



ABOUT LEIGHA

Leigha Gardner is a current full-time MB A student at Northeastern University, concentrating in marketing and entrepreneurship. Based in Boston, Leigha has worked in several industries including software, energy, and fin-tech. Shortly after finishing her undergraduate degree in economics, Leigha started The Lilac Press to explore and share her passions of fashion and beauty for the everyday girl. Leigha now tailors her content to cater to the fashion and beauty wants and needs of her largely female audience.

ABOUT THE BLOG

The Lilac Press is a fashion and beauty blog highlighting subjects that radiate brightness, happiness, and all that is important in life. The blog is a platform through which Leigha can communicate with her reader base in a language of both imagery and words. The Lilac Press presents a curated collection of information and inspiration from which readers can draw delight, entertainment, product recommendations and advice. This interactive online platform encourages women and girls to dress with confidence and add a little extra glamour to their lives.

ABOUT THE READERS

Having a primarily female reader base, The Lilac Press caters to the modern woman. TLP readers are fashion forward in nature and are always looking to be the first to wear each season's new trends, but those very same women are also the ones constantly struggling with the age-old dilemma of "having nothing to wear." TLP readers are everyday women dealing with everyday problems who want to look and feel their best as they can take on each new chapter of their lives with grace and confidence -- whether that means finishing school, chasing career goals and/or starting a family.

OVERVIEW

TOP CATEGORY: **FASHION**

TOP POSTS: **MIMOSA BAR BRUNCH, TRAVEL GUIDE: WEEKEND ON NANTUCKET, HOW TO USE A CURLING WAND**



SITE STATISTICS

MONTHLY PAGEVIEWS: **9,000**

MONTHLY UNIQUE VISITORS: **7,500**

PAGES PER SESSION: **1.8**

AVERAGE TIME ON PAGE: **2:07**

📷 INSTAGRAM: 27,500

🐦 FACEBOOK: 3,100

📌 PINTEREST: 4,500

📘 TWITTER: 1,600

📡 RSS: 250

❤️ BLOGLOVIN: 900

DEMOGRAPHICS

GENDER: **94% FEMALE**

AGE GROUP: **25 - 34**

TOP COUNTRIES: **USA, UK**

“I want to bring in some fresh new perspectives to round up the most important trends some experts have spotted at the shows. I selected two of Boston’s Best... on fashion, Leigha Gardner, fashion/lifestyle influencer. Here they share all the best trends and ideas they’ve seen, from street style to the front row.”

-Gretta Monahan (The Boston Herald)

FEATURES & PARTNERSHIPS



FEATURED IN

The Boston Herald

LIKEtoKNOW.it

Dining Playbook

Dunkin Donuts Blog

Style Counsel

Art Week Boston

The Daily South

The New England Life

Best Life

My Recipe Magic

Perspectyve Magazine

Krrb

PARTNERSHIPS

Bed Head

Dunkin Donuts

Covet Boston

Gretta Luxe

Grettacole Salon & Spa

Garnier

Redken

Johnston & Murphy

The Giving Keys

Maggy London

Cibu

Hair Cuttery



SPONSORED INSTAGRAM POST:

High quality original dedicated photo highlighting your product/service posted to @leighagardner Instagram
\$450 per post

SPONSORED INSTAGRAM STORY:

Lifestyle photo or video highlighting your product/service posted to @thelilacpress Instagram story

\$225 per story frame

\$275 per two-story series

\$300 per three-story series

OFFERINGS & RATES

SPONSORED BLOG POST:

Dedicated story incorporating your product/service seamlessly into the aesthetic of The Lilac Press for a natural promotion. A sponsored post with full social sharing includes;

- 8 high quality original photos
- In-text links to your site
- 1 dedicated Instagram post
- 1 dedicated Facebook post
- All images pinned to Pinterest (8 pins total)

\$750 per post

SPONSORED BLOG POST SERIES:

Choose to sponsor 2 or more blog posts (with full social sharing) on The Lilac Press, and receive all of the above per post with cost savings

- 2 blog post series: \$600 per post (\$1200 total)
- 3 blog post series; \$500 per post (\$1500 total)

