

BELLE ABOUT TOWN

MEDIA PACK 2013

Belle ABOUT TOWN

*For stylish women who want
to get the most out of their lives*



CELEBRITY STYLE BEAUTY LIVING AT HOME OUT & ABOUT TRAVEL WEDDING BELLE



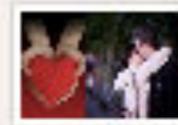
Old Spitalfields Market (OSM) is hosting a week-long celebration of all things culinary this week. ...



Going to the spa at Urban Retreat **Harrods** is always a treat - from the ...



INGREDIENTS for Al Pastor
4 lbs pork "butt" roast 1/4
pineapple sliced into long 1/4
inch thick strips 2 ...



It's the time of the year where you can show your beau just how much ...

Headlines

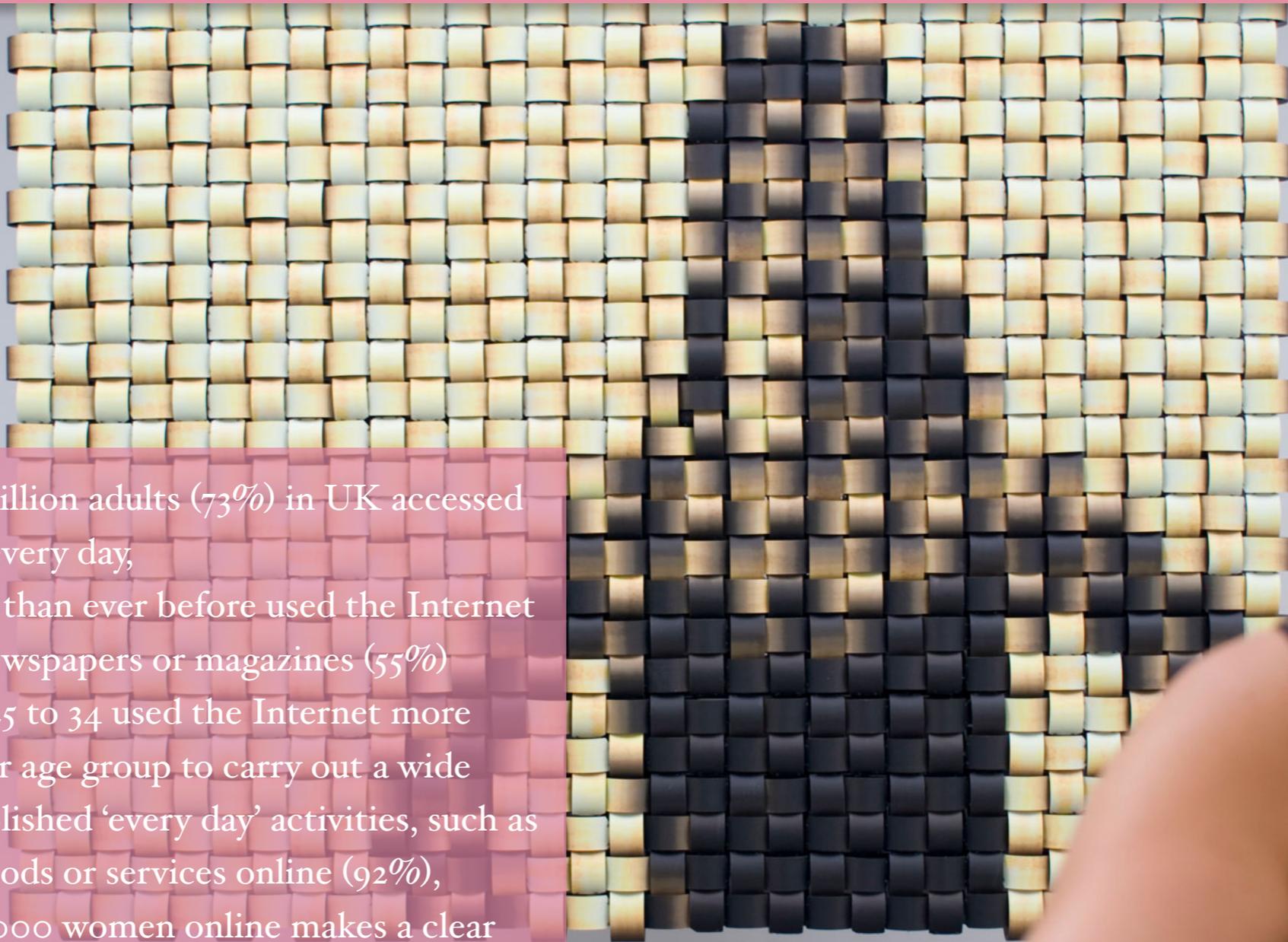


Belle Vision *videos we like*



THE DIGITAL AGE

- In 2013, 36 million adults (73%) in UK accessed the Internet every day,
- More people than ever before used the Internet for reading newspapers or magazines (55%)
- Adults aged 25 to 34 used the Internet more than any other age group to carry out a wide range of established 'every day' activities, such as purchasing goods or services online (92%),
- A study of 2,000 women online makes a clear case that blogs are the single best use of marketing and advertising dollars by brands that want to affect purchases by women online.”



BELLE ABOUT TOWN



Love Changes Everything...

At Home, Books, Living, Relationships, Style

Forget Crash Dieting, Eight

Beauty, Wellbeing



Summer is the time that some of us start to think about crash dieting to shed that unwanted weight before our holiday. However, experts warn that fad weight loss techniques hardly ever work, and can instead cause us to pile ...

17 August 2013 Read the full story

Le Chateau Saint-Martin: Five

Spa, Travel



An atmospheric mist settled over the lush hilly landscape and the Provence mountain air felt crisp and fresh. After a 20-minute drive from Nice Airport through the foothills of Basses des Blancs in the

Côte d'Azur, we were standing in the ...



PINTEREST



INSTAGRAM



There's an **online magazine** that's been producing a steady stream of features and articles employing the principles of journalism that is developing a strong following by those 'in the know'. Belle About Town has been live since May 2010 and officially launched online on July 14th 2010. It's directed at time poor, cash and style rich urban women in the UK.

STYLING

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- A photograph of three models on a runway, each wearing a different style of high-end, floor-length dress. The model on the left is wearing a light-colored, possibly champagne or pale pink, dress with a fitted bodice and a full, tiered skirt. The model in the center is wearing a dark, possibly black or dark grey, dress with a strapless bodice and a full, tiered skirt. The model on the right is wearing a light-colored, possibly light blue or mint green, dress with a fitted bodice and a full, tiered skirt. The background is dark with some stage lights visible.
- The site is sophisticated and contemporary in look and appeal.
 - High quality features and design are paramount.
 - The site is entertaining, informative, newsworthy and thought provoking.
 - It appeals to a sophisticated female readership.
 - Sites like this are in their infancy in the UK, particularly at the high-end of the market.

WHY BELLE ABOUT TOWN?

Belle About Town is for the woman who is time deprived but style rich. It is created by **journalists** who love to discover the **latest lifestyle trends** and are eager to interact with readers about their wants and desires. The magazine has a commitment to be an online platform for stylish women and to both encourage and provide role models to other women. Our mission is to provide interesting lifestyle features and news for sophisticated women, to promote a **community for intelligent, stylish women** and eventually become a one-stop shop for all things lifestyle.



KEYS TO SUCCESS



- Being a go-to luxury lifestyle site in the UK.
- Providing added value to our readers.
- Having quality and authentic editorial content.
- Provide advertisers and sponsors with a targeted market and ease of advertising opportunities. female readership.
- Sites like this are in their infancy in the UK, particularly at the high-end of the market.

OUR READERSHIP

The target market is broadly based and is defined as stylish women who don't have a lot of time whether that is due to their careers or family life. It is aimed at **25 -49** year old ABr's however style is irrelevant of age. They are **style-conscious** and willing to spend money on high quality products as well as having an interest in personal development. Aiming at **luxury loving sophisticated women** who want to be at the forefront of trends but don't have the time to find them themselves. Our mission is to provide interesting lifestyle features and news to promote a **community for intelligent, stylish women** and eventually become a one-stop shop for all things lifestyle.



ENGAGED READERSHIP

The background image shows two women in a gym or fitness studio. The woman on the left is standing, wearing a white t-shirt, with her arms raised above her head. The woman on the right is sitting cross-legged on a red mat, wearing a bright pink tank top and black pants, also with her arms raised above her head. The studio has a wooden floor, red exercise equipment, and a large red ball in the background.

The fastest way to reach time poor, **style rich urban women** for your marketing message is through our website.

Belle About Town is a growing and trusted source of information and the perfect vehicle for your advertising. The website attracts a predominantly **ABX female audience** who are engaged with the content.

To take full advantage and reach our readers your advertisement should highlight your brand while enhancing the content experience.

SPONSORSHIP & ONLINE ADVERTISING

The screenshot displays the Belle About Town website. At the top right, a purple box labeled "Leaderboard 728 x 90" is visible. Below it is a navigation menu with links for HOME, ABOUT, and COPYRIGHT. The main banner features the title "Belle ABOUT TOWN" in a cursive font, with the tagline "For stylish women who want to get the most out of their lives" and an illustration of two women shopping. Below the banner is a horizontal menu with categories: SHOWSIZ BELLE, BELLE STYLE, BEAUTY & WELLBEING BELLE, BELLE LIVING, BELLE AT HOME, BELLE OUT & ABOUT, TRAVEL BELLE, and BABY BELLE. The main content area includes several article teasers with small images and text snippets. A section titled "Belle Vision videos we like" features a video player with a play button and a thumbnail of the Eiffel Tower. At the bottom, there are more article teasers, including "Sunglasses Not A Fashionable" and "Boot Sale Madness!".

Belle About Town values the importance of building relationships between their site, brands and readers.

Flexibility, innovation and multi-disciplined approaches are key to engagement so we are happy to talk about all opportunities.

Background Ad

Site Sponsorship

Variable sizing

Background Ad
Site Sponsorship
Variable sizing

RATE CARD

TYPE	RUN	COST
Leaderboard (728 x 90)	above the fold run of site	£7 CPM
MPU (300 x 250)	above the fold run of site	£10 CPM
Video	above the fold run of site	£5,000 per month
Sponsorship (background takeover)	above the fold run of site	£20 CPM
Sponsored Posts	Remains on site for agreed time and is shared on social media	starting at £130

CPM stands for "cost per thousand impressions." For example, to have your ad appear 100,000 times at a CPM of £6 the price would be £600 (100,000 impressions x £6/1000). Sponsored Posts are clearly labeled as such. As well as going on the site they are also shared via our twitter and facebook pages.

Conditions

All amounts are in British Pounds. Art work is subject to approved and Belle About Town Ltd reserves the right to reject or cancel any advertisement or position commitment at any time. All payments are due in advance. Payment accepted via PayPal, or bank transfer. All sales are final.