

A romantic dinner setting with a couple sitting on a patterned rug, lit by candles and lanterns. The scene is dimly lit, creating a warm and intimate atmosphere. The couple is looking at each other, and the table is set with plates of food, glasses, and lit candles. There are several decorative lanterns around the table, some of which are lit. The background shows a window with curtains and a clock on the wall.

the **wink** initiative™

Media Kit Q1 2022

WWW.TRENDYMAMI.COM

WWW.MENWITHKIDS.COM

WWW.TALKDISTRICT.COM

Q1 EVENTS FOR CONTENT



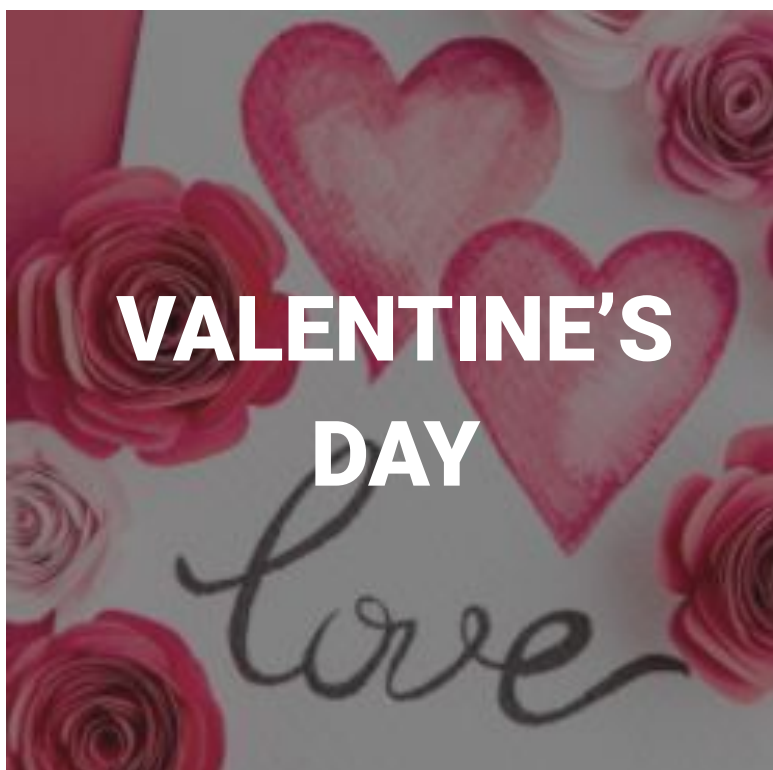
**NEW YEAR'S
RESOLUTIONS**



**BLACK
HISTORY
MONTH**



**CHINESE
NEW
YEAR**



**VALENTINE'S
DAY**



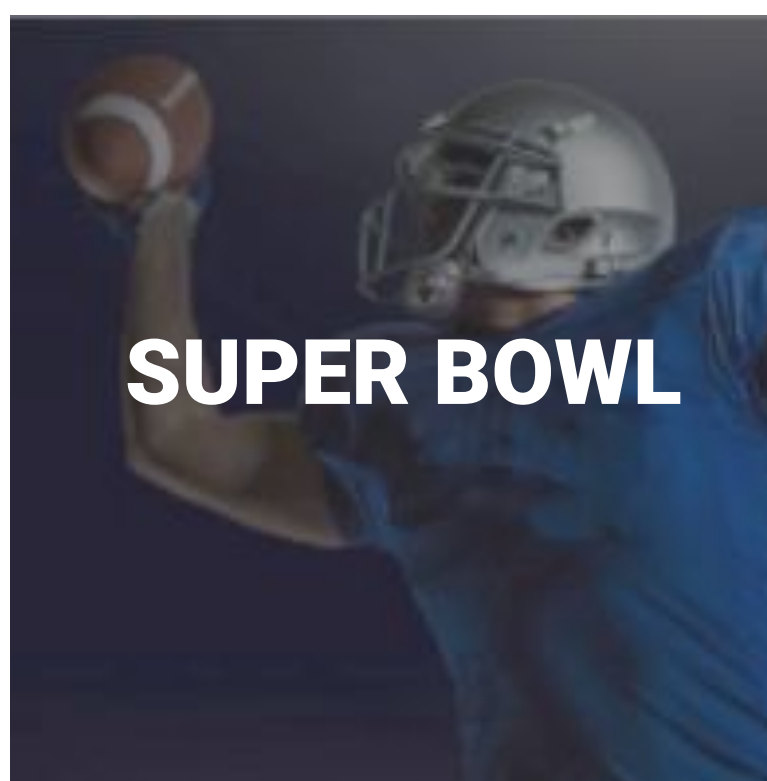
**WOMEN'S
DAY**



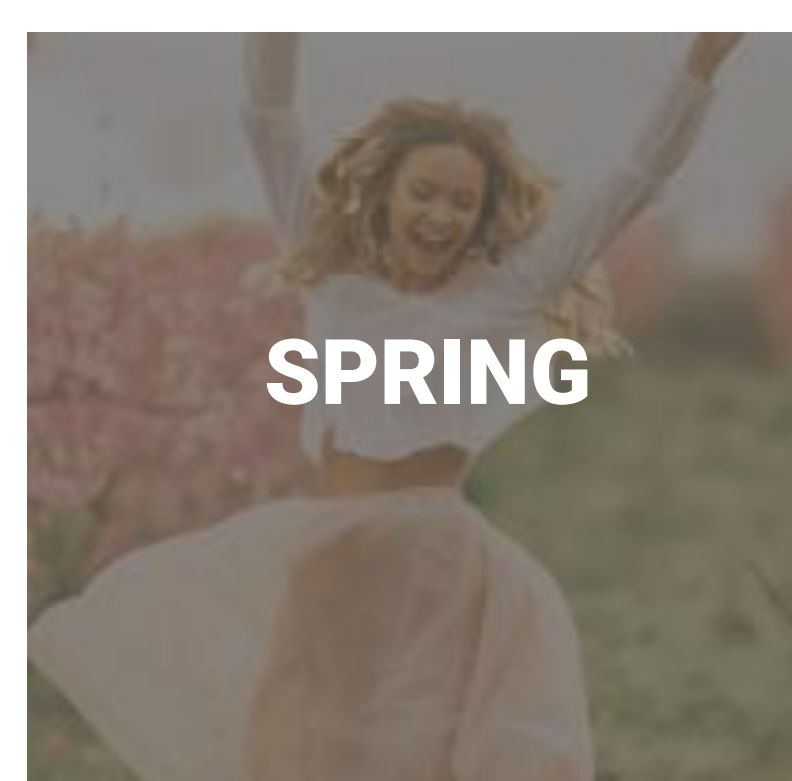
TAX SEASON



**ST PATRICK'S
DAY**



SUPER BOWL



SPRING

TRENDY MAMI

Started with a mission to educate women, we now have more than **1,000** articles in categories such as fashion, food/recipes, DIY, Health, Jobs, Beauty, Finance, Lifes Hacks, Entrepreneurship, Motherhood and Kids.

TRENDY MAMI PERSONA

Profile

Age: 25-44

Status: In a relationship/family

Location: US (UK, CA, AU)

Occupation

Job: Office Job/Entrepreneur

Income Range: \$50,000-150,000

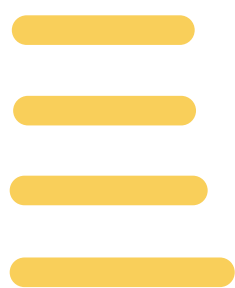
Challenges

Balancing life/work

Stimulate Creativity

Take care of kids

Take care of herself



More Details

- Follows trends
- Eats healthy and loves environment
- Looks for tips online
- Loves style
- Has a home and loves to DIY

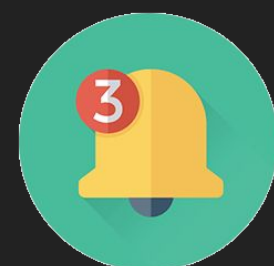
FOLLOWERS



300K VIEWS/MO
20K SUB



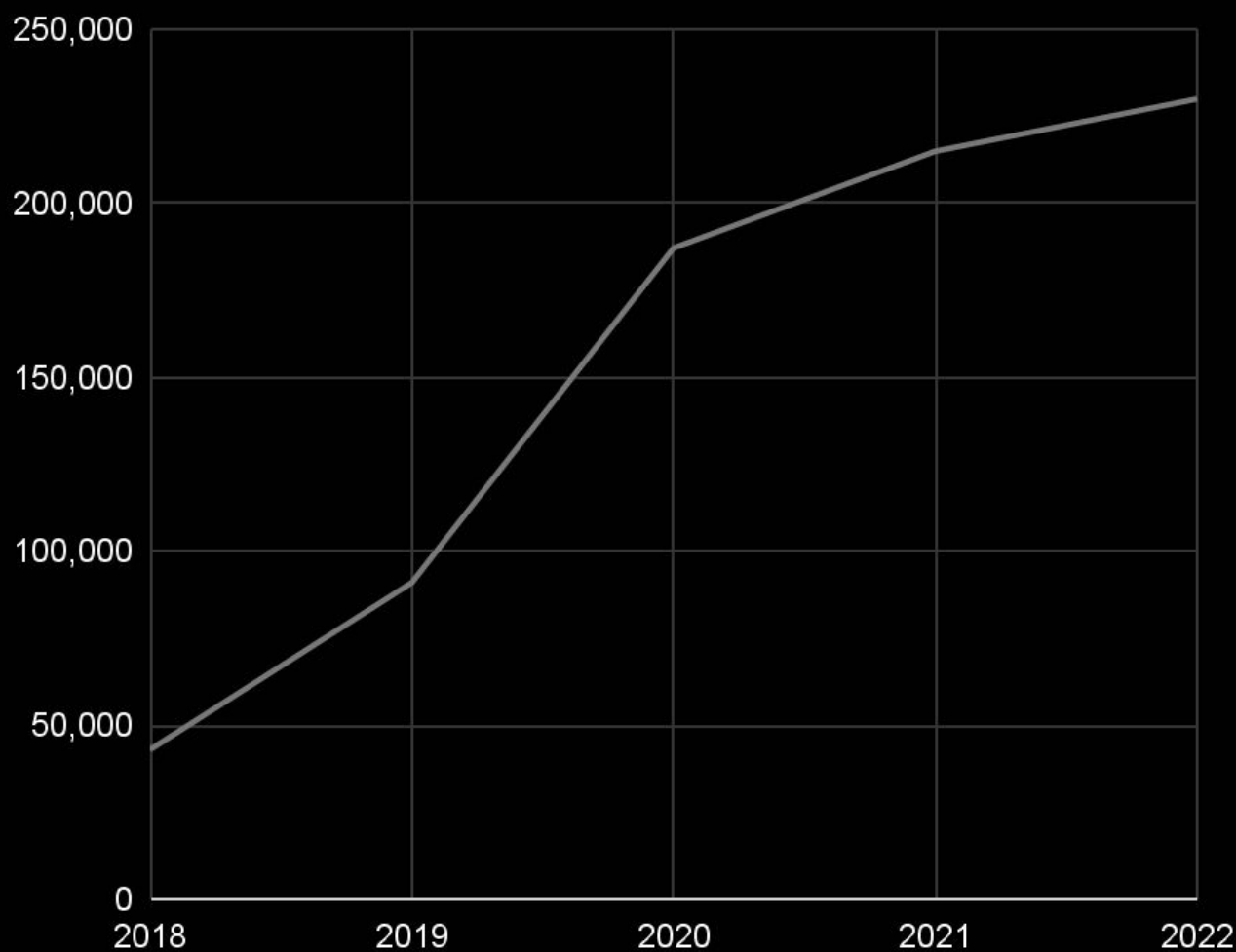
52K
NEWSLETTER SUB



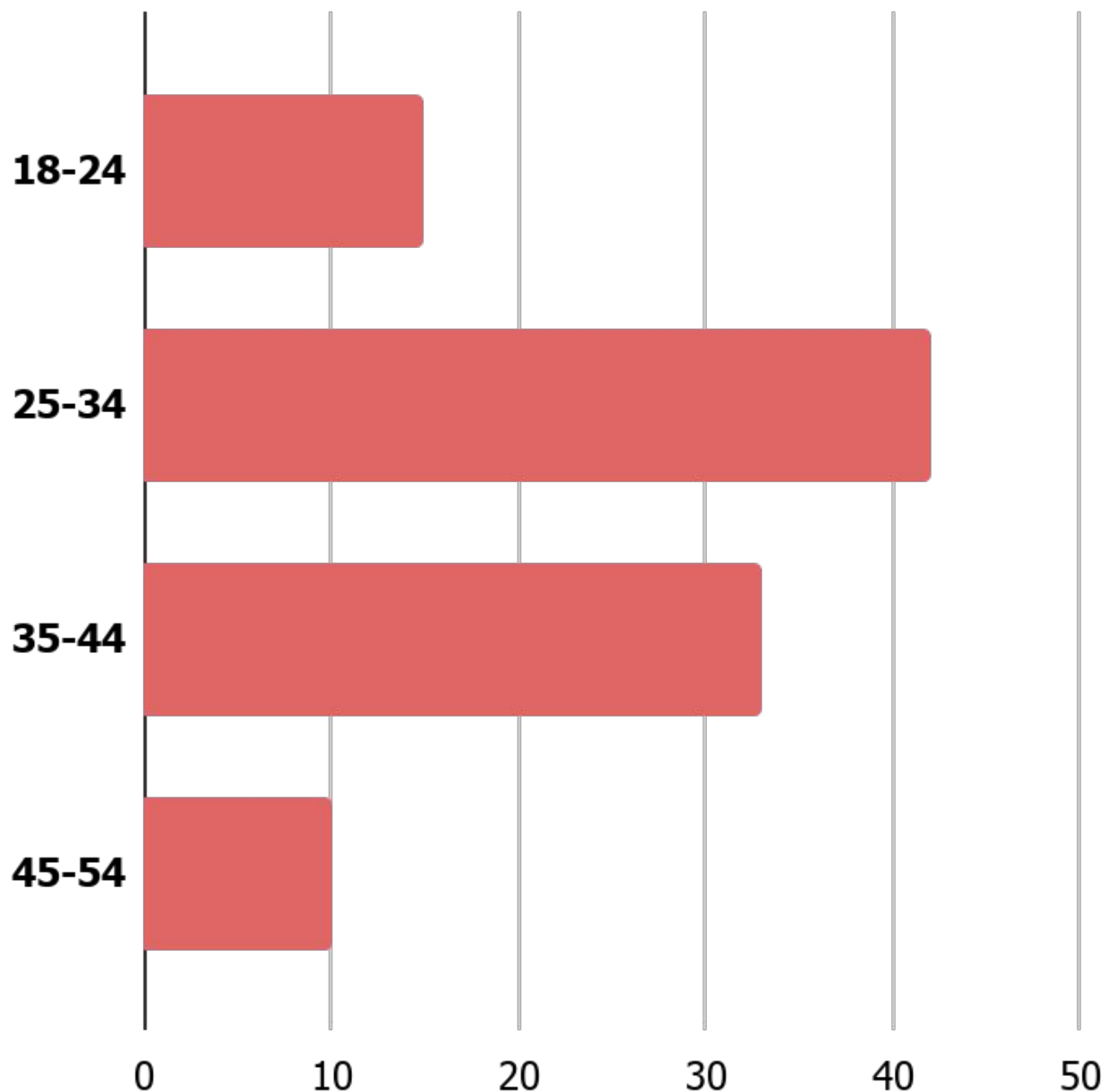
47K
PUSH NOTIFICATIONS SUB

BLOG STATISTICS

- 230k users a month(on avg)
- Active Newsletter sent twice a week
- 500+ Brands partnerships
- Multiple types of placements available
(visuals provided - refer to slide 9 until the end)
- Successful video and article reviews




USERS AGE



INTERESTS

- DIY
- Recipes
- Shopping (Reviews - Best of)
- Health and Beauty
- Family/Kids activities
- Fashion
- Home Decor
- Workout

The logo for 'menwithkids' is displayed in a purple rectangular box. The word 'men' is in blue and 'withkids' is in white.A photograph of a man with a beard and glasses, wearing a dark jacket, holding a baby on his shoulders. The baby is smiling and looking towards the camera. The background is a light-colored wall with a grid pattern.

No longer infancy stage. This blog is jam packed with knowledge for men especially dads. With more than **500** articles in categories such as Parenthood, Gadgets, Fitness, Health, Men's Fashion, Traveling and Life Hacks, it's still growing.

MEN WITH KIDS PERSONA

Profile

Age: 26-45

Status: Married/with kids

Location: US (UK, CA, AU)

Occupation

Job: Office Job /Blue Collar

Income Range: \$50,000-100,000

Challenges

- Be a good dad
- Find good products
- Budget for the family
- Take care of himself

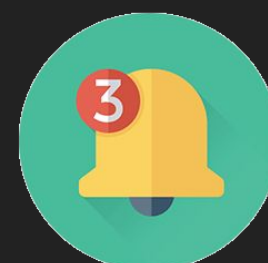
More Details

- Wants to relate to other dads
- Tries to look his best and be healthy
- Likes to find activities for his kids
- Throws Dad Jokes
- Reads product reviews before buying online
- Travels with family
- Likes to budget and tries to save money
- Has a home and wants to fix things himself

NEWSLETTER & PUSH



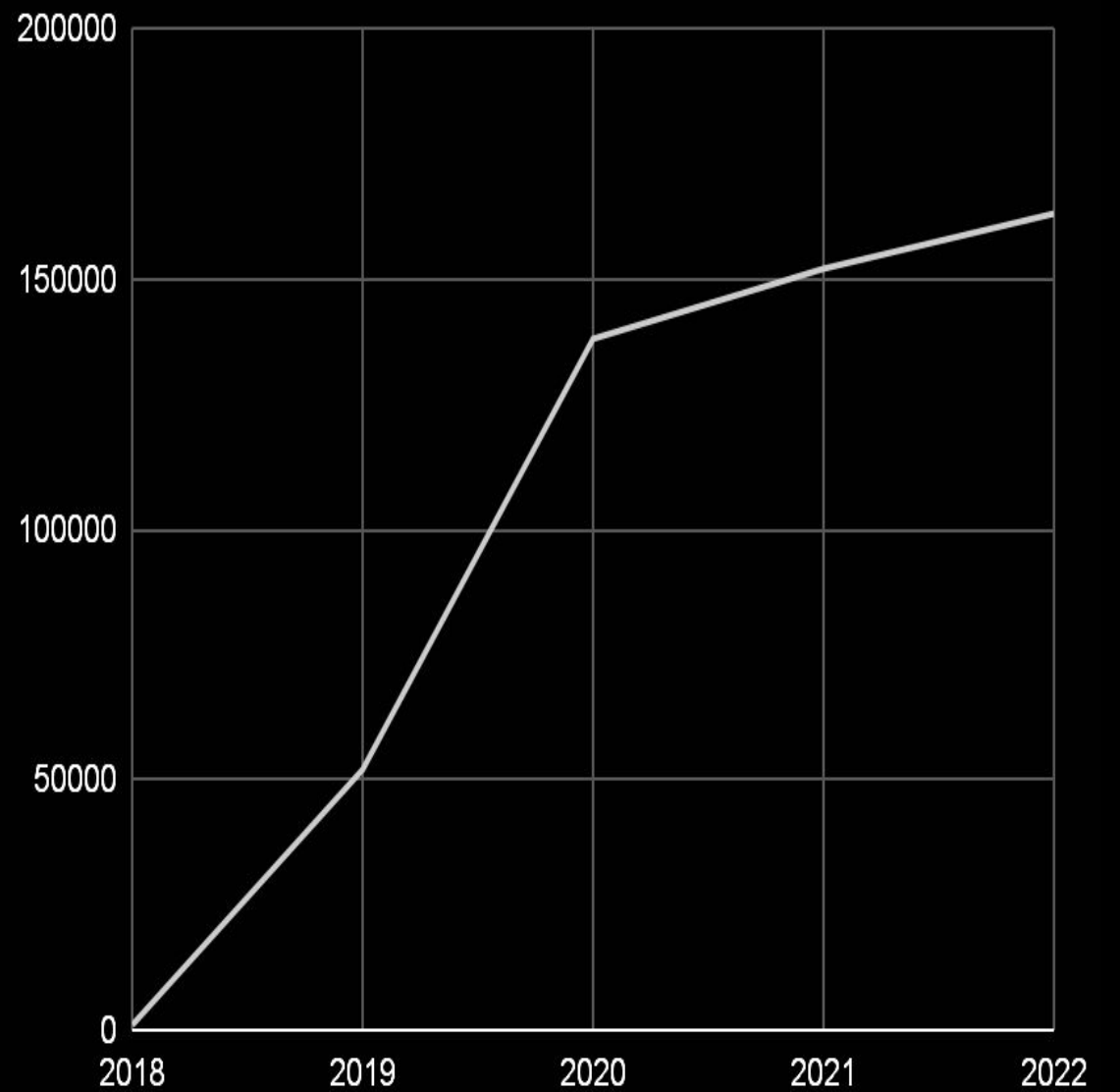
36K
NEWSLETTER SUB



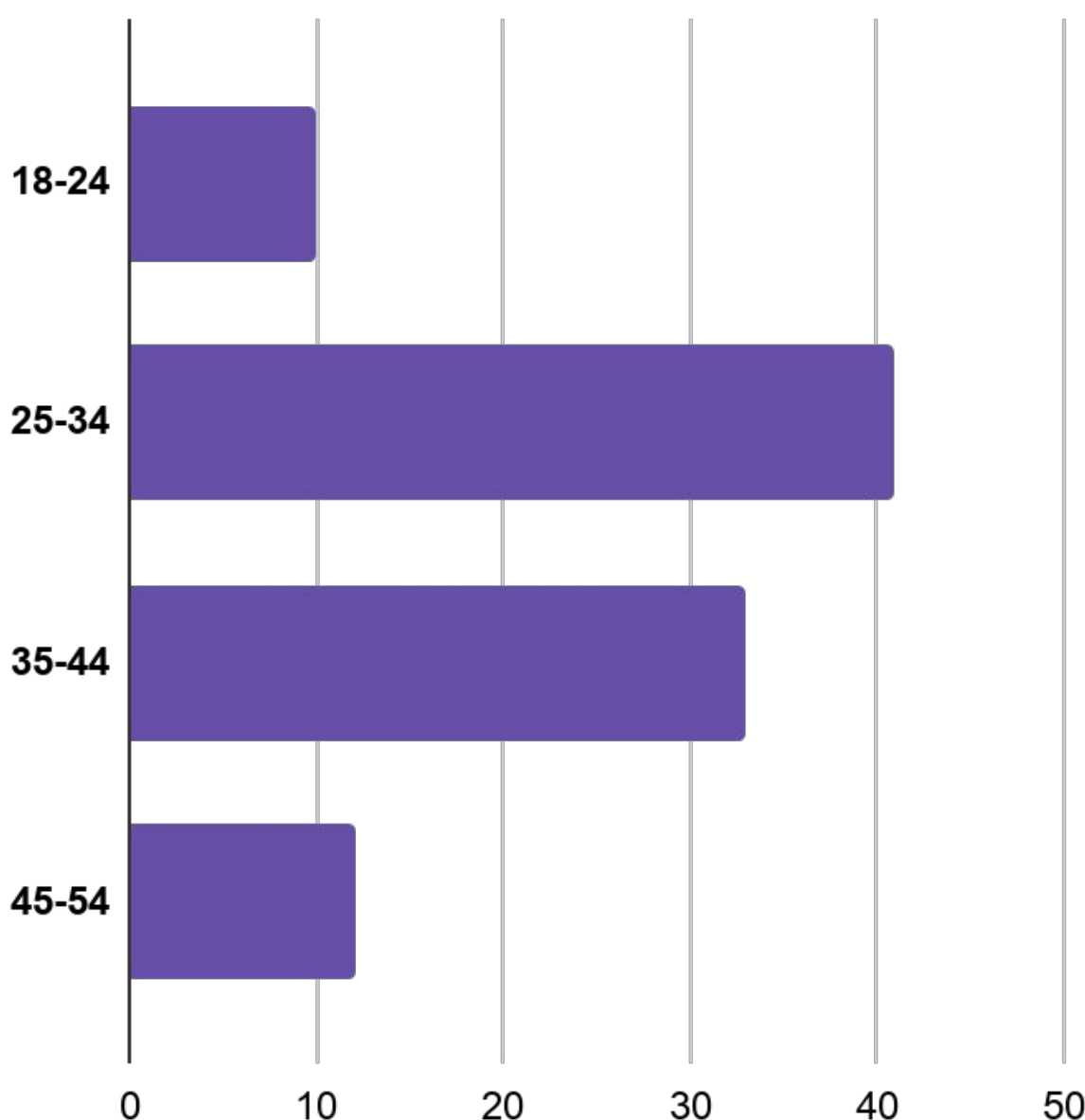
24K
PUSH NOTIFICATIONS SUB

BLOG STATISTICS

- 160k users a month on avg.
- Active Newsletter sent out weekly
- 300+ Brands partnerships
- Multiple types of placements available
- Successful product reviews



USERS AGE



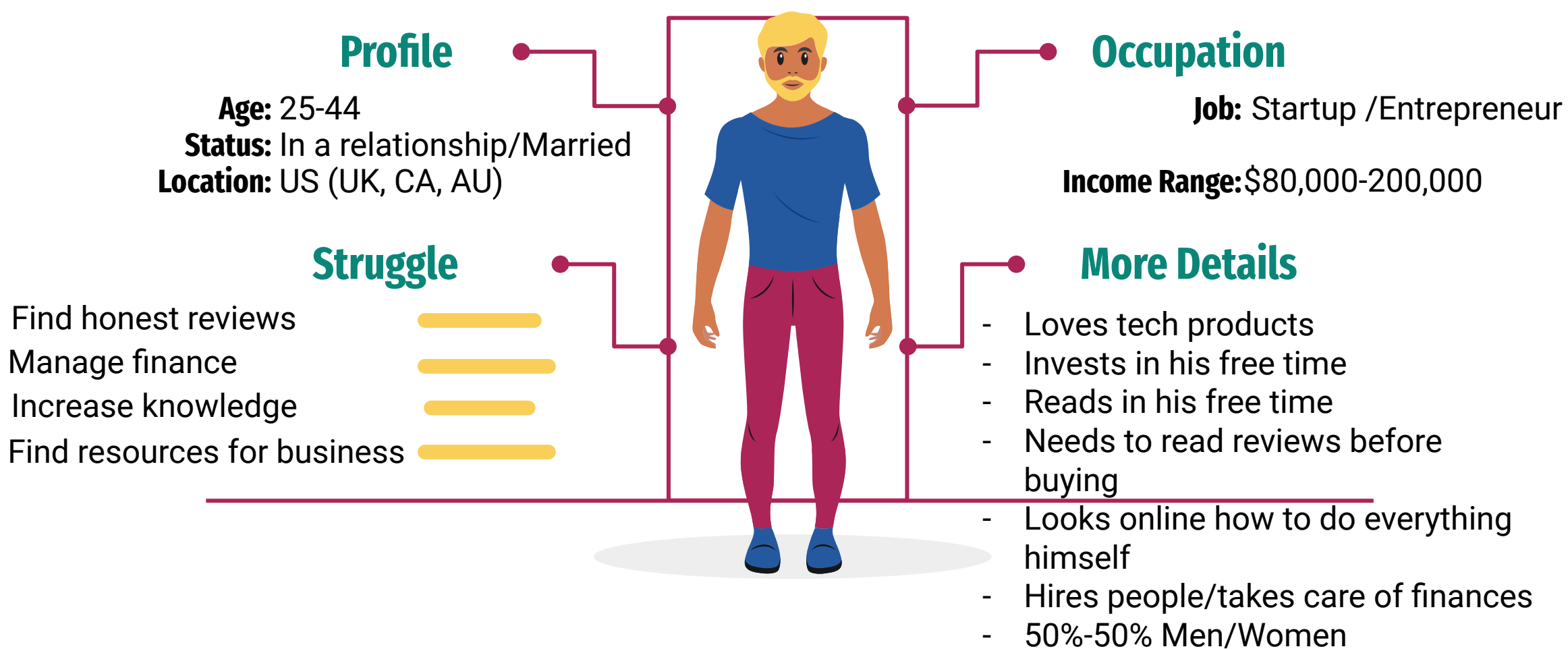
INTERESTS

- **Product Reviews**
- **Parenthood**
- **Fashion**
- **Workout**
- **Finance/Budgeting**
- **Home Repairs**
- **Travel**

TALK DISTRICT

Inspired by other business blogs, Talk District is our Business Oriented blog, covering topics in multiple verticals such as tech, business, shopping and life hacks. We launched it at the beginning of March '20 and we've already started to see great success with different partnerships.

TALK DISTRICT PERSONA



NEWSLETTER & PUSH



39K
NEWSLETTER SUB

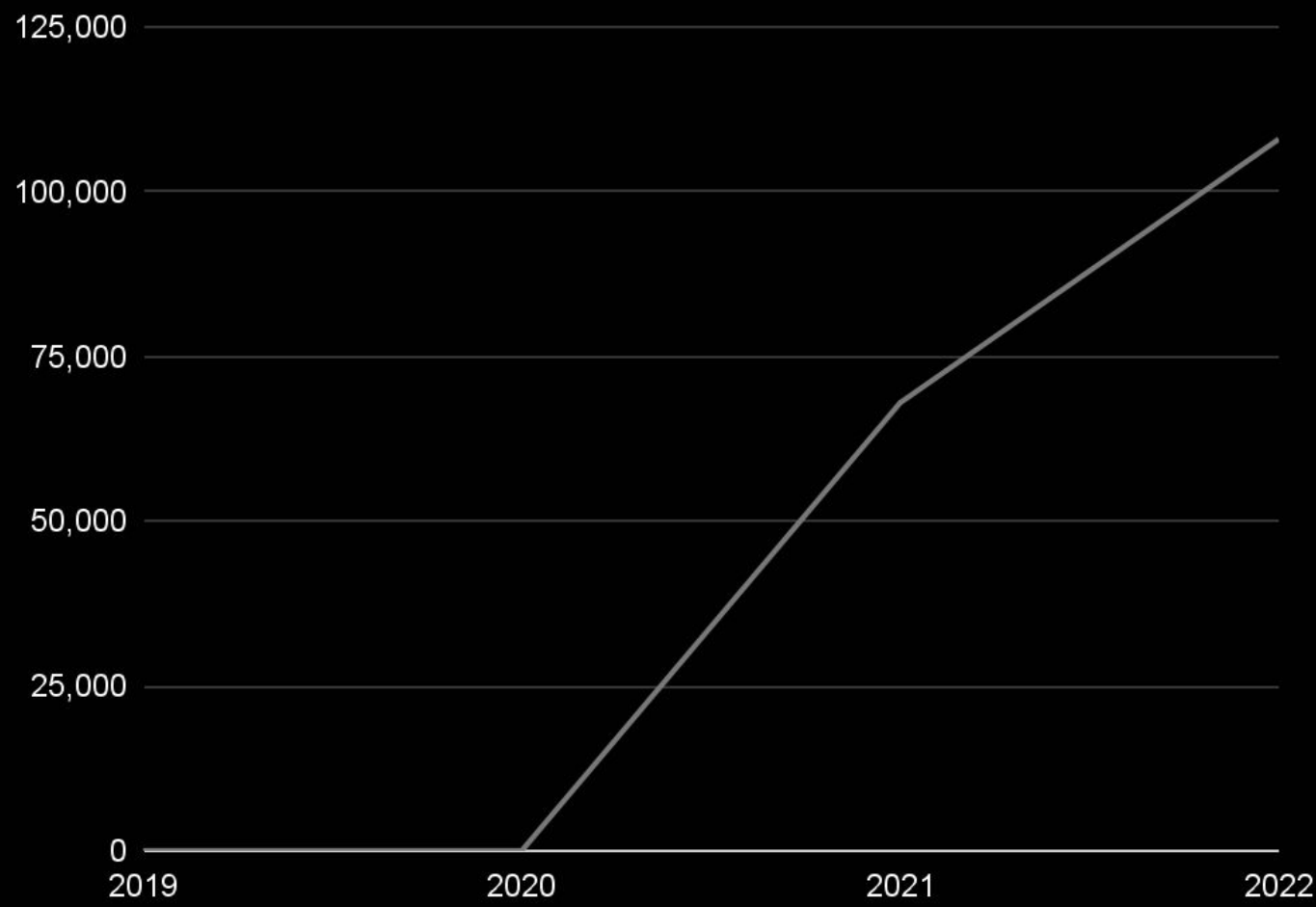


28K
PUSH NOTIFICATIONS SUB

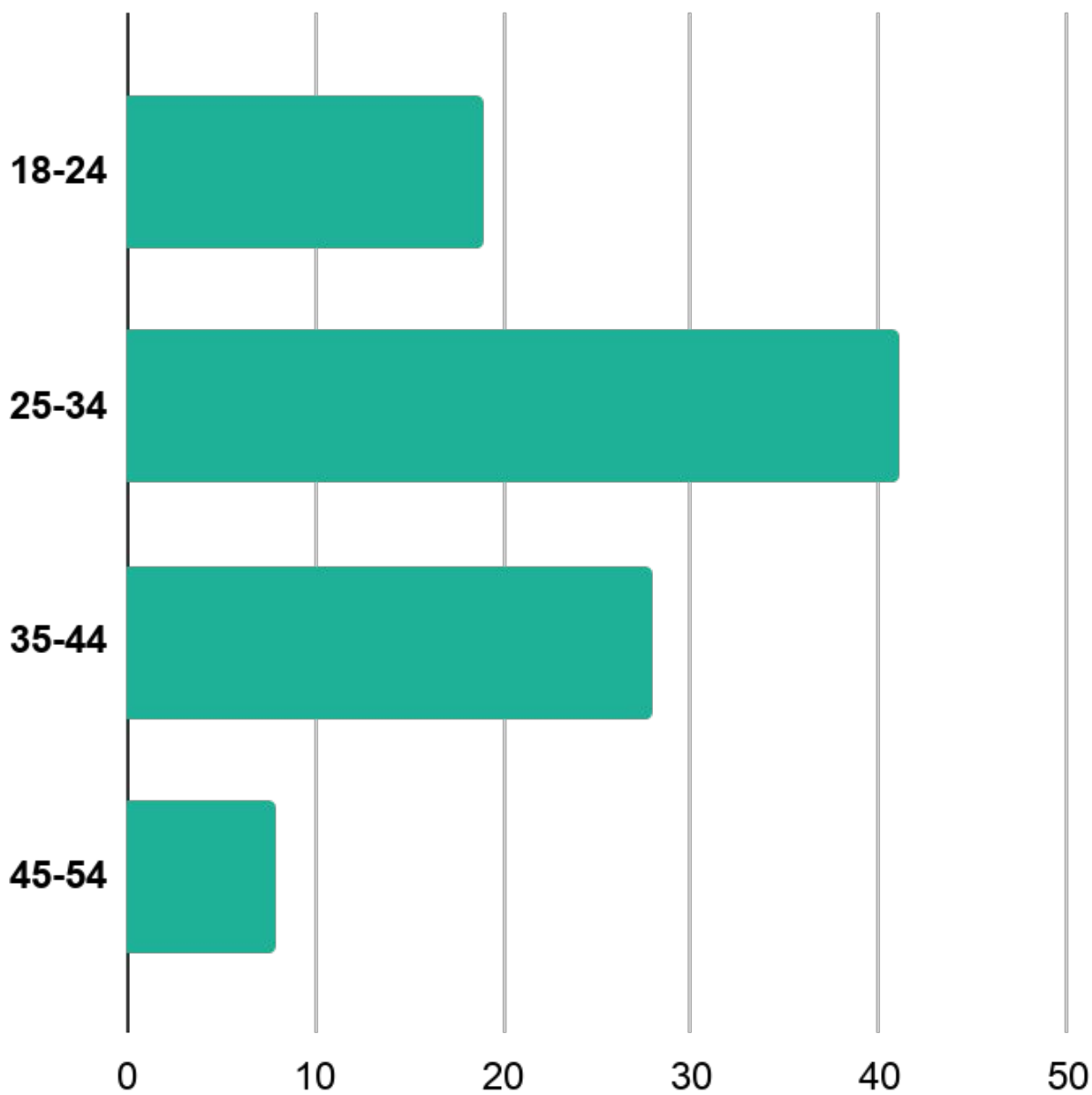


BLOG STATISTICS

- 110K users/month on avg
- 300+ articles
- Already partnered with 200+ Brands,
- Provided the best success to digital products and B2B campaigns



USERS AGE



INTERESTS



- Finance
- Tech
- B2B
- Product Reviews
- Life/Money Hacks
- Travel
- Books

OUR PREMIUM PLACEMENTS

1. NATIVE AD

Perfect for: Brand Awareness,
High Reach
High CTR

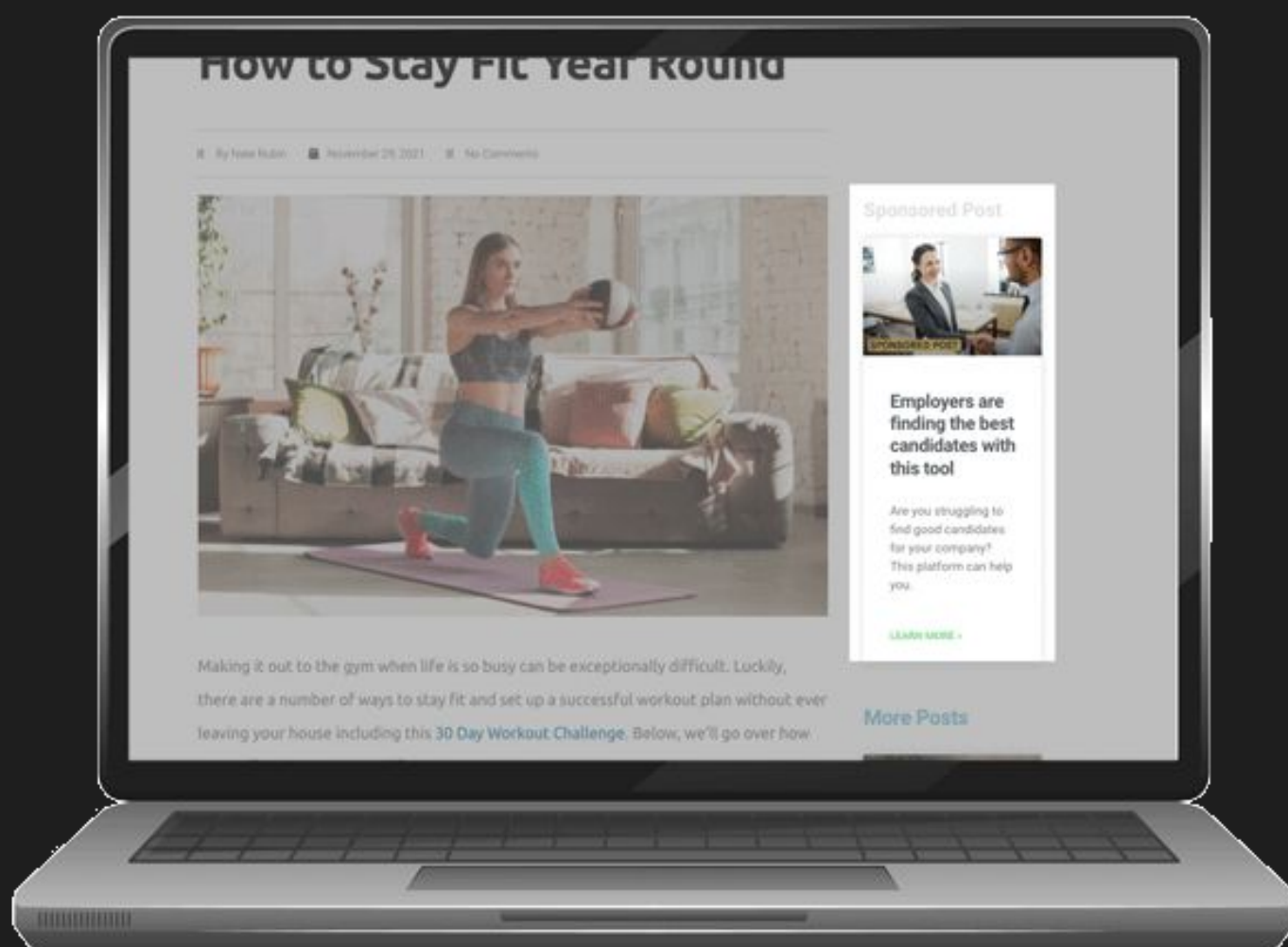
Features:

Appears on related topics

20-25 words + Media

Links directly to Client's preferred landing page

Rate: \$800 for 1 month

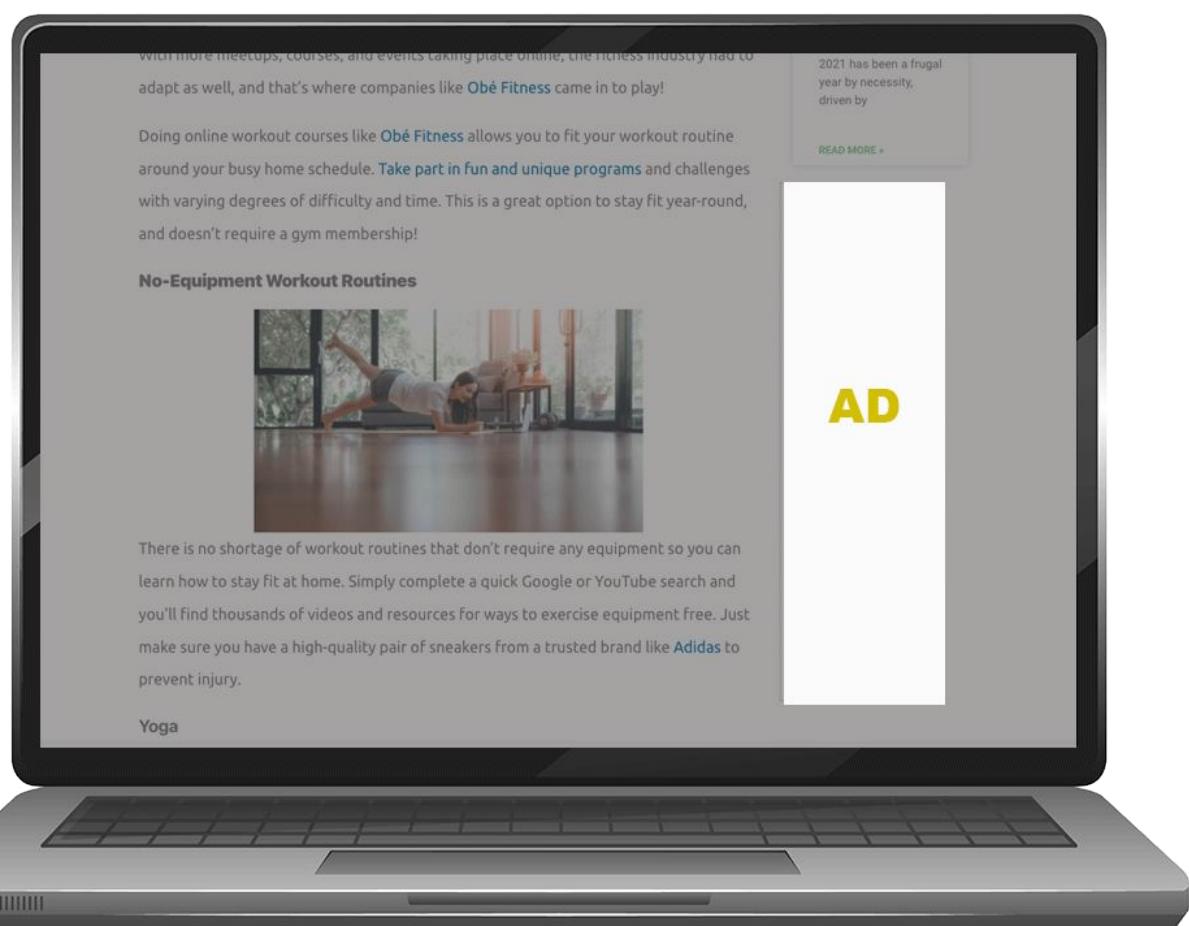


2. SIDEBAR BANNER

Perfect for: Brand Awareness,
High Exposure

Features: Appears next to any related topic
Ideal size: 350x800

Rate: \$300 for 1 month



OUR PREMIUM PLACEMENTS

**MOST
POPULAR**

3. PARAGRAPH INCLUSION

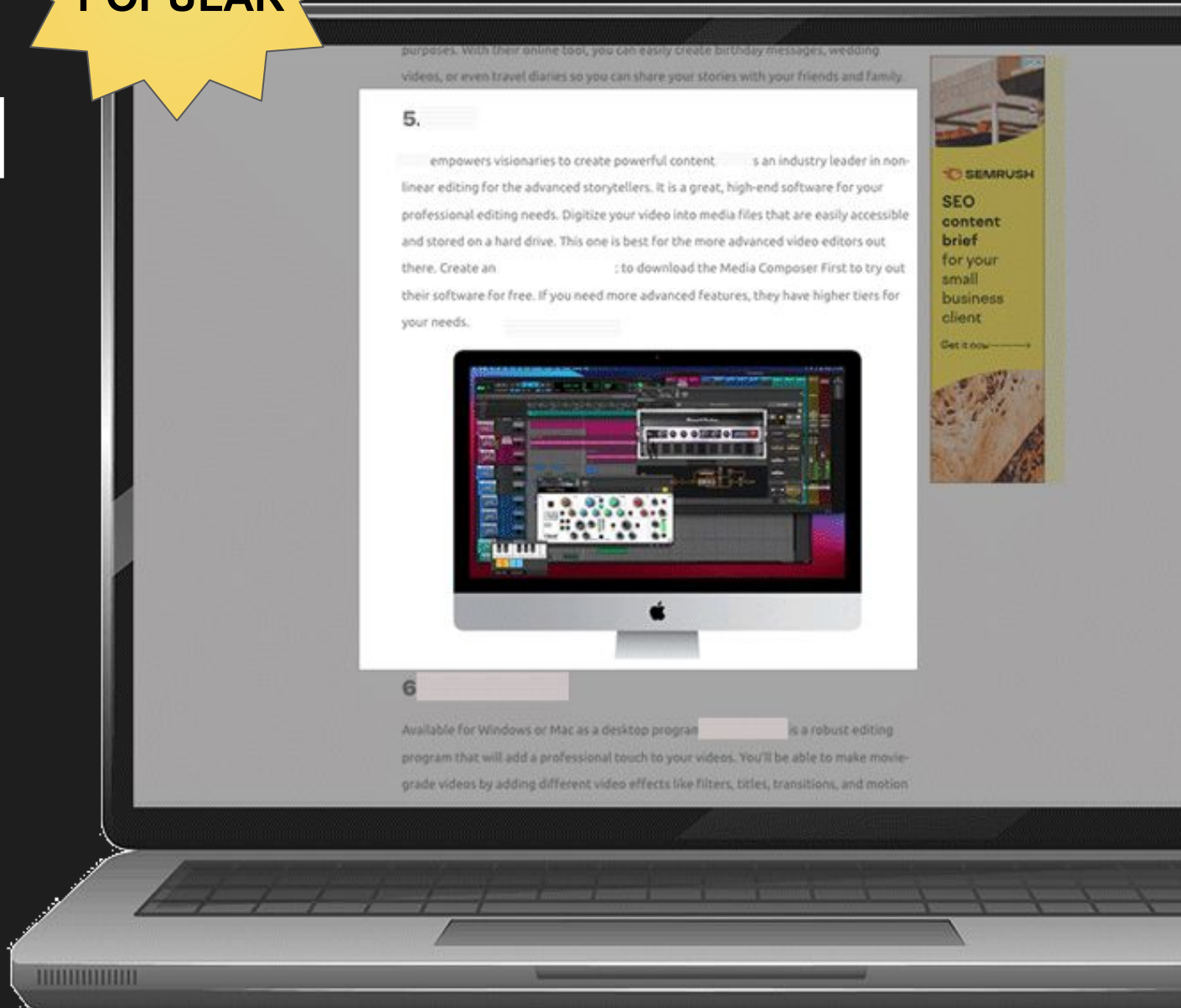
Perfect for: Products Exposure
High CTR
Product Launch

Features:
100 words + 1 media

Choice Placement in **gift guides** or
related evergreen roundups

Can feature up to **2 products + home
page**

Rate: \$400

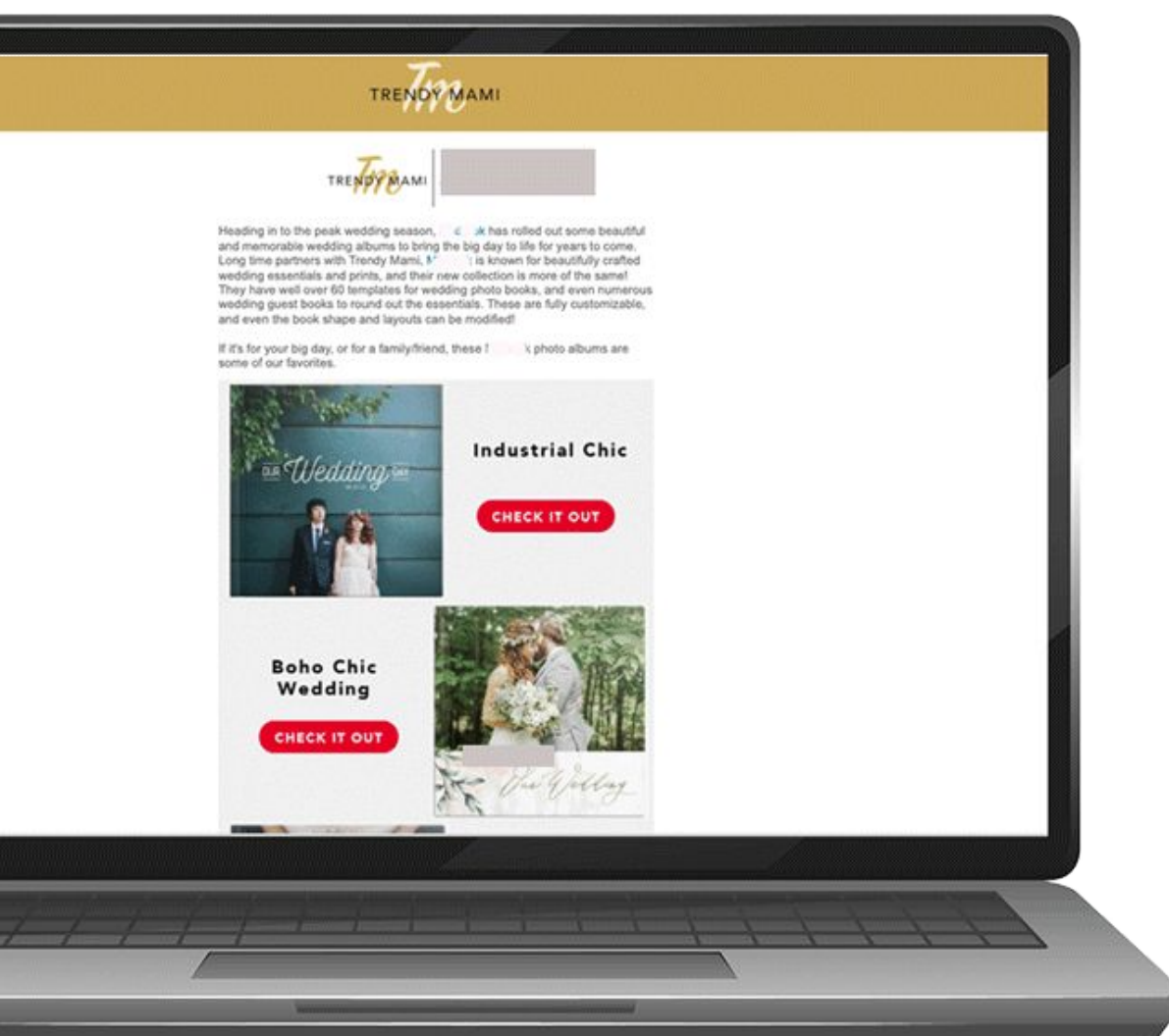


4. NEWSLETTER

Perfect for:
Highly targeted campaign
Conversions
Collection or New Season Launch

Features:
Targeted audience
Up to 150 words and 4 creatives
Can feature up to 4 products + home page
Can target lists in the same vertical
High Open Rate

Rate: \$500



OUR PREMIUM PLACEMENTS

**MOST
POPULAR**

4. SPONSORED POST

Perfect for:

Audience Targeting
Brand or Deals Exposure
High CTR
High CR

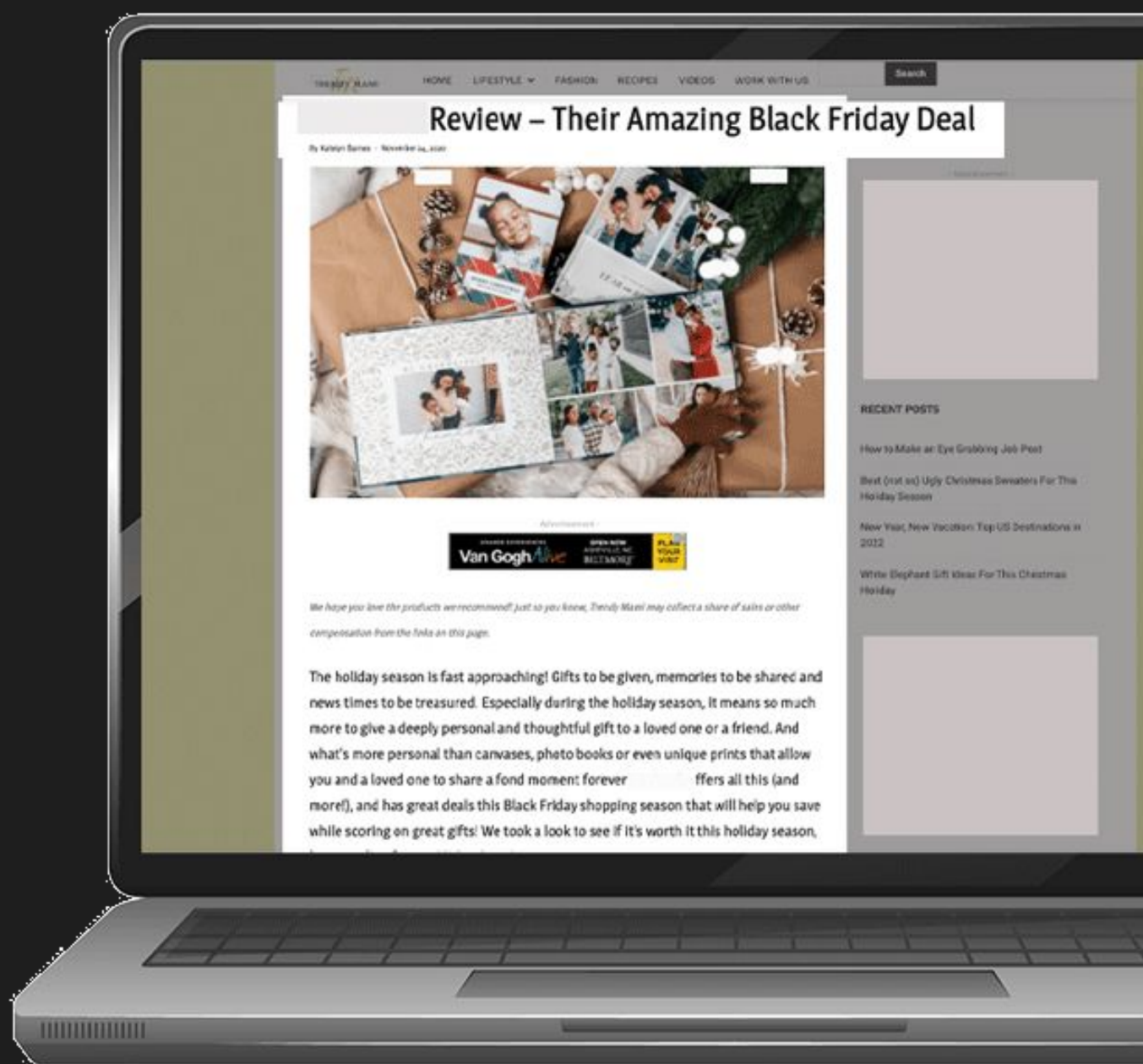
Includes:

push notification
placement in weekly newsletter
Social media channels post

Features:

800+ words
Up to 6 creatives
Can link up to 5 products + home page

Rate: \$800



4. SPONSORED POST WITH VIDEO

Perfect for:

Unboxing
Product Review
High reach
Younger Audience

Features:

All the sponsored post features +
3 min + professionally created video (varies
depending on content)

Rate: \$1200

