



# COUTURE IN THE SUBURBS

— MEDIA KIT —





**ABOUT**

*“Couture in the Suburbs is on the forefront of emerging fashion, beauty and culture.”*

# *Couture* in the *Suburbs*

F A S H I O N . B E A U T Y . C U L T U R E .



Couture in the Suburbs seeks to expose talented individuals excelling within these industries to an investigative audience. We look for the best of the unknown; whether that be a fashion designer, makeup artist or photographer.

*CoutureintheSuburbs.com*  
*Hello@CoutureintheSuburbs.com*

# THE TEAM



**Lindsay Viker**  
Founder & Editor

**Lindsay Viker** has had a passion for all things beautiful since she was a young girl. This passion led her to the fashion industry, and founding Couture in the Suburbs back in 2012. What started as a way to gain experience during her college years has turned into a mission to help people around the United States connect to their local artist community.

Active in her own community, Lindsay regularly networks with designers, artists, and entrepreneurs. Lindsay brings a diverse skill set to Couture in the Suburbs with experience in digital marketing, branding, public relations, styling, management, and, of course, journalism. Those who know her well describe her as a hard-worker that is willing to do whatever it takes to accomplish her dreams.



**Skyler Scott**  
Content Editor

**Skyler Scott** is a W.P. Carey School of Business alum who graduated with a Bachelor's degree in Marketing in 2014. From a young age, she knew she was destined to be a Marketing and PR pro. She is currently an Account Executive for Boutique Public Relations firm The Knight Agency in Scottsdale, AZ. She is extremely passionate about fashion, art and culture especially when it relates to her hometown of Phoenix. Skyler started as a contributor for Couture in the Suburbs her junior year of college and now plays an integral role in the growth and development of the fashion, beauty and culture blog.



**Kyle Krone**  
Digital Marketing

**Kyle Krone** has a passion and knack for all things digital. After graduating from the University of Arizona, Kyle joined the Couture in the Suburbs team to help streamline digital marketing efforts. In addition to managing ongoing projects, Kyle continually researches new technologies to help Couture in the Suburbs stay ahead of the curve. Kyle is excited to combine her love of fashion, beauty and art with her love of digital marketing.



**AREAS OF EXPERTISE**



**ART SHOW  
REVIEWS**



**EVENT COVERAGE**



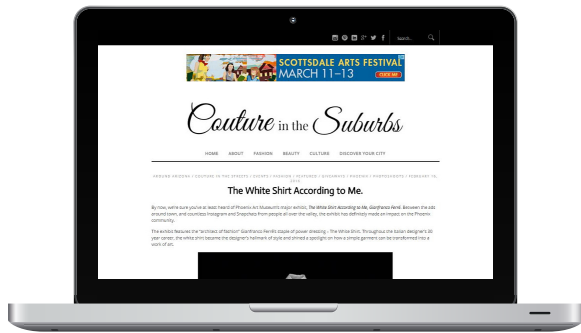
**BIOGRAPHIES &  
ARTIST HIGHLIGHTS**



**INTERVIEWS**



**RUNWAY  
COLLECTION  
REVIEWS**



# Social Network Reach

4k

Over 5 Networks

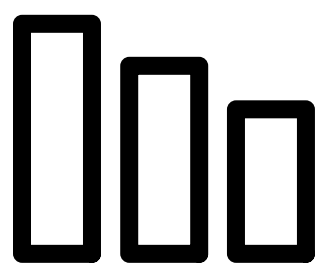


Website Pageviews 3750+  
on average each Month

# Active Engagement Across All Platforms



82% Female  
18% Male



33% 18-24  
17% 25-34  
14% 45-54

# CLIENT TESTIMONY



*"Lindsay Viker is the answer the fashion industry didn't even know was a question. She has redefined traditional blogs with a genuine, heartfelt approach. Her feature on Sugar Sugar Scottsdale brought an immediate spike in new business and continues to generate new leads. The sophistication of a veteran with the youthfulness of fresh morning air. The perfect blend of vulnerability and strength...her heart on paper in the form of Couture in the Suburbs."*

**- Aimee Blake, Owner of Sugar Sugar**



*"Whether it has been by email, by phone or in person, the staff at Couture in the Suburbs have always been extremely professional and easy for Phoenix Art Museum to work with. We appreciate all they have done to cover our fashion design and other exhibitions to help spread the word in the Valley about what is going on here at the Museum."*

**- Stephanie Lieb, Public Relations Manager of Phoenix Art Museum**

*"Skyler Scott is an innovative thinker who has always impressed me with her professionalism, drive and knowledge. She has built strong connections and a stellar reputation in the media/PR industry, making her a great resource for exposure and coverage. I would highly recommend Skyler for any project."*

**- Cynthia Sassi, President & Founder of FabulousArizona.com and Sassi Media, LLC**

*"Lindsay Viker, and her team at Couture In The Suburbs are professional, fun, and a real pleasure to work with. Being highly regarded within the industry and their peers, Couture In The Suburbs is well on the path to great success."*

**- James Almanza, Founder & Owner of Almanza Photography**



# NOTABLE PARTNERS



Phoenix Art Museum

J. LAUREN  
PUBLIC RELATIONS + SOCIAL MEDIA + MARKETING



Neiman Marcus



W  
SCOTTSDALE

BALLET  
ARIZONA  
IB ANDERSEN ARTISTIC DIRECTOR

AI The Art Institute  
of Phoenix®  
CREATIVITY for LIFE

SFW  
SCOTTSDALE  
FASHION WEEK  
PRESENTED BY Purely SEDONA  
ARTESIAN SPRING WATER

PHOENIX  
FASHION WEEK

TR THREADS REFINED

phoenixzoo  
ARIZONA CENTER for NATURE CONSERVATION

# SPONSORED CONTENT

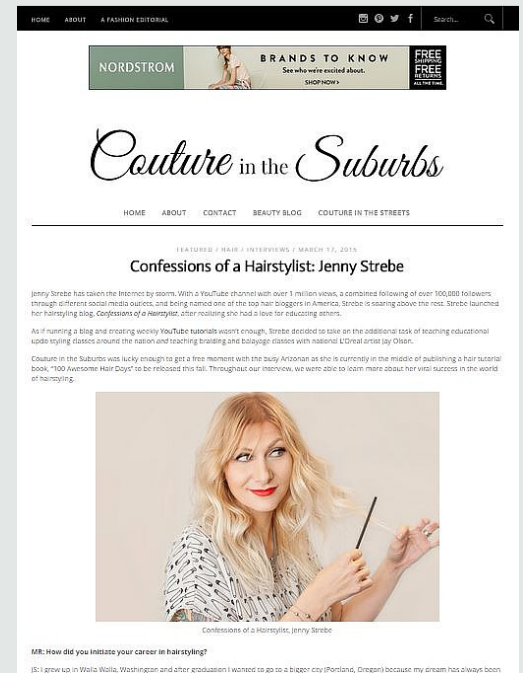
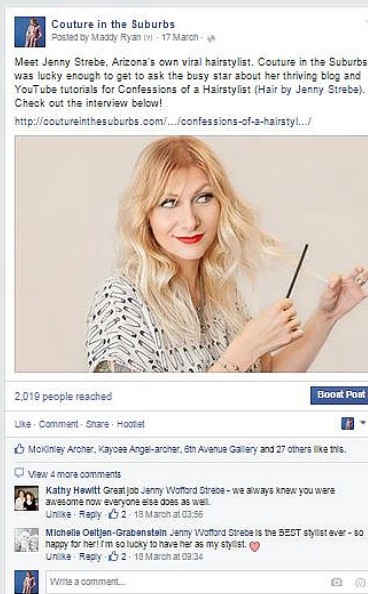
## SPONSORED POSTS

- + Sponsored Original Content
- + Sponsored Original Content *with Original Photos*

A Couture in the Suburbs team member would write the original content on behalf of the advertiser. If the advertiser elects to have Couture in the Suburbs supply original photos, the advertiser would have the complete rights to the photos.

Advertisers approve content before the sponsored post goes live. If the post includes original photos, photos must be approved before copy is written. A Couture in the Suburbs written sponsored post includes one Facebook post, three Twitter posts and one Instagram post. Advertisers also approve messaging for social media before content goes live.

## CONFESSIONS OF A HAIRSTYLIST



- + Content supplied by Advertiser

The Advertiser will supply written content and web-ready photos. Content and photos must be approved by Couture in the Suburbs to ensure it matches the tone, voice and quality of the website. The Advertiser approves finalized posts before content goes live. The Advertiser written sponsored post includes one Facebook post and two Twitter posts. Advertisers also approve messaging for social media before content goes live.

**Disclosure: Couture in the Suburbs reserves the right to approve or deny advertisers based on the aesthetic and messaging of CoutureintheSuburbs.com.**



# SPONSORED CONTENT

## EVENT COVERAGE

### + Event Coverage

#### **Pre- Event Coverage**

Advertise your event to Couture in the Suburbs' audience to generate ticket sales and excitement for the event.

Advertiser will supply written content and web-ready photos. Content must be approved by Couture in the Suburbs to ensure it matches the tone, voice and quality of the website.

*Advertiser will approve finalized post via preview link before content goes live. Advertiser written pre-event coverage post includes one Facebook post & two Twitter posts. Advertiser will approve messaging for social media before content goes live.*

#### **Event Coverage**

Highlight just how incredible your event was with original coverage by Couture in the Suburbs. Receive high quality event photos, and benefit from a fantastic write up after the event that will have people marking their calendar's for the next one.

Couture in the Suburbs will supply original photos which advertiser will have the rights to use for promotional purposes.

If a Couture in the Suburbs' team member needs to travel extensively to cover the event, expenses for transportation and any overnight accommodations will need to be paid by advertiser.

*Advertiser will approve original photos before the post is written. Advertiser will approve content via preview link before the post goes live. An event coverage post includes one Facebook post, three Twitter posts & one Instagram post. Advertiser will approve messaging for social media before content goes live.*

SPRING INTO  
FASHION

PHOENIX  
FASHION WEEK

SCOTTSDALE  
FASHION WEEK

INSPIRED  
SOLES

GALLERY  
OPENINGS

PERFORMANCE  
ART

MUSEUM  
EVENTS

# SPONSORED CONTENT

## PRODUCT REVIEW

### + Product Review

Advertiser would send product or supply a service for Couture in the Suburbs team member to review. If the product /service fits Couture in the Suburbs' aesthetic, a post with original photos would be created by a team member.

Advertiser would approve content via preview link before the post goes live. Photos will be approved before post is written.

Product review includes one Facebook post, three Twitter posts & one Instagram post. Advertiser would approve messaging for social media before content goes live.



BOBBI BROWN

## SPONSORED GIVEAWAYS

### + Sponsored giveaway

Add a giveaway to any of the above sponsored content post for no extra charge.

Advertiser is responsible for providing and fulfilling the product or service to giveaway. Couture in the Suburbs will be responsible for running the giveaway and selecting the winner at random.

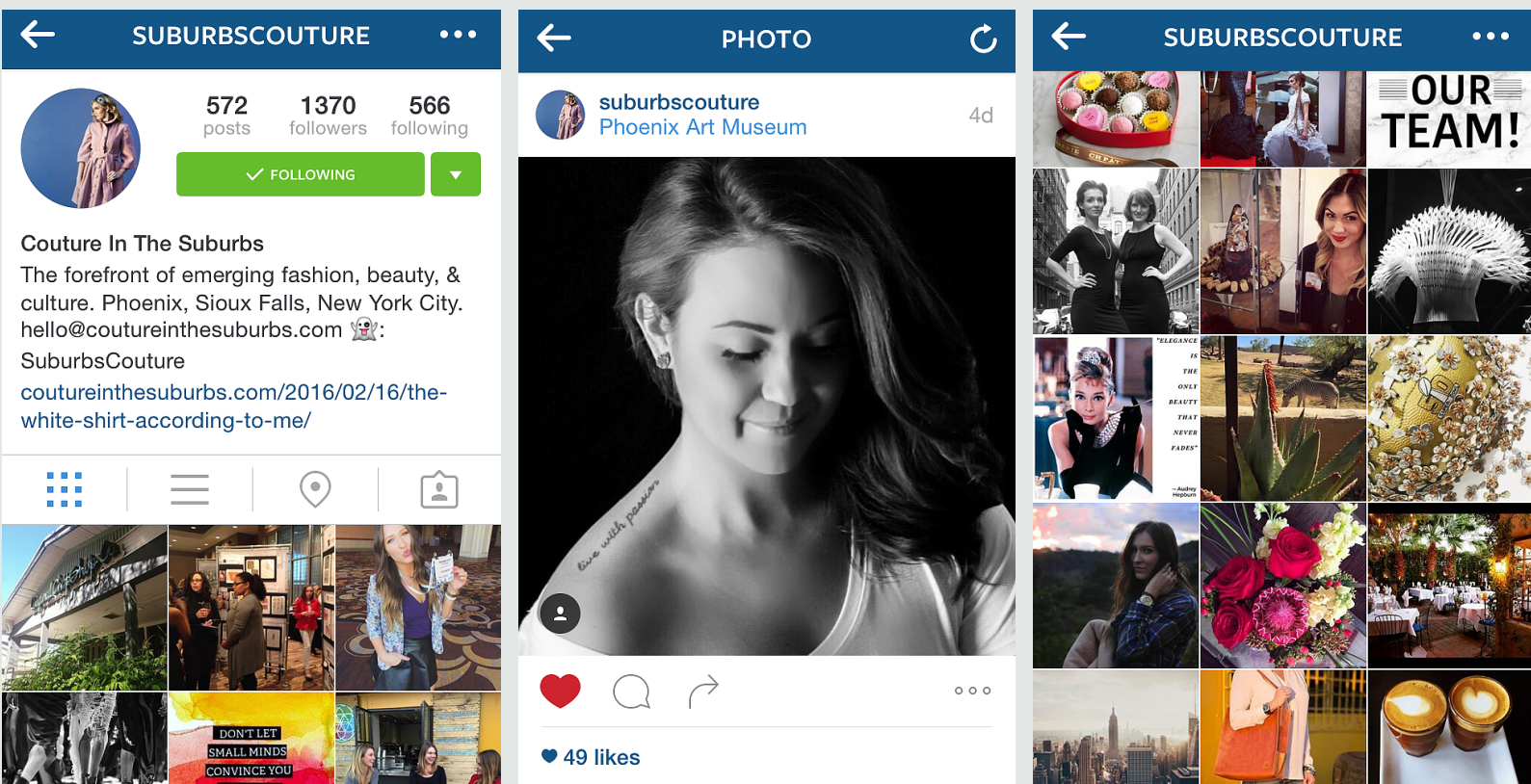
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# SOCIAL MARKETING SOLUTIONS

## INSTAGRAM ADVERTISEMENTS

Reach out to Couture in the Suburbs' engaged Instagram followers with your branded content. Grow your following by getting your profile in front of a targeted audience of people actively looking for profiles like yours.



### Instagram post

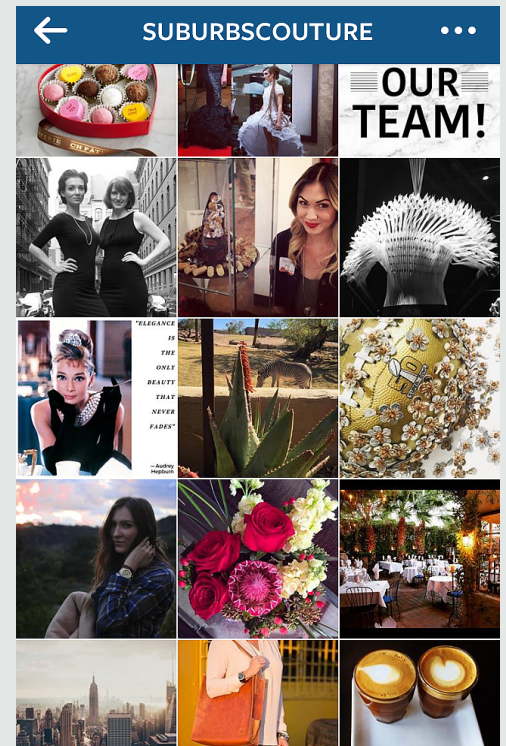
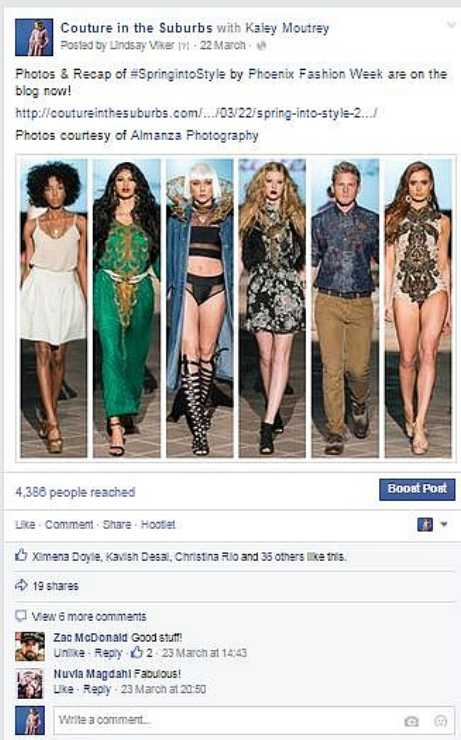
Provide Couture in the Suburbs an Instagram ready image and message to share with our audience. We will tag your brand in the caption and actual image to maximize your exposure. The Instagram post will stay on the Couture in the Suburbs' profile a minimum of 1 year, with the possibility of indefinitely. You may provide hashtags for the post if desired, but they will be listed in the comments section.

# SOCIAL MARKETING SOLUTIONS

## FACEBOOK ADVERTISEMENTS

### + Facebook post

Provide Couture in the Suburbs a web ready image and message to share with our audience. We will tag your company in the caption, actual image, and location if applicable to maximize your exposure. You may provide a link to a website at no additional cost. The Facebook post will stay on the Couture in the Suburbs' profile a minimum of 1 year, with the possibility of indefinitely.



## SOCIAL MEDIA PACKAGES

### + Social Media Packages -

1 Facebook Post, 1 Instagram Post, 3 Twitter Posts

2 Facebook Posts, 3 Instagram Posts, 10 Twitter Posts

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# EMAIL MARKETING SOLUTIONS

## E-MAIL ADVERTISEMENTS

Reach out to Couture in the Suburbs' engaged Instagram followers with your branded content. Grow your following by getting your profile in front of a targeted audience of people actively looking for profiles like yours.

### *E-mail banner advertisement*

Leave a lasting impression of your brand on a dedicated audience with a stunning visual image. Drive traffic to your website with this prime real estate email banner advertisement, directly in the inbox of your customer. The advertisement must be 600px by 100px.

### *Solo e-mail blast*

The subject line and content (image, text, and web links) will be solely dedicated to your brand. Provide Couture in the Suburbs with your content and we will help you land in the inbox of customers who are actively searching for businesses like yours.

### *"Latest" spot on bi-weekly newsletter*

Benefit from the main spot on Couture in the Suburbs' widely popular Latest & Greatest newsletter. With your own image, text, and web links, you are sure to receive increased exposure and web traffic, ultimately leading to more customers for your company.

### *"Greatest" spot on bi-weekly newsletter*

Tie your brand into the main topic of Couture in the Suburbs' latest and greatest newsletter. The greatest spots usually tie into city-specific stories and have a great response from the audience in that city.

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*Couture in the Suburbs*

LATEST



[Clutch takes Coachella](#)  
April 26, 2015  
There are so many wonderful things about Coachella: The joyous people, the jaw dropping sunset and festival grounds, the best grilled cheese you've ever had in your entire life... but, there are two things that stand out above all else: The incredible artists who never fail to give you the performance of a lifetime, and the inspiring fashion that comes through those festival gates.

Your Ad Here

GREATEST



[The Art of Transition](#)  
July 15, 2015

[For the Love of Vintage](#)  
July 15, 2015

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# CONTACT

## EMAIL

*Hello@CoutureintheSuburbs.com*



JAMES ALMANZA



*facebook.com/CoutureInTheSuburbs*



*twitter.com/suburbscouture*



*instagram.com/suburbscouture/*



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