

HERTRACK

MEDIA KIT

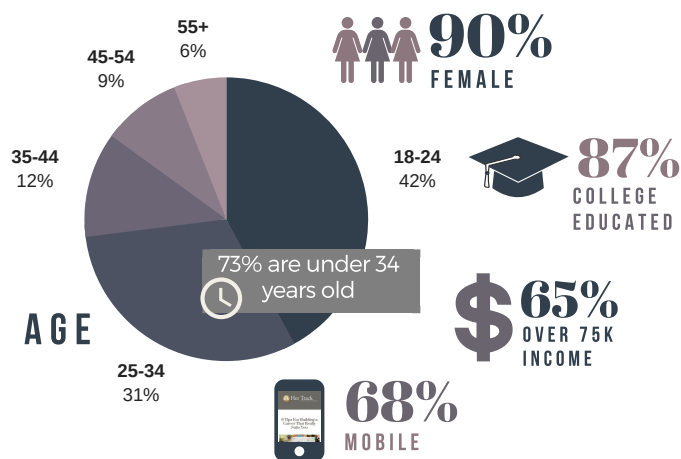
ABOUT US:

Her Track is a group of 70+ writers, designers, and marketers dedicated to producing helpful content and empowering young women to share their stories.

OUR MISSION:

We seek to provide a platform for creativity, personal stories, and idea-sharing related to relationships, career, style, health, women's issues, travel, fitness and home.

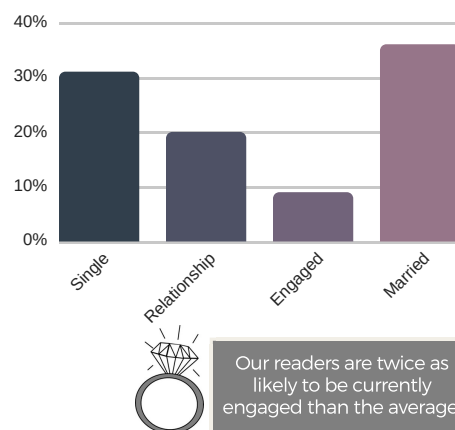
AUDIENCE & DEMOGRAPHICS:



TOP SPENDING:

- CLOTHING & APPAREL
- HOME PRODUCTS
- HEALTH & BEAUTY
- TRAVEL & LEISURE
- SCHOOL & CAREER
- FITNESS & SPORTS

RELATIONSHIP STATUS



REACH & INFLUENCE

- 7K+ LIKES
- 11K+ FOLLOWERS
- 5K+ FOLLOWERS
- 2K+ FOLLOWERS

85K

MONTHLY
SITE VIEWS

2.3M

MONTHLY
PINTEREST REACH

26K

MONTHLY
FACEBOOK REACH

11K

MONTHLY
TWITTER REACH

FEATURED ON



PINTEREST INFLUENCE



- Monthly Impressions: 1,8M
- Monthly Viewers: 1,4M
- Monthly Clicks: 17K
- Monthly Visitors: 15K

POPULAR TOPICS

Style

Dating

Career

Home Decor

Health

Family

Fitness

College

Technology

Finances

SPONSOR OPPORTUNITIES

**GOLD
PACKAGE**
\$500.00

INCLUDES: \$ \$ \$

- 2 Sponsored Posts + Product Feature
- 1 Ad 300x250 on the Right Rail for 1 month
- 1 Week Feature in the Homepage Slider
- Affiliate and Logo Links in Post
- 1 Pinterest Share + Custom Graphic
- 1 Facebook Share + Custom Graphic
- 1 Instagram Share + Custom Graphic
- 2 Twitter Shares + Custom Graphic
- 1 Email Blast For Article

**SILVER
PACKAGE**
\$250.00

INCLUDES: \$ \$

- Sponsored Post + Product Feature
- Affiliate and Logo Links in Post
- 1 Pinterest Shares + Custom Graphic
- 1 Facebook Share + Custom Graphic
- 2 Twitter Shares
- 1 Email Blast For Article

**BRONZE
PACKAGE**
\$100.00

INCLUDES: \$

- Sponsored Post + Product Feature
- Affiliate and Logo Links in Post
- 1 Facebook Share
- 2 Twitter Shares
- 1 Email Blast For Article

EXAMPLE:



Rachel Kapelle-Dale blogs about graduate her own graduate work at the University, taught and written about test preparation

Magoosh

1. Start early.

Getting an early start is always important for GRE prep since it allows you to spread out your studying and avoid cramming. However, if you're working full-time, getting an early start is a challenge. Here are some tips to help you get ahead.

2. Register early too.

Weekend GRE prep can be like gold dust if you don't buy enough. If you can afford taking a day off work to take the test, likely to show off your full potential.



HerTrack Silver Track (Sep 25 - Oct 10)
9 Tips for Balancing GRE Prep With Your Full-Time Job
hertrack.com/2017/09/26/9-tips-for-balancing-gre-prep-with-your-full-time-job/



**SPONSOR A
GIVEAWAY**

WE WILL

- Host it & promote it on all channels.
- Select & coordinate with the winner.

YOU GAIN

- Social followers from entries.
- Brand awareness for your business.
- More engagement on sponsored posts

**+\$50.00
on
Sponsored
Post**

**+\$100.00
for
Giveaway
Only**

Rafflecopter

People can enter by...

☐ Referring their friends (aka. "viral sharing")

Liking a Fan Page	Subscribing to a Mailing List
Tweeting a Message	Following an Account
Pinning an Image	Following an Account
Answering a Poll	Commenting on a Blog Post
Invent Your Own!	

AD OPTIONS:
Monthly Rates

- In-Text Mobile & Desktop Ad: \$75.00
- Position 1 300x250 Right Ad: \$50.00
- Position 2-5 300x250 Right Ad: \$25.00

change your mind. You can pick a new career for no reason at all. You can get a single life. You can have children or live child-less. You can be frugal or spendy of style. You can stay in your hometown or move away. You can run a marathon nights. You can quit and walk away whenever you want from anything that's making you do what you want, and NOT feel guilty or ashamed for it. You have to. You own

FOREVER 21
SHOP NOW

Personally, I love the chalkboard labels. They are fun, adjustable and look great on any kind of jar or basket. There are many different kinds of labeling too that really add a neat detail to your apartment.

domino
DESIGN SERVICES
YOUR PERSONAL HOME DESIGNER
For just \$185

9. Invest in a few charming little throw pillows.



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