

BLOVED

MEDIA

KIT

2017





ABOUT **BLOVED**

B.LOVED IS AN AWARD-WINNING UK WEDDING AND LIFESTYLE BLOG BRINGING YOU THE MOST BEAUTIFUL AND CONTEMPORARY INSPIRATION IN WEDDINGS, INTERIORS, FAMILY AND BEAUTY.

Our diverse team of talented and fashion-conscious writers all bring their style and unique voice to B.LOVED. And we're passionate about inspiring hard working women to live a life they love.

Founded in 2011 as a dedicated luxury wedding blog, we have now grown to include beautiful features under the Lifestyle and Little B banners. From planning the dream wedding, to freshening up your interiors, to dressing your kids in the most stylish threads, B.LOVED is your luxe and lovely guide to life.

THE TEAM

LOUISE BEUKES: FOUNDER + EDITOR IN CHIEF

"After a decade-long career in corporate interior design, I took a giant leap of faith, left the security of an office job, and founded B.LOVED in 2011 as a platform for romantic and beautiful wedding inspiration. Thanks to a whole lot of creativity, hard work and passion, my gamble paid off and B.LOVED became one of the leading wedding blogs in the UK.

Both the blog and my life have come a long way since then, and I've been blessed to have built an amazing network of talented and supportive friends in the industry over the past 6 years. They inspire me every day to do more than I thought was possible.

Nowadays you'll also find me working as an Editorial Stylist where I design and curate beautiful photoshoots for wedding and lifestyle brands, as well as contributing as a founding member of bridal inspiration hub Aisle Society and running wedding industry community the B.LOVED Hive from our super pretty base in London."



CATHARINE NOBLE: EDITOR

"Together with my fiancé James, I shoot beautiful weddings and lifestyle sessions at Catharine Noble Photography. We've been together for ten amazing years and engaged for the last five, but probably not surprising considering our industry, we keep changing our wedding plans!

I'm also a graphic designer with a passion for beautiful fonts and editorial design, and I work on a select number of branding projects for lovely wedding brands.

For me, there's nothing more fulfilling than creatively bringing exciting new ideas and beautiful features to B.LOVED that inspire you to find the soulful moments in your life."



B.LOVED CONNECTS LUXURY WEDDING AND LIFESTYLE BRANDS WITH STYLISH, AFFLUENT READERS IN THE UK AND BEYOND USING BEAUTIFULLY CURATED AND EXCLUSIVE CONTENT CREATED BY OUR IN-HOUSE TEAM.

We know from experience that our readers respond most to content that showcases beautiful details, elegant styling and affordable luxury. So, you won't find blocks of ad space to display your logo, which many readers find off-putting, but you will find well-considered and high quality brand partnerships.

BENEFITS OF TARGETED CONTENT MARKETING WITH B.LOVED INCLUDE:

- * All B.LOVED content is curated by Louise, whose styling work has been published in top UK & international print and online press. This ensures brand alignment, and as a result, the optimum return on your investment
- * We have a large network of some of the best suppliers in the industry, including photographers, stylists & florists, who are all on hand to effortlessly create consistent on-brand imagery
- * Photoshoots regularly take place at our London studio space, a super convenient location to host shoots for your brand
- * Our active marketing approach, including online & social media promotion, ensures that your work is seen by as many people as possible across different platforms and at different times
- * A targeted audience of trend-conscious readers generates better brand engagement because the content delivered is relevant to them specifically





READER STATS

Monthly Page views – 225k

Unique Views – 125k

Female Readers – 87%

Age – 50% aged 25-24

45% - UK readers

25% - US reader

Top cities: London, New York, Los Angeles, Sydney, Cape Town

(figures correct 1st Feb 2017)

SOCIAL

MEDIA

INSTAGRAM



24k

PINTEREST



22.6k

TWITTER



18.6k

FACEBOOK



7.3k



ADVERTISING **PACKAGES**

Promote your brand through beautiful trend-led lifestyle imagery created exclusively for you by the B.LOVED team, with full production, styling and photography at our London studio.

Co-ordinated by Louise and inspired by your products, we will create a set of images that perfectly represent your brand and resonate with our style-conscious readers.



S T I L L

L I F E

S H O O T

£ 5 5 0



PERFECT FOR PRODUCT-LED BRANDS, INCLUDING DÉCOR, FLOWERS AND CAKES

We'll take care of the shoot design, styling, photography, flowers & props, plus ½ day hire of the B.LOVED Hive studio space in South East London.

Benefits include:

- * One sponsored blog post showcasing your beautiful new imagery and telling the story of your brand
- * Build anticipation with live behind the scenes shoot coverage on Instagram stories, 3x Instagram photo posts, and 1x post on Facebook
- * Widen your audience reach with a feature on aislesociety.com, an international hub of wedding inspiration
- * Strengthen your portfolio and refresh your website as all hi-res images are sent after publication to use as you choose

TOTAL PACKAGE WORTH OVER £1000

LIFE - STYLE SHOOT

£ 1 0 5 0



PERFECT FOR FASHION LED BRANDS, INCLUDING
DRESS AND ACCESSORY DESIGNERS

We'll take care of the shoot design, styling, photography, flowers & props,
plus full day hire of the B.LOVED Hive studio space in South East London.

Benefits include:

- One sponsored blog post showcasing your beautiful new imagery and telling the story of your brand
- Build anticipation with live behind the scenes shoot coverage on Instagram stories, 3x Instagram photo posts, and 1x post on Facebook
- Widen your audience reach with a feature on aislesociety.com, an international hub of wedding inspiration
- We'll make gaining extra coverage in front of the right client base easy by handling submissions management to 1 print and 1 online publication
- Strengthen your portfolio and refresh your website as all hi-res images are sent after publication to use as you choose

TOTAL PACKAGE WORTH OVER £1800

Extras - Models, Venue costs + travel (if not using The B.LOVED HIVE)

SPONSORED POSTS

FROM £250



If you already have beautiful imagery which fits the B.LOVED style, we offer standalone sponsored posts.

We'll hand pick a selection of images and create copy to accompany them, telling the story of your brand and providing inspiration in a relaxed, conversational style.



All sponsored posts are displayed as a featured story on our homepage for a minimum of 24 hours and remain on the homepage for at least 5 days.

We'll also promote you across social media with 1 post on Instagram, Facebook and Twitter to ensure coverage.

Your images, curated by us - £250

Our images- see brand shoots for more info - from £550

S O C I A L

M E D I A

FROM £150



PERFECT FOR PRODUCT-LED BRANDS, INCLUDING DÉCOR, FLOWERS AND CAKES

Reflecting the shift in reader interaction, this highly visual platform works particularly well to promote new products, events and contests. Our constantly updated and curated feed engages our followers with ever-increasing likes, comments and shares- helping them to discover luxe and lovely brands they love.

WE OFFER FLEXIBLE PACKAGES TO SUIT YOUR NEEDS:

- * Bundle of 3 Instagram posts £150
- * Bundle of 6 Instagram posts £250
- * Bundle of 12 Instagram posts £500
- * Add Facebook £25 per post
- * Add Twitter £25 per post

These posts use your images, curated by us.

We can also create our own on brand imagery, which is an additional £150 for up to 12 images.

E V E N T

C O V E R A G E

FROM £350

If you're launching a product/collection or planning a showcase that would interest our readers, we will make sure your event creates a buzz and gets coverage to the right audience.

Your event will be attended by a writer and professional photographer from the B.LOVED team to ensure high quality content.

BENEFITS INCLUDE:

- * Pre-event promotion blog post scheduled at lunchtime, our busiest time for traffic, plus social media coverage
- * High quality content with event attendance by a writer and professional photographer from the B.LOVED team
- * Create a buzz with live social media coverage on Instagram, Facebook and Twitter, with a minimum of 1 post
- * One sponsored blog post to increase brand awareness post-event
- * Widen audience reach with social media sharing on Facebook, Twitter, Instagram, Pinterest and Google+
- * A selection of hi-res images will be available for your own use after the feature is live (subject to terms)
- * 6 months' membership of the B.LOVED Edit, our curated resource of luxe and lovely wedding and lifestyle brands
- * Coverage isn't limited to London, we can travel within 10 miles of any B.LOVED Team Member, who are located throughout the UK





NEWSLETTER

£150

Get your news directly into the mailbox of over 1200 style savvy readers via our monthly newsletter. We'll take your product launch/special offer/event information and craft the content to work perfectly in our campaign.

You'll also benefit from extended social coverage with 1x post on Instagram, Facebook and Twitter included.



P R E S S D A Y S +

P O P - U P S H O W R O O M S

FROM £950

IF YOU'RE PLANNING AN INTIMATE PRESS DAY OR POP-UP SHOWROOM, WE CAN PROVIDE A CONVENIENT PACKAGE OF BOTH VENUE AND PROMOTION, IN COLLABORATION WITH OUR SISTER COMPANY THE B.LOVED HIVE.

The Hive provides the perfect blank canvas to host your event. It's the ideal solution when you want to avoid the high costs of a bar or similar venue, and have more control of the way the space is styled to present your event the way you want.

BENEFITS INCLUDE:

- * A blank canvas showroom space to present your brand however you wish
- * We'll take care of the styling, co-ordination & set up to save you time and headaches
- * Reach a combination of wedding industry pros and prospective customers with promotion across both the B.LOVED and B.LOVED Hive social media channels
- * One sponsored blog post on B.LOVED either before or after the event to increase brand awareness

Flowers, catering, furniture & prop hire are organised at an additional cost



THE

DIRECTORY

£ 20 / MONTH

The B.LOVED Edit is a directory of hand-picked vendors with a luxe and lovely vibe. We're growing this section so that it becomes the first place our readers head to when they're looking for brands with a style they already love. As well as being great for positioning your brand, your listing provides another platform to sell your brand and link to your own site.

BENEFITS INCLUDE:

- * You won't be fighting for attention with other brands as each category is limited to 10 vendors to maintain exclusivity and provide readers with an edited choice of the best luxury suppliers
- * Log in and manage your own listing so you can share your latest news and keep your gallery of images fresh
- * We'll direct traffic to you and your listing with an introductory post on Instagram
- * 10% discount on all other B.LOVED Advertising services





TESTIMONIAL

PREZOLA

“ Working with Louise promoting our wedding gift list service to her audience brides has been an invaluable part of our marketing strategy. Whether it's organising a photoshoot, discussing an editorial collaboration or just brainstorming a promotional idea, Louise always delivers creative, thoughtful solutions to our business needs. Her background in interior design and encyclopaedic knowledge of the wedding industry have been wonderful assets to Prezola and we look forward to working with Louise in 2017 and beyond. ”



TESTIMONIAL

LUELLA'S BRIDAL

“ Promoting ourselves via B.LOVED has worked really well for Luella's and we very much see them as an extension of our own brand. We have an identical customer base so we can be sure that our products are being seen by the correct demographic and the overall style of the blog has a similar feel, which helps us to maintain brand continuity. The team at B.LOVED are also really creative and we love working with them to devise new and interesting ways to appeal to our customers. ”



TESTIMONIAL

VICTORIA MILLÉSMIE

“ I booked a styled brand shoot with Louise for my company The London Vintage Watch Co. From start to finish I was extremely happy with the service Louise provided. She captured the ideas I had in my head perfectly in her initial mood board, and then turned that into reality by sourcing the perfect props to style the shoot. The day of the photoshoot itself was brilliant - shooting at The Hive was such an enjoyable experience as it's a beautiful, bright, inspiring space (with delicious coffee and chocolates!).

The photos were then delivered back to me very promptly and I'm thrilled with the end results - they will be a real asset to my brand. I can highly recommend working with Louise and her team at The Hive. ”



WORK
WITH US

EMAIL: HELLO@BLOVEDBLOG.COM
to discuss how we can work together + availability