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MEDIA KIT 2016

A woman with blonde hair in a braid, wearing a straw hat, a green t-shirt, and a grey scarf, stands in front of a blue wall. She is holding a black camera with a red strap. The wall has a textured, painted appearance with various shades of blue and white. The text 'TOTE MEDIA' is in the top right corner, and 'RE DEFINE THE CONVERSATION' is in large yellow letters on the right side.

TOTE  
MEDIA

# RE DEFINE THE CONVER SATION



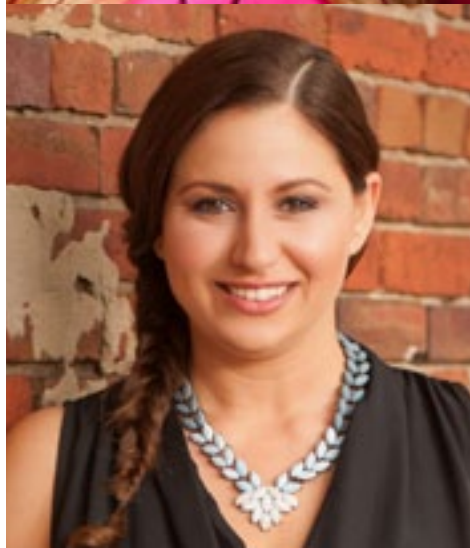
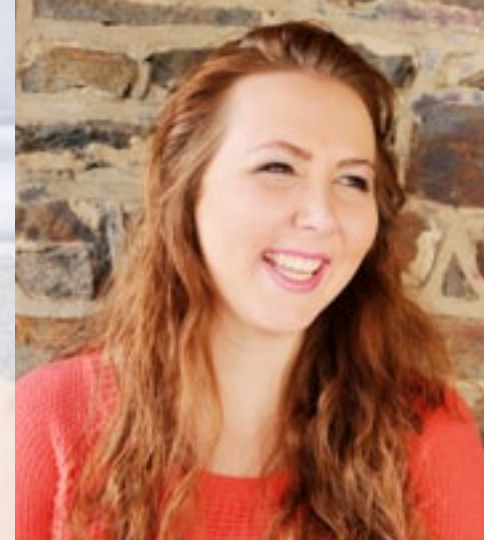
# OUR MISSION

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Tote Media is a digital platform created to inspire and empower young women, ages 16-25.

We are redefining the next generation by shaking up how young women consume digital information and build communities. We aren't afraid to break the rules and neither are our readers.

We're giving our readers (and writers) a call to action. Our aim is to redefine the conversation about, for, and between women. We want young women to be curious, to question everything, to think innovatively and to feel power in speaking their mind.





# EDITORIAL MIX

**FASHION**

**BEAUTY**

**ENTERTAINMENT**

**LIFESTYLE**

- HIGH SCHOOL
- COLLEGE
- POST GRAD
- TRAVEL
- WELLNESS
- RELATIONSHIPS
- CAREER
- DIY

**OPINION**



# THIS MONTH

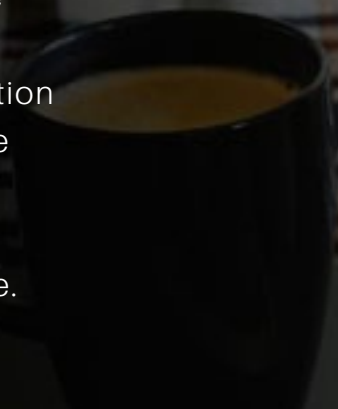
As of March 2016 we will be merging the magazine onto the website. With this transition we look to redefine what the traditional magazine form looks like and cater to our demographic's reading style.

## **MONTHLY THEME:**

Each month we will have prompted themes: an action word that encompasses the feature girls of that month.

## **WEEKLY FEATURES:**

Each week a feature girl will be released on the site for 'This Month.' A total of four feature girls per month, with the first feature girl being the 'Leader of the Month' akin to a cover girl.





# THE BUBBLE

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The Bubble is Tote's Blogger Network, a hub of diverse girls who all have one common passion: blogging. This network is intended to foster a connection between all of the bloggers and create a shared space between them.

## EACH BLOGGER CAN EXPECT:

- Traffic increase to individual blog
- Curated resources for blogging "how-to's," tips, etc.
- Weekly prompts to encourage you to redefine YOUR conversation
- Access to blogger database to network with other bloggers
- 'Blog of the Month' feature opportunities





# BAZAAR

The Bazaar is a community of female entrepreneurs united and curated by the women of Tote Magazine. Whether these women have an Etsy shop or a brick and mortar storefront you can find them here. With our unique partnership, the female entrepreneurs gain exposure through being hosted on our website while we are promoted on theirs, strengthening and uniting each other's communities of readers and buyers.

## EACH FEMALE

### ENTREPRENEUR CAN EXPECT:

- A fun feature depicting who they are
- A link to their channel or website
- Social media promotion to announce they've joined the community





# THE TOTE GIRL

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An admirable and endearing young woman, paving her own path for success, however unconventional it may seem. She is constantly learning and evolving as she moves through life. She continuously strives to build friendships, and follow her dreams.





# THE TOTE GIRL IS AN EXPERIENCER

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## IMPULSIVE CONSUMERS

- They spend the most money on fashion, entertainment and social activities

## THEY LOVE...

- having a social media presence
- being entertained
- being established
- being able to buy things

## THEY ARE...

- Risk-takers
- Self-expressive
- Young
- Enthusiastic
- Trend-setting



# EDIT CALENDAR: THIS MONTH



MONTH	AD DEADLINE	MONTH	AD DEADLINE
SEPTEMBER	AUGUST 5	MARCH	FEBRUARY 5
OCTOBER	SEPTEMBER 9	APRIL	MARCH 4
NOVEMBER	OCTOBER 7	MAY	APRIL 8
DECEMBER	NOVEMBER 4	JUNE	MAY 6
JANUARY	DECEMBER 9	JULY	JUNE 10
FEBRUARY	JANUARY 8	AUGUST	JULY 8



# EDIT CALENDAR: WEBSITE

MONTH	CONTENT TOPIC	MONTH	CONTENT
SEPTEMBER	LABOR DAY STUDY TIPS/CLASS ADVICE NEW FALL TV SHOWS/SEASONS	MARCH	MIDTERMS SPRING BREAK
OCTOBER	HALLOWEEN	APRIL	SPRING BREAK SPRING FASHION
NOVEMBER	WINTER PREPARATION THANKSGIVING BLACK FRIDAY	MAY	STUDY ABROAD SPRING FASHION
DECEMBER	GIFTS/GIFT GUIDES HOLIDAY PARTY FASHION NEW YEARS/RESOLUTIONS	JUNE	STUDY ABROAD
JANUARY	NEW YEARS/RESOLUTIONS WINTER FASHION	JULY	4TH OF JULY
FEBRUARY	MIDTERMS WINTER FASHION	AUGUST	BACK TO SCHOOL

# NEW LOOK

March 1, 2016 we're introducing our new website redesign. The design will improve our reader's experience and provide more effective advertising opportunities for you. With the new advertisement constructions, the visual exposure and pricing will change. We are working to maximize your exposure and audience reach.





**\*FOR THE CURRENT WEBSITE DESIGN, NOW UNTIL END OF FEBRUARY 2016\***

# AD RATES

## **HOMEPAGE ADVERTISEMENT**

***\$200 for two weeks***

An advertisement banner below our “load more” button on the homepage.

## **SPONSORED POST**

***\$150***

Native post pre-approved by advertiser. The sponsored post runs through the website like any other post. Posts on social media will go out to promote the sponsored post.

## **ALL-INCLUSIVE PACKAGE**

***\$350 for two-week campaign duration, possible campaign extension for a negotiated cost.***

- Homepage advertisement
- Sponsored post to run the duration of the campaign, will sit on the homepage grid for duration of the campaign.
- Ad promotion in newsletter
- Social media promotion





**\*FOR THE NEW WEBSITE DESIGN STARTING MARCH 1, 2016\***

# AD RATES

## **HOMEPAGE ADVERTISEMENT**

***\$300 for two weeks/ \$500 with top banner***

Three horizontal banner ads: one under the first row of content, one above the 'This Month' section, and one below the 'Most Popular' section. Plus, one vertical floating ad that follows the reader down the homepage on the right side. Top banner: horizontal banner ad that upon landing on the website, reveals a tall rectangular ad that can then be closed by the reader to collapse into the more traditional, rectangular banner ad.

## **SECTION ADVERTISEMENT**

***\$200 for two weeks***

Two section options to choose from: fashion, beauty, and entertainment OR lifestyle and opinion. Horizontal banner ad at the top of the section pages and a square floating ad to follow the reader down the section pages on the right side. On article pages from sections: a horizontal banner ad at the top of the page and a vertical floating ad to follow the reader down the article page on the right side.





**\*FOR THE NEW WEBSITE DESIGN STARTING MARCH 1, 2016\***

# **AD RATES**

## **THIS MONTH ADVERTISEMENT**

**\$400 for full month**

On the 'This Month' page and each individual feature girl page (4 total) receive a horizontal banner ad at the top of the page and a vertical floating ad on the right side to follow the reader down the page.

## **SPONSORED POST**

**\$150**

Native post pre-approved by advertiser. The sponsored post runs through the website like any other post. Posts on social media will go out to promote the sponsored post.





**\*FOR THE NEW WEBSITE DESIGN STARTING MARCH 1, 2016\***

# AD RATES

## **ALL-INCLUSIVE PACKAGE**

***\$600 for two-week campaign duration, possible campaign extension for a negotiated cost.***

- Homepage advertisement/ \$200 more for top banner ad
- Section advertisement (choose ONE of the section options)
- Sponsored post to run the duration of the campaign, will sit on the homepage grid for duration of the campaign.
- Ad promotion in newsletter
- Social media promotion

## **NEW: BLOGGER NETWORK INCLUSION**

***FREE WITH PURCHASE OF ANY AD PACKAGE***

Activate our blogger network to expand your reach even further! Choose your blogger(s), give them your product to sample, and they'll write about it on their personal blog.





# AD SPECS

## **HORIZONTAL BANNER (TO USE UNTIL MARCH 1)**

828 x 200 pixels

## **HORIZONTAL BANNER (STARTING MARCH 1)**

728 x 90 pixels

# AD SPECS

## SQUARE FLOATING AD

300 x 250 pixels

## VERTICAL FLOATING AD

300 x 600 pixels



# AD SPECS

## TOP HOMEPAGE BANNER

1200 x 500 pixels when open

1200 x 250 pixels when closed

# CREATIVE SERVICES

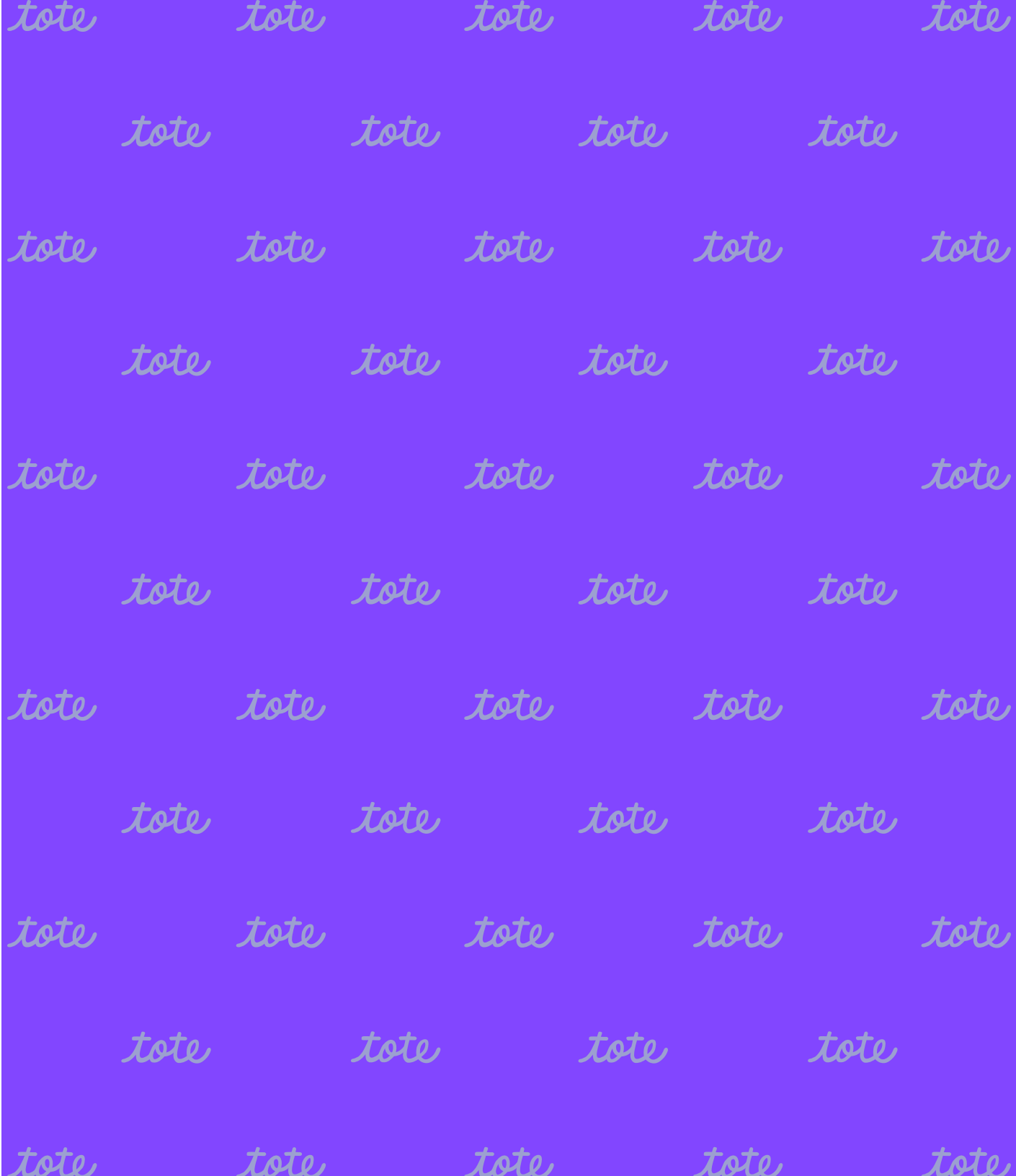
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Looking to create a compelling ad that will reach our demographic? Don't have access to the resources to create a quality ad? Tote Media's Creative Services can help!

## HERE'S WHAT WE CAN DO:

- Work with your team to develop the editorial and visual direction of your ads.
- Photograph images
- Design the ads
- Provide access for personal use
- Our deep-rooted knowledge of our demographic gives you exclusive insight to direct your campaign and ads in the most compelling way.

Pricing varies. Contact Shelby for an estimate.





# NEXT STEPS

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