



THE CO

REPORT

2017 Media Kit



A Daily Lifestyle Destination For The Care-Free Millennial Woman

Total Reach

52K
Followers

Marketing Impact



4,100



657



900



30,000

unique visitors
per month



8,900

@TheCoReport



7,600

@CocoBates_

National U.S. Audience - 87%

International Traffic 13%

Canada | United Kingdom | South Africa

Relevant

73% of Non-Hispanic Whites and 67% of Hispanics believe African Americans influence mainstream American culture. (Source: Burrell Project 40)

Influential

African Americans are 28% more likely to say that they are likely to purchase products they see advertised on social media. (Source: The Experian)

Revolutionary

The Co Report makes it its mission to feature many Black-owned, woman-owned and small businesses.

Personal

The Co Report is one of the few content-based websites where the editor puts herself as the face of the brand. Coco Bates wants the audience to know that she lives and breathes the brand.

62%
age 18-34

70%
Black

72%
Female

Meet Coco

Founder & Editor-In-Chief

Coco Bates is an influencer and editor that frequently travels. She has been able to attend and cover New York Fashion Week, Project Tradeshow, Liberty Fairs, Capsule, and South by Southwest.

After realizing that there was a need for an accurate and positive representation of how Black women are portrayed in the media, Coco made it her mission to create a platform where Black women are viewed in an accurate and positive manner. The Co Report's mission is to globally unify and uplift Black women through fashion, beauty, culture, and lifestyle.



A Few Brands That The Co Report Has Worked With

orchids + spice

MAYBELLINE
NEW YORK

GEORGINE



LIBERTY

FASHION + LIFESTYLE FAIRS

Contact

Sponsorships, Features, Collaborations, & Other Inquires

CocoBates@TheCoReport.com
www.The-CoReport.com