



anything goes

LIFESTYLE

MEDIA PACK 2020



ABOUT US

- Online only
- We publish weekly- new articles every Wednesday
- 12,585 Readers
- 72,000 Page views
- 1,800 E-news subscribers
- 47% average bounce rate
- 61% of our readers are women aged 25-54

Based on the last 3 months analytics

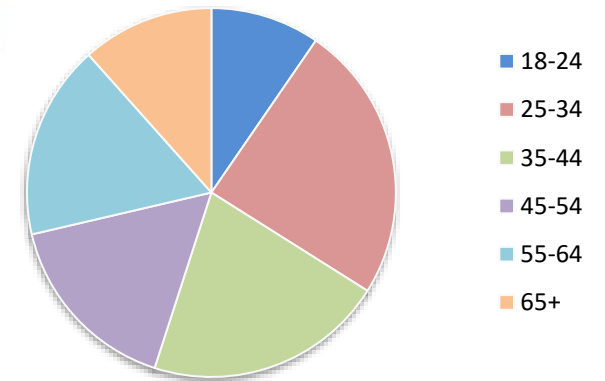
Last updated: April



Responsive Format



Ages



OUR NEWSLETTER

- Published weekly
- 1,800 subscribers
- 25.8% open rate (industry average is 16.6%)
- 3.6% click rate (industry average is 3.1%)

Our subscribers are invited to receive our newsletter based on interest in receiving it from our competitors; all are self-signed. All GDPR compliant.

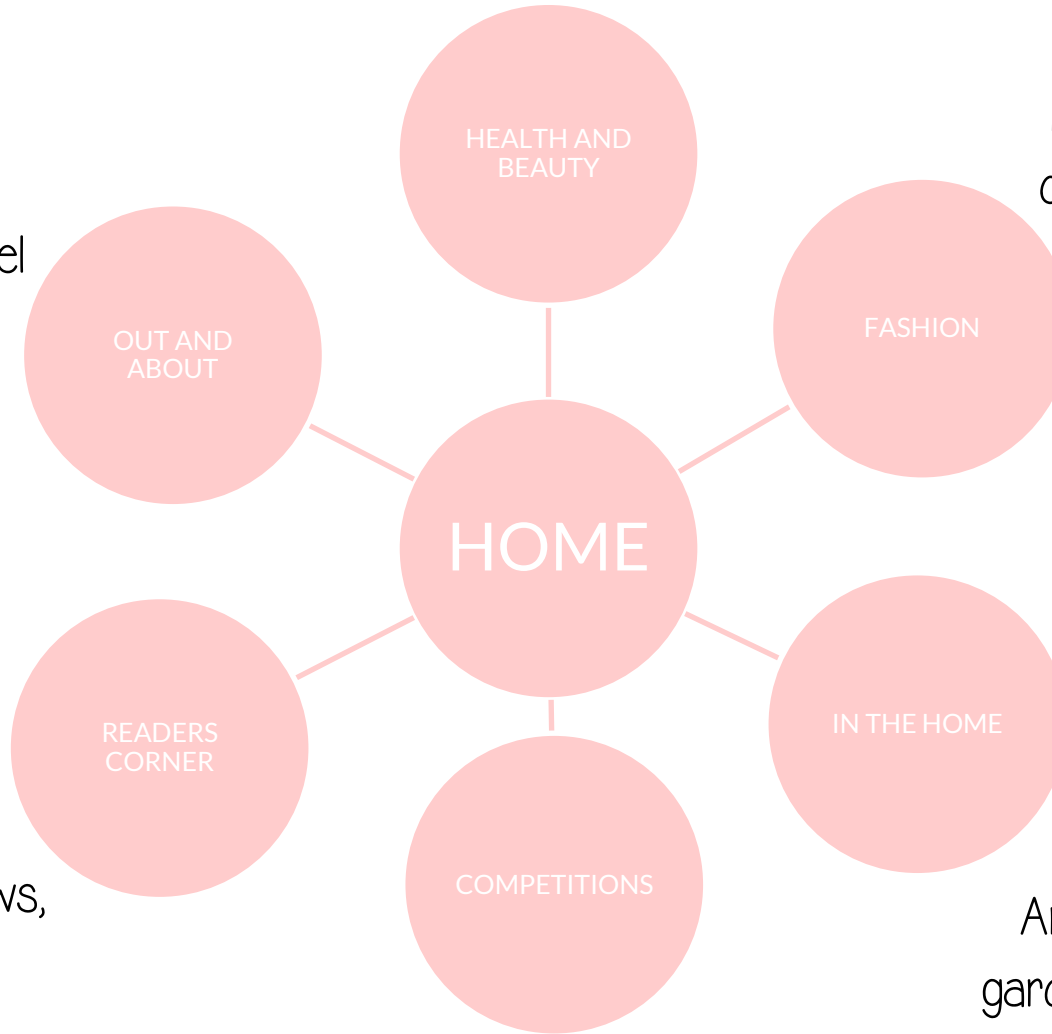
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OUR PAGES

Articles focused around health, wellbeing, fitness and beauty

Must haves, seasonal reviews, company spotlights and lust lists



Promoting events, review segments, on location and travel segments.

Author profiles, book reviews, personality segments.

Articles focused on interiors, gardening, home projects, crafts, gift guides and regular recipes.

Free competition listings

Anything Goes Lifestyle, trading as S Clark Consultancy

COMPETITION SPACE

- Average number of online entries: 2229
- Average Twitter organic impressions for competition posts: 103K
- Average RTs of competitions posts through Twitter: 2.1K
- Average organic reach through Facebook for competition posts: 3.2K
- We offer an opt in function for data capture- average sign up is 579

*above based on competitions since July 2017



AUDIENCE

REGULAR SOCIAL
MEDIA USER

HOBBIES INCLUDE:

ON THE GO

Shopping

Reading

Cooking

Travel

Beauty

Movies

HEALTH
CONCIOUS



GREATER
DISPOSABLE INCOME

25-54

SMARTPHONE/TABLET
USER

ADVERTISING OPPORTUNITIES

Be our site sponsor for the month...

The screenshot shows the top of the 'anything goes LIFESTYLE' website. The navigation bar includes: HOME, HEALTH & BEAUTY, FASHION, IN THE HOME, READER'S CORNER, OUT & ABOUT, GENERAL, SHOP, and COMPETITIONS. Below the navigation is a search bar. The main content area features a sponsored post for Perricone MD lipstick. The post has a pink background with images of various lipstick shades. Text on the post includes: 'WE'VE PLUMPED UP OUR LIPSTICK SELECTION.', 'Win: Perricone MD's entire No Makeup Lipstick Collection', and 'Our sponsor of the month, Bonmarché'. To the right of the post is a smaller image of a woman wearing a coat, with the text 'Bé inspired with a coat for every occasion'.

Be our newsletter sponsor...

The screenshot shows the 'anything goes LIFESTYLE' website with a newsletter sponsor post. The post features the 'Love & Lingerie' logo and a row of colorful underwear. Below the image, the text reads: 'Our Sponsors: Bonmarché'. The main body of the newsletter content begins with: 'It's all getting a little cozy over on AGL at the moment. We're talking accessories to "fall" in love with, ways to dress up your home for Autumn, and we share our top tips to help you wind down at the end of the day. We definitely think of Autumn as a season of self-care; as colds start to become a frequent pain in all households, mornings and evenings are darker and colder and deadlines seem more intense; there's never a more important time to give yourself a little TLC. So, this week, we share some little ways you can make time for you.'

Includes one promotional feature and banner on every post

The screenshot shows a full-page view of a sponsored post on the 'anything goes LIFESTYLE' website. The navigation bar is at the top. The main heading is 'Fashion: A Coat For Every Occasion', posted on Oct 2 2019 - 9:00am by Samantha Clark. Below the heading are social sharing icons for Facebook, Pinterest, Twitter, Email, RSS, and LinkedIn. The text of the post reads: 'The weather can be quite deceiving this time of year - some days are certainly milder than we expect. Whereas others can be biting cold, blustery and wet. And with a season with many engagements - work functions, Christmas, parties, weddings (to name a few) - we want our wardrobe to encompass items that are stylish, yet functional. The hardest working item in your armoury for Autumn/Winter is your coats. Yes, we mean more than one. With a jam-packed events calendar, you're going to want a few options. In partnership with our sponsor of the month, Bonmarché, be inspired with our guide to a coat for every occasion.' Below the text is a large banner image of a woman in a coat with the text 'Bé inspired with a coat for every occasion'. Underneath the banner is a smaller version of the same image with the text 'Our site sponsor of the month, Bonmarché'. To the right of the main post is a sidebar with two sections: 'Our sponsor of the month, Bonmarché' and 'Our book of the month...'. The sidebar also features a small image of a woman holding a coffee cup.

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RATES

Sponsorship	Duration	Dimensions (width by height)	Cost
Entire site sponsorship package <i>Includes dedicated Pinterest board and promotional feature</i>	1 month	Right-hand side banner: 300 x 300px Banner advert for in-features: 600 x 100px	£500
E-newsletter sponsorship package <i>Includes promotional feature</i>	1 month	325 x 100px	£200
Content created	Single post, 3 months		£80
In-house creation fee	1 month		£30
Competition only <i>Includes opt-in data capture</i>			£50

The sponsorship is an exclusive advertising opportunity on the website and newsletter. The advertiser sponsors all content on the website and/or newsletter. The advertiser will have no influence on the content that is created by the Anything Goes Lifestyle team.

On the website, the advert will sit on the right-hand sidebar of the homepage and every single page/article. On the newsletter the advert will sit below the Anything Goes Lifestyle logo and before any content.

We offer a bespoke package so if there is a combination of products you're interested in, please do get in touch and we'd be more than happy to help with your enquiry.

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GET IN TOUCH

If you are interested in us reviewing a product or service, please do get in touch. And do add us to your marketing and PR lists; we'd love to hear from you.

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Sales/advertising queries: sales@anythinggoeslifestyle.co.uk

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