

DelightfulMedia

THE GLOSSY ETHICAL MEDIA BUSINESS

Media Pack 2010

As seen in...

VOGUE

GLAMOUR

GRAZIA
DAILY.CO.UK

ELLE

InStyle

marieclaire.co.uk

About **Delightful**Media

The ethical media business



Photo: Ducette Duvall

Delightful Media is a pioneering glossy ethical media business, created in 2008 by award-winning digital media editor and creative director Sarah Woodhead.

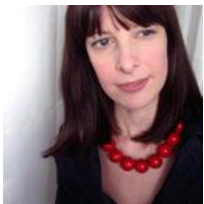
With its uniquely glossy approach, Delightful Media creates style-led upmarket media products that bring together a highly prized audience of media-savvy urban professional women with products & services from companies with positive social and environmental intent. We are the experts in our field.

There are three Delightful divisions:

Web publishing We publish leading glossy websites Greenmystyle.com and QueensOfVintage.com. Dubbed “the green Grazia” and “Vogue for vintage”, both titles are pioneering, market leading and effective ad platforms.

Contract publishing Our team of expert editors, writers, stylists & designers will collaborate to produce engaging content for your website, online store, social network or blog. We come to you.

Consultancy Our network of respected and experienced media & marketing professionals are available to support your project, from one-off media workshops to full creative project management.



Sarah Woodhead

Delightful Media founder

Sarah Woodhead has over 15 years' experience in media, including senior roles at Emap, IPC Media & Freeserve. A PPA Editor Of The Year and respected media consultant, former positions include Digital Director of Women's New Media at glossy magazine publisher Emap Elan.

“Our mission at Delightful is to bring the best creative & commercial talent together, and our years of media experience, for the benefit of women who want to live a little lighter and smarter without skimping on glamour, and the businesses working hard to engage them.” Sarah Woodhead



Photo: TraidRemadeBoutique



“Greenmystyle.com is the first and only eco mag that shares our approach to style. I can’t see a better way of ensuring stylish ethical items find a place in chic homes than via Greenmystyle.com, an eco glossy with its finger on the pulse of the hottest eco style - and daily. I still can’t believe there hasn’t been one before now!” Lianne Ludlow, founder, Fashion-Conscience.com

Greenmystyle.com is the leading daily eco glossy for stylish urban women looking for the world’s most desirable eco products available.

Where others only claim to filter the very best and most stylish products, Greenmystyle.com delivers. If an item or service isn’t **beautiful**, genuinely **useful** and **ethical**, it doesn’t get in. We have highly discerning readers!

Refreshed multiple times each day, Greenmystyle.com lives up to its moniker as “**the green Grazia**” with its magazine-style mix of lifestyle content:

Fashion From designer to the best of the high street, if it’s worth wardrobe space it’s in Greenmystyle.com.

Beauty We showcase the no-nasties products that work, no matter the name.

Homes & Living The very best in homewares and eco living solutions. Greenmystyle.com is edited by trusted expert Jen Marsden and backed by a panel of industry gurus. It also hosts Daily eBay, eco video in Green On The Screen, offers a personal styling service, GreenmyLIFEstyle, with EcoConcierge and has its own social network, Twitter & Facebook communities.

* Beware of imitations.



Photo: Black Luna Vintage

Recommended by Vogue, this daily global glossy was simply one of 2009's hottest online magazine & social network launches.

QueensOfVintage.com has captured the hearts, wardrobes, homes and daily clicks of highly influential trendsetters around the world. It has excited the press, with events such as the world's first Fash Mob for Chanel and our Top 100 Queens, and engaged thought-leaders across creative industries.

Take note, this is no niche title just for retro nuts, this is modern media for all women who love great style. We reach far & wide.

QueensOfVintage.com exists because we love to keep beautiful pieces with longevity out of landfill, and shoddy disposable items out of homes. It's eco by accident, you might say. **Fashion** If the world's most stylish women are wearing it in London, New York, Rio, Tokyo or Paris, it's in Queens.

Beauty Vintage lovers are fanatical about hair and beauty. We indulge their passion with expert guides, product reviews and trend reports.

Homes & Living Because if you love quality & originality you want it in every area of your life.

Queens Of Vintage

A DAILY GLOBAL GLOSSY FOR VINTAGE LOVERS

QueensOfVintage.com

As recommended by

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QueensOfVintage meets Paloma Faith



A former boutique performer, magician's assistant, ghost at a fun fair and Agent Provocateur assistant, she has been anything but dull for singer, actress and all-round performer, Paloma Faith. She takes some

Fashion & Beauty

QueensOfVintage meets Paloma Faith

A former boutique performer, magician's assistant, ghost at a fun fair and Agent Provocateur...

Black on black vintage: The dolls

is a workhorse of ever-changing fashion, classic essentials and a must-A particular favourite...

Manchester's vintage shops

Manchester with its vibrant culture, population and history as a music centre for the ladies...

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Queensonthescreen

Calvin Klein autumn/winter 1987



0:01 / 2:05

Getrecos Dresses 12 To 34

Reference styles for CUTE Women Look & Feel

Great From Just 45!



"We've been overwhelmed with the response to Queens. It has reached exactly the audience we aimed for – stylish urban women who set trends and like to feel unique. It's a large, influential and utterly modern group of women that together make a very powerful force. We love them!" Lena Weber, Editor

OUR AUDIENCE

We work hard to attract the most valuable audience for your brand – influential spenders with trust amongst peers. Urban, professional, stylish.

Meet our typical reader

Female, aged 25-40, city or town-dwelling, media savvy, educated, higher than average earning, in a relationship or with a young family, travelled, early adopter / early majority consumer.

The brands they love

Mixing up mainstream, vintage and ethical. We're in the media mix with Grazia, The Guardian, and Twitter. You're in the mix with Fairtrade. People Tree, Ecover, Topshop, Rockit, Chanel, Selfridges, Habitat.

How many of them

Delightful Media pulls 73,000 unique visitors every month, and 375,000 page views , That's more than The Ecologist. But the most exciting bit is our **PUSH POWER**. Our monthly controllable reach via our sites, social networks, newsletters and daily e-shots is **306,000** contacts. That's how many times your message could reasonably be pushed to a unique visitor every month. And we're still growing. Imagine if you sponsored greenmystyle.com's Daily eBay!

Google Page Ranking

A rather splendid and market-leading 4.

Do they respond?

"Greenmystyle.com is regularly in the top three for referrals after the search engines, sandwiched between The Guardian and Marie Claire," says one satisfied partner.



Photo: Agent Lynch

"QueensOfVintage.com is just what I've been looking for. I love that it embraces vintage as a lifestyle, and not just a one-dimensional trend. If I want to know how to dress like an idol, find a new one, find people who share my passion for great style or party like it's 1969 I know where to get all the info I need. Thanks guys!"
Claire, 28, fashion PR, London



Photo: Mociun

'Finally eco becomes funny, fashionable and up-to-the-minute... a rare feat for a green site. I love its sassy attitude which rivals the content of any glossy magazine and stomps all over the serious, hemp-wearing image of an eco warrior.'
Rachel, 32, Brighton, mum of one



OUR CLIENTS & PARTNERS

Delightful Media has provided advertising & marketing solutions for a wide range of businesses, from small enterprises to large corporations. Whether it's a product or season launch, a shop opening or a brand campaign, we're able to offer a wide range of solutions from simple advertising to bespoke promotional packages custom-made to suit your specific goals and budget. We are quick, professional, accessible and able to help you no matter what size your business.

People Tree



EQUA



Some Like it Vintage
Vintage & modern fashion.





Photo: Ivana Basilotta

LET US HELP YOU

Advertising

Our off-the-shelf solutions include MPU units, banners, skyscrapers, spotlights, and buttons. Book for a week, a month, a year, or specific dates. Easy.

Integrated promotional features

We can provide bespoke promotional features to your brief, to sit seamlessly with our editorial.

Sponsorship

With content specials planned every month on both websites, your brand can own a whole product category or event. Previous sponsors include Starbucks for London Fashion Week coverage and ethical fashion boutique Equa, proud sponsor of Fairtrade Fortnight.

Competitions and newsletters

Ensure access to our audience by running a competition or taking a newsletter insert.

HOT RIGHT NOW Contract Publishing

Fresh content on your site will seriously boost your organic search traffic and help build a loyal audience. We're the media experts, plus you don't have the time, right? So, let us create your content & social networks, including Twitter and Facebook.

Events & Workshops

From Fash Mobs to styling workshops and swap parties, let us design, market and even help organise your event, or join in one of ours. Engage directly.

Consultancy

Want to learn how to manage media yourself, or build you own magazine or social network? Ask our consultants to help you. SMEs get sympathetic rates.

Top Tips To Stretch Your Budget

Be a Delightful Media Partner Buy more than one service or campaign and become a partner. Co-promote us and you'll be eligible for service discounts and freebies.

Be a sponsor Some advertising slots come free with sponsorship packages.

Advertise across both websites

Discounted rates for spanning the network. We recommend it.

Forward book & stay loyal Get better rates for early or repeat bookings.

Start small Try a spotlight ad, newsletter insert or competition.

Ask for help with your artwork If you're a small business and we're able to help, we'll chuck in some design work for free.

ADVERTISING RATECARD

	greenmystyle.com				QueensOfVintage.com			
	1 month	3 months	6 months	1 year	1 month	3 months	6 months	1 year
Advertising								
Run-of-site MPU	£720	£1,800	£3,600	£6,480	£2,340	£5,850	£11,700	£21,060
Channel MPU	£300	£750	£1,500	£2,700	£300	£750	£1,500	£2,700
Leaderboard	£600	£1,500	£3,000	£5,400	£1,950	£4,875	£9,750	£17,550
Sky 1	£600	£1,500	£3,000	£5,400	£1,950	£4,875	£9,750	£17,550
Sky 2	£480	£1,200	£2,400	£4,320	£1,560	£3,900	£7,800	£14,040
button	£120	£300	£600	£1,080	£390	£975	£1,950	£3,510
spotlight	£200	£500	£1,000	£1,800	£650	£1,625	£3,250	£5,850
Bespoke Integrated promotions								
Integrated Promotional Feature	£500				£1,000			
Integrated Promotional Post	£200				£400			
Competitions	£200				£400			
Newsletters								
Newsletter promotional section	£60				£60			
Newsletter promotional link	£25				£25			

SPONSORSHIP RATECARD

greenmystyle.com

Sponsor our Content Specials

Fashion Weeks / Estethica	£2,000
Organic Fortnight	£1,000
Fairtrade Fortnight	£1,000
Valentine's & Lingerie Special	£1,000
Easter	£1,000
Mother & Baby Special	£1,000
Christmas	£2,200
Summer Beauty Special	£1,980
Winter Beauty Special	£1,980
Eco Luxury & Pampering Special	£1,980
Homes & Gardens Special	£1,980
Weddings Special	£1,980
Travel Special	£1,980
Food & Drink Special	£1,980

Sponsor our Channels

	1 month	3 months	6 months	1 year
News	£400	£1,100	£2,000	£3,600
Fashion	£500	£1,350	£2,500	£4,500
Beauty	£500	£1,350	£2,500	£4,500
Offers	£400	£1,100	£2,000	£3,600
Homes	£300	£800	£1,500	£2,700
Daily eBay	£300	£800	£1,500	£2,700

Sponsor our Social Networks

GMS Social Network	£400	£1,100	£2,000	£3,600
GMS Facebook	£200	£550	£1,000	£1,800
GMS Twitter	£200	£550	£1,000	£1,800

Sponsor our Premium Projects

	6 months	1 year
100 Beautiful Eco Objects	£4,000	£7,000

SPONSORSHIP RATECARD

QueensOfVintage.com

Sponsor our Content Specials

Valentine's & lingerie Special	£1,000
Christmas	£2,200
Beauty Special	£1,980
Hair Special	£1,980
Vintage Global Shopping Guide	£1,980
Homes Special	£1,980
Weddings Special	£1,980
Travel Special	£1,980
Food & Drink Special	£1,980
Goodwood Vintage Special	£1,980
KingsOfVintage Men's Special	£1,000

Sponsor our Channels

	1 month	3 months	6 months	1 year
Gossip	£500	£1,350	£2500	£4500
Fashion & Beauty	£500	£1,350	£2500	£4500
Interiors	£300	£800	£1500	£2700
Events	£300	£800	£1500	£2700
Make & Mend	£300	£800	£1500	£2700

Sponsor our Social Networks

QoV Social Network	£500	£1,350	£2500	£4500
QoV Facebook	£300	£800	£1500	£2700
QoV Twitter	£300	£800	£1500	£2700

Sponsor our Premium Projects

Top 100 Queens Of Vintage		6 months		1 year
		£4,000		£7,000



Photo: Mociun

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