (i.e. buy one get one free, discounts, etc). This is NOT a review – giveaway only. Will be live on MyBeautyBunny.com for at least one month.
-  **Banner Ad - 300 x 250 - \$235 per mo**
(Discount for 3 consecutive months)
Location: right side bar-below the fold.

**Please note that My Beauty Bunny follows USA FTC guidelines for disclosure. <http://1.usa.gov/1LCW5yQ>*

Hosting / Private Events

Hosting - Private Blogger Event

Starting at \$3,500

I personally invite top bloggers and influencers to attend a private party sponsored by your company. Attendees will receive gift bags and literature about your products and will be encouraged to share social media posts, reviews and information with their readers. Or, I can host an event that you have already arranged.

