



# media kit

## our story

*Skirt.* magazine is Charleston's FIRST Women's magazine and has been in publication since 1994, with a readership of over 45,000 subscribers and is led by one of South Carolina's most influential women, Paula Dezzutti, more widely known in the community as Pixie.

Pixie, a mother of nine, is a trailblazing entrepreneur who carved out her niche in the spirits world as the first woman owned and family run SC distillery, Striped Pig, which features more than 50 different Local Choice Spirits. Working in a male dominated industry, she learned quickly that she needed to connect with a sisterhood for support.

As an award-winning business developer with a vision, Pixie's need to connect with likeminded, strong women finally came to fruition when she took the helm of the iconic *Skirt.* magazine in the summer of 2019

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## our mission

We're stronger together than apart. The Sisterhood is open to women with entrepreneurial hearts who desire to be part of a thriving community celebrating amazing women and supporting our growing businesses, as we are a powerful advocate for Women's causes.

The Sisterhood speaks to our deepest desires as women: we want to be heard, we want to leave the world a little better than we found it, and we want to live in a way that makes our daughters feel proud and our mothers feel dignified—it's powerful.

*Are you ready to make a difference?*

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## welcome to the next chapter

Skirt. believes that the Sisterhood of today is an ethos, a multifaceted experiential, motivational, and educational-minded community setting the stage to expand the scope of our editorial with:

More in depth stories, more company and personal profiles, and membership-only exclusive access to our preferred network of professionals.

Enhancements to our multimedia platforms spanning newsletters, digital, social media, AI and data, media partners, video, podcasting, live events, networking meet-ups, and other opportunities to get out of the 90's and pioneer the changing goals of our community, regionally and beyond.

Fostering positive media for the rest of 2020 amidst so much negative world media, showcasing our growing empowerment community with its steadfast leadership of strong women and supportive men from our home here in Charleston and beyond.

## sisters who commit

As an Elite Sisterhood Member, you and your business will be profiled across several platforms for maximum exposure:

- One social media post announcing you as a preferred partner with a link to our website.
- Inclusion in our exclusive VIP Preferred Sisterhood Network with direct connection to our newsletter subscribers and social media followers through a social media post and a welcome announcement in our e-mail newsletter.
- 10% discount on any advertising purchase under \$1,000 and 20% discount on any advertising purchase over \$1,000

### **COST:**

\$99 yearly commitment gives you access to paid marketing opportunities as described on the Sisterhood media kit page.

### **COLLECTIVE SOCIAL MEDIA FOLLOWING:**



5,755



16,300



14,300



25,000



## newsletter campaigns

To keep in touch, our sisterhood has both automated emails and scheduled campaigns. The purpose of having both touchpoints is to provide a user-friendly experience, while keeping subscribers in the know of newsworthy events.

These branded emails will be available to deliver advertising opportunities on a weekly basis to our elite sisterhood members.



## sponsored posts

Sponsored posts shared across all mediums are available to elite sisterhood members.

With custom posts and targeted digital campaigns backed with a strong advertising budget our community will consistently grow as our sole purpose is to raise awareness.

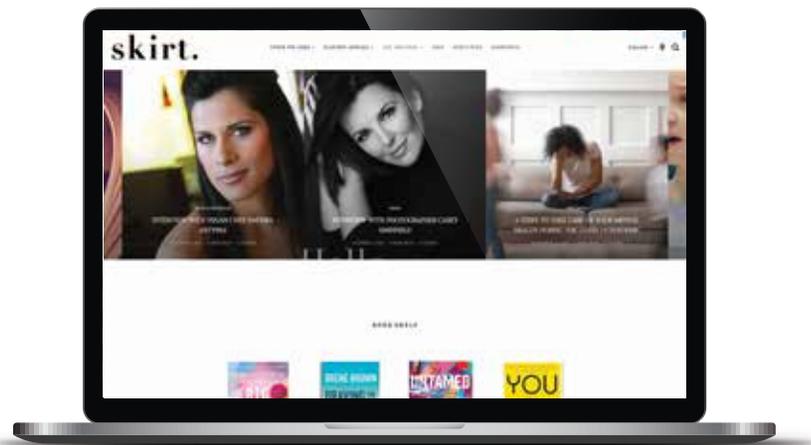
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## website

The *Skirt.* website just launched its newly designed platform. Offering our vast audience a user friendly experience with a simplified approach. The strategy behind the website was to create a forum highlighting social issues, inspirational stories, via print, video and podcast.

The website is optimized to be mobile and tablet friendly and for continuous communication with our followers, *Skirt.* has an opt-in newsletter section and pop-up to encourage future ongoing communication and feature significant ad space.



## file submission

### E-MAIL MARKETING SPECIFICATIONS

PREFERRED FILE FORMAT: HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

FILE SIZE: HTML file size should not exceed 150 KB

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

PRODUCTION COSTS: E-blast creation will be charged at a rate of \$175 per hour.

### WEBSITE BANNERS

ACCEPTED FORMATS: JPG, GIF, PNG, third-party ad tags. (Note: Files without extensions will not be accepted.) No Flash creative will be accepted!

MAX FILE SIZE: 100 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$175 per hour.

### DIGITAL MAGAZINE SPECIFICATIONS

PREFERRED FILE FORMAT: PDF and PDF/X1a only COLORS: RGB VIDEO AND AUDIO SPECIFICATIONS: Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types.

We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

### FILE SUBMISSION

E-MAIL: [info@skirtsmarts.com](mailto:info@skirtsmarts.com) (For files under 10 MB)

For larger file submissions please send via a Dropbox link.

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\* Special discounted pricing for VIP Preferred Sisterhood Network members.

## weekly newsletter

### Horizontal Top Banner Ad (1,293w x 222h pixels)

The ad is placed at the top of the Homepage, underneath the sliding banner.

**Booked weekly, at \$275 per week**

### Horizontal Footer Banner Ad (1,293w x 222h pixels)

The ad is placed at the bottom of the Homepage, above Skirt's Instagram feed.

**Booked weekly, at \$275 per week**

### Small Square Ad (600w x 600h pixels)

The smaller ad in Sidebar area, placed on the right side of the screen in the article pages.

**Booked weekly, at \$175 per week**

### Large Rectangular Ad (1,200w x 600h pixels)

The larger rectangular ad is placed, randomly, at the bottom of the article pages.

**Booked weekly, at \$225 per week**

## sponsored media

### Sponsored Facebook and Instagram posts are charged per post

**Priced per post on application**

Current advertising rates may be changed at any time without notice.

### Five Question Interview

This Five Question Interview will be highlighted in our weekly newsletter, as well as highlighted on both the website and across the Skirt social media platforms.

**Booked weekly, at \$275 per week**

### Zoom Video Interview (10-Minute)

Have an event, product or service to share, well here is your chance to be video interviewed by Pixie. This Interview will be highlighted in our weekly newsletter, as well as highlighted on both the website and across the Skirt social media platforms.

**Booked weekly, at \$475 per week**

## website advertising

### Horizontal Top Banner Ad (1,170w x 150h pixels)

Ad placed on top of the website.

**Booked monthly, at \$1,750 per month**

### Side Banner Ad (500w x 500h pixels)

Ad placed on side of the website page.

**Booked monthly, at \$1,000 per month**

### Horizontal Footer Banner Ad (1,170w x 150h pixels)

Ad placed on bottom of the website.

**Booked monthly, at \$1,500 per month**

*All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals. \* IAB-approved sizes*

**CANCELLATION POLICY:** Cancellations of any type will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

**For availability and more information, please contact us at [info@skirtsmarts.com](mailto:info@skirtsmarts.com)**

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