



JOY OF
CLOTHES
Your Personal Stylist

Advertising and Businesses Services
Ratecard September 2013



WHAT IS JOY OF CLOTHES?



- Joy of Clothes, www.joyofclothes.com, is your personal stylist online.
- Joy of Clothes helps you find the clothes, styles and colours which flatter your colouring and body shape.
- Joy of Clothes was co founded in 2009 by Michaela Jedinak , personal stylist, body shape expert and fashion designer. www.michaelajedinak.com
- Joy of Clothes is one of the leading personal style websites with a loyal worldwide following.
- The website includes style advice, interactive style tools, look creator, shop, blog and personal style recommendations.



JOY OF CLOTHES CHANNEL GUIDE



HOME



STYLE ADVICE



STYLE ME



LOOKS



SHOP



BLOG



STYLE FILE



STYLE QUIZ

JOY OF CLOTHES ADVERTISING OPPORTUNITIES

- Reach over 50,000 visitors per month.
- Audience: style conscious women from from 17 to 70, primarily appealing to women aged 25-35.
- High community engagement over 20000 looks created.
- Advertising Packages available from £500 to £5000 per month.
- Opportunities for banner advertising, email campaigns and sponsored content.

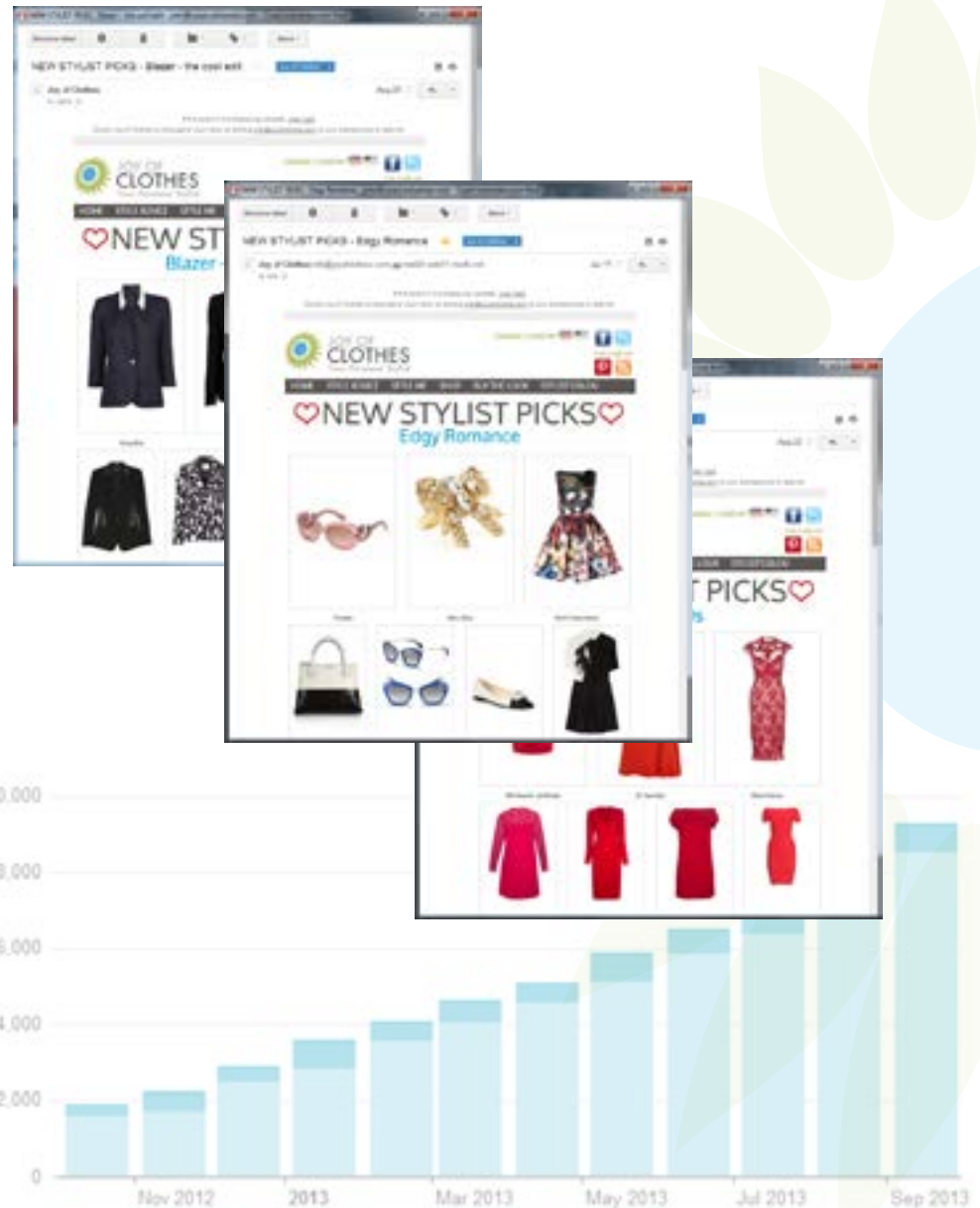


Top banner 468 x 60
Available on all pages

Skyscraper 160 x 600
Available on Style Advice pages

MPU 300 x 250
Available on all pages

OVER 10,000 EMAILS PER WEEK



SPONSORED CONTENT, COMPETITIONS, PR & PRODUCT SUBMISSIONS

SPONSORED CONTENT

Michaela Jedinak will consider writing a sponsored post for a relevant brands but will not accept payment for writing positive reviews.

There are opportunities to sponsor sections of the site, ebooks and emails.

PR AND PRODUCT SUBMISSIONS

Michaela Jedinak is happy to hear from brands or PRs with relevant clients who would like to be included on the site. Please send product information, a low resolution image and a link to somewhere online that the product can be bought.

For a product review we will need a sample.

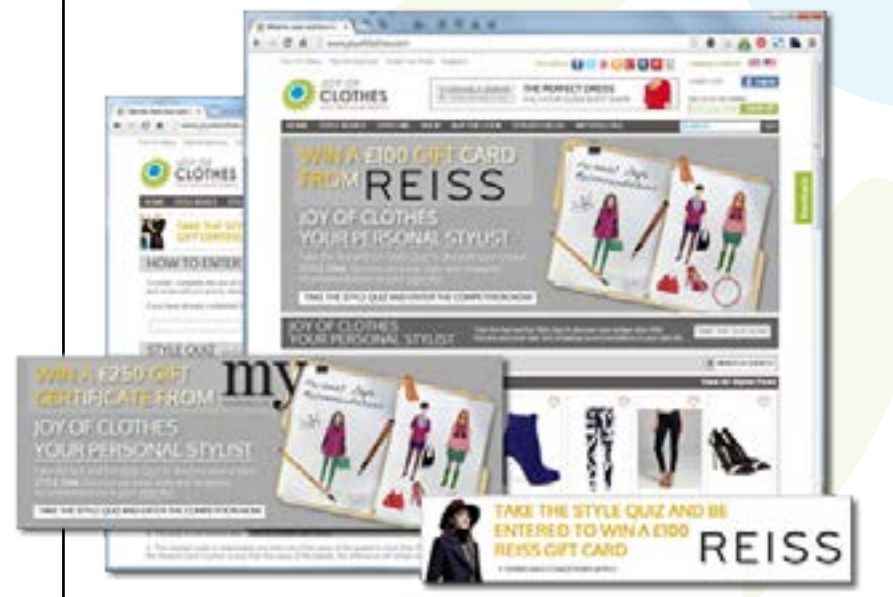
Please email michaela@joyofclothes.com before sending a sample and we can discuss whether it is relevant.

COMPETITIONS

Advertiser provides prize/s for completing the Style Quiz

Promotion on home page, email, run of site and social media.

Costs from £500 depending on prize value and length of competition and exposure



SHOP AND MEMBER OFFERS

There are additional opportunities to make exclusive member offers either by providing exclusive coupon/promotional codes or by providing offers on the Joy of Clothes ecommerce sale platform for new, interesting or discounted products

To feature your products in the shop, advertise on the site or develop marketing partnerships please contact David Lethbridge
david@joyofclothes.com
Mobile: 0044 795 736 2133



JOC BUSINESS SERVICES

- Ecommerce from £1000 set up plus £250pcm.
- We can design and develop ecommerce websites using 3dCart or Magento. Click here for a list of 3dCart features.
- To see an example of a site we have designed and developed in 3dCart please visit michaelajedinak.com.
- To see an example of a site we have designed and developed in Magento please visit tree2mydoor.com.
- Launch plan including recommended logistics and payment partners from £1000.
- Online marketing including PPC, SEO and affiliate marketing.

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