



empowering women one-inch at a time

MEDIA KIT 2012





What is Queen in Heels?

Queen in Heels is a unique site that is dedicated to empowering women, through a much loved intermediate object among women, high heels.

Queen in Heels covers a wide range of topics (including, however, not limited to): footwear news, the hottest styles, and heels that celebrities are wearing. Along with travel tips, interviews, financial tips and lifestyle advice.

Queen in Heels was launched in 2009 by Sharon Rainey. Sharon has a strong passion and admiration for gorgeous high heels. She also is dedicated to continually inspiring women by reminding them to always remember their worth and to always follow after their dreams.

As Editor-in-Chief, Sharon is dedicated to bringing informative articles, high quality products, and the most fabulous high heels to the readers of Queen in Heels.



The Mission

Shar·ing (verb)

1: to partake of, or experience with others

Ex·pres·sion (noun)

1: something that manifests, embodies, or symbolizes something else

The mission of Queen in Heels is to empower women one-inch at a time through sharing and expression.

Sharing by the way of the articles written for or contributed to by our readers on Queeninheels.com.

Expression through the Queen in Heels brand and products.

Given that mission, the Queen in Heels vision is to serve as a tool in the goal of upbuilding and supporting women.

QUEEN IN HEELS

MEDIA KIT



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Who Reads Queen in Heels?

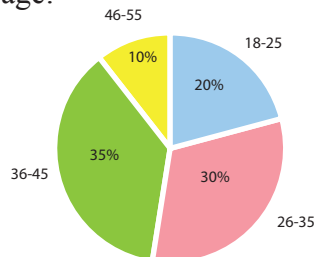
Site Traffic:
via: Google Analytics



Demographics:

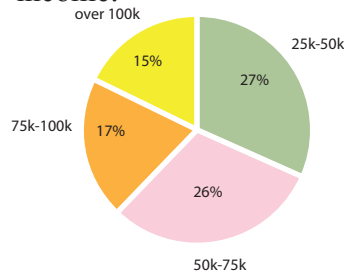
* 98% of our readers are female

*age:



* 65% of our readers hold a college degree

* income:



Social Networks:

<http://www.facebook.com/QueeninHeels>





<http://twitter.com/#!/QueeninHeels>



Advertise and/or Sponsor

Queen in Heels will work with you to create a custom package that will meet your marketing needs. We can help you create a buzz for your brand and get your message in front of the right audience. We offer the following for you to choose from:

Payment Options and Due Dates will be discussed directly with the client.

-  **Banner Ads and Texts Links**
-  **Sponsored Posts**
-  **Contest/Giveaway Sponsorship**
-  **Event Sponsorship**
-  **Custom Packages**

Advertise Options Continued

Banner Ads and Text Links

pricing

Banner ads are seen throughout the site by our readers, no matter which page they enter the site on.

120x240 vertical	\$ 95 monthly
125x125 square	\$ 65 monthly
120x90 button1	\$ 45 monthly
120x60 button2	\$ 35 monthly

Text links back to your site are placed at the bottom of various posts or pages. For example: choose the posts under the category, celebrity heels to place texts links.

Text links: \$100 five posts/pages

Sponsored Posts

An entire post devoted to your brand or product. The post will be featured on the Queen in Heels home page, reach the emails of subscribers, and will be advertised on our Facebook, Myspace, and Twitter pages.

\$250 per post

*Content is written by the Queen in Heels editors.

Contest/Giveaway Sponsorship

This option includes a write-up that will stay featured on the homepage of Queen in Heels for the duration of the contest/giveaway. Advertisement of the contest will be shared with our readers, email subscribers, Facebook fans, Myspace friends, and Twitter followers.

A great product(s)

Event Sponsorship

Want to have a high-heeled themed event with Queen in Heels? Whether it is for pleasure, for charity, to promote, a movie, or book, or an empowering event for women. We have a certified event planner on staff and will work with you to plan, promote, and throw the most memorable events in various cities on the East Coast.

Prices will depend upon the client's wants and needs. Contact us at:

sales@queeninheels.com

Advertisers have the opportunities to sponsor:

- * *Event Signage*
- * *Gift Bags*
- * *and more*

(tell us your ideas and we will work to make it happen)

Custom Packages

We can combine any or all of these options or work with you to create new ones.

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Banner Ads Options

