

CREATING A MEDIA/PRESS KIT FOR BLOGGERS



WHAT 'S A MEDIA/PRESS KIT?

- A tool to communicate who you are as a brand. (Yes you are a brand!)
- Explains at a glance the ways to partner with a business or brand
- Highlights the services & advertising opportunities you are offering



WHY WOULD YOU NEED IT?

- To look Professional & Credible.
- Pitch yourself and send to Brands.
- Advertising Opportunities.
- Partnerships / Sponsors.
- Register as press for events.



WHAT TO INCLUDE ?

- About
- Readership & Site Stats
- Editorial & Past Collaborations
- Services Offered / Pricing
- Contact Info



ABOUT



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The Architect of Style is a personal style blog focused on Fashion, Art, Home Décor & Lifestyle.

Gissi Jimenez is the head editor & fashion illustrator for The Architect of Style. With a background in Architecture she has a fine eye for design and style. She currently blogs from Miami, Florida.



- All About **YOU**
- Short Bio
- Add Highlights and your Niche
- Add your Logo
- Add a Picture

READERSHIP & STATS

READERSHIP



STATS

Page Views:	2,823
Unique Visitors:	1,733
Twitter followers:	403
Facebook followers:	793 / 180 Likes
Pinterest followers:	154
Instagram followers:	588

Period July – Sept 2013



Check Google Analytics for:

- Visits
- Unique Visitors
- Page Views
- Demographics
- Traffic Sources
- Social Media Followers
- Klout Score
- Add the Date that the Stats were taken

EDITORIAL & COLLABORATIONS

COLLABORATIONS

What to wear: MIA crusader booties



Custom Illustrations Showcasing a Brand or Product
Page Views: 938



Include Images :

- Show off your Visual
- Sponsored Posts
- Giveaways
- Past Collaborations
- Showcase your Niche
- Add Post Specific Stats

SERVICES OFFERED

HIGHLIGHTS

- Fashion Illustrations
- Fashion trends
- Fashion Events Coverage
- Styling
- Beauty product reviews
- Giveaways
- Personal Style

CONTACT

the architect of style
fashion, beauty & lifestyle
illustrations
✉ thearchitectofstyle@gmail.com
🐦 @GissiJ
www.thearchitectofstyle.com



Make a List:

- Banner Ads
- Sponsored Posts
- Social Media Promotions
- Events Coordination
- Photography
- Styling
- Product Reviews
- Giveaways
- Dedicated Newsletters
- Product Endorsements
- Including Pricing is up to you

CONTACT INFO

HIGHLIGHTS

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Include:

- Your Blogs Website Address
- E-mail
- Phone Number
- Mailing Address or P.O. Box

LAYOUT & DESIGN

- Make it easy to read
- Maintain your Branding:
 - ❖ Add your Logo
 - ❖ Use the same Fonts as your site
 - ❖ Use the same colors
- It can be one page or several it's all according to how much info you have



SO NOW WHAT?

- Make your press kit easily available
- Add it to your Site
- Pitch it to Brands
- Keep on trying and sending it out you may be getting that yes really soon!

