

THEFASHIONCULT.COM

Paris Fashion Week SS11

Sept. / Oct. 2010



#PFW

Target

The Fashion Cult is going to Paris Fashion Week!

• Fashion Coverage

Since 2006 The Fashion Cult has published high fashion content online. The blog has developed over the years into a sophisticated site, with a comprehensive outlook, yet unique perspective on fashion.

Readers of The Fashion Cult have come to expect not just pictures of beautiful fashion (there's that, too), but also insightful commentary on the culture associated with and produced by the fashion industry.

Fashion week coverage includes new collection reviews, trend reports, behind the scenes views, and street style photos.

• Travel Diary

In addition to enjoying fashion week shows and events, The Fashion Cult will be taking in the city of Paris itself.

The trip and it's associated coverage will reflect values and intentions similar to those of the sites readers, who have the income for international travel, enjoy dining and shopping, but are still value-conscious.

Travel is an topic that can be considered to be adjacent to fashion. Those interesting in apparel industry news, art, and culture - the subjects covered by The Fashion Cult - are often interested in travel, as well.

Scope

The Fashion Cult is niche media at it's best.

- **A Substantial audience with disposable income, a love for shopping and a willingness to travel.**

Content published on the TheFashionCult.com gets seen by a highly target group of web surfers. The site is web-savvy and effective at inspiring interaction.

- **Traffic**

With around 2,000 pageviews per day, The Fashion Cult has a solid audience. More importantly, an above average PageRank means that visitors to the site find the content relevant and they stick around, explore, and click!

- **Twitter**

Social media has come to be a very important part of the web and The Fashion Cult has grown with it. The most trafficked social media sites are fully integrated in the the blog, which has active and well appointed account with key applications.

- **Technology**

The Fashion Cult has years of blogging and webmastering experience. Accordingly, sophisticated tech is employed in publishing and promotion of content on the site.

4 ways to Partner with The Fashion cult:

- **Travel Sponsor - \$1,000**

Promotion will consist primarily of banner and media hosting on www.thefashioncult.com. Sponsor will also be mentioned (and linked where appropriate) in opening and closing announcements, and in periodic social media updates.

- *A confirmed roundtrip ticket from Atlanta, Ga to Paris, France will be accepted in lieu of cash payment.*

- **Trip Sponsor - \$2,000**

Includes Travel sponsor items plus daily social media updates and series of sponsored posts or page(s).

- *Equivalent to a confirmed roundtrip ticket + \$1,000.*

- **Total Sponsor - \$3,000**

Includes Trip sponsor items plus branded site gutter for a period of 30 days. A press release will also be created and distributed.

- *Equivalent to a confirmed roundtrip ticket + \$2,000.*

- **Custom Sponsorship***

Inventory

Promotional Tools

- **Hosted banners & other media**
- **Branded gutters**
- **Sponsored editorial**
- **Diary via Twitter & Facebook**
- **Press release & distribution**
- **Custom requests available**



Merci!

Thanks and let's speak soon!

- **TheFashionCult.com provides tech-savvy niche coverage of fashion and travel.**
- **A substantial audience is enhanced by fully integrated social media platforms.**
- **Sponsorship is affordable and fully customizable.**

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