

beautyholicsanonymous

beauty comes in all sizes, not just size 2

A Beauty Blogger's Media Kit

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What is a media kit?

A media kit is your blog's résumé. Just like you would give a potential employer your résumé for review, you would give potential brands and advertisers you want to work with your blog résumé.

Your media kit will contain information about your blog, what it is about, who it is targeted to, blog statistics, accolades and so on.

Why do you need a media kit?

If you've been blogging for a while, and would like to take your blog to the next level (i.e. renting blog space out for advertisements, doing sponsored posts, approaching brands and PRs to introduce yourself, etc.), a media kit would help you tremendously.

Chances are, if you are reading this, brands, PRs and/or potential advertisers have begun approaching you to work with you and your blog. Congratulations! It's good to know that your blog has reached a certain amount of readership to attract brands and advertisers. It's also a great method of introducing your blog when you are reaching out to brands you are passionate about and would like to work with.

Before the brand starts working with you, they might request for your blog's web statistics. For example, they might want to know how many page views your blog receives a month, the number of unique visitors, etc. They will most likely also be requesting for screenshots of these figures from web statistics sites like Google Analytics.

Instead of capturing screenshots and gathering the figures every time you receive a request, it's easier and more convenient to have all this information in one file – your media kit.

What is in a media kit?

Here is some essential information that you will need for your media kit. Some points will be elaborated in the next few sections.

Name - you would be surprised that for such an obvious thing, this is often forgotten.

Name of blog and link

Contact details - another often forgotten detail

A photo of you - A small one would do. It doesn't have to be one of those photos for the passport or driver's license (goodness knows how 'flattering' they are), but keep it clean and professional. This is, after all, your blog's résumé. No cleavage shots please. If you can get a portrait of you professionally done (maybe it's time for that photographer friend of yours to return a favour?), this would be excellent for your media kit. You can be slightly cheeky and pose with your makeup collection (again, keep it professional and tidy). You *are* a beauty blogger, after all!

Blog description - what's your blog about? What's your tagline? Do you mainly do reviews and/or tutorials? Is your blog predominantly about makeup, skincare or both? Do you mainly write about drugstore or high-products, or both? Do you do video tutorials? Be specific.

Demographics - Who is your blog catered to? Do not just state "women" in general. Any females from 16 to 100 are women. Your age would normally indicate the demographic of women you're writing for, plus/minus 5 to 10 years. If you're a spring chicken (lucky you) and do not use rich, anti-aging products, then you would not be catering to mature women. You get the gist.

Blog statistics - This data is easily obtained from web statistics analysis tools like Google Analytics, Statcounter, etc. If your blog doesn't use a web stats analysis tool, get one now. It is an essential tool for any serious blogger. Include a screenshot of your blog stats.

Social media - Social media networks you are on and the number of people following you. Remember to add the links too.

Services you provide - product reviews, sponsored posts, ad space, etc.

Contact Details

Believe it or not, this is an often forgotten detail in media kits. We get so wrapped in web statistics that we forget the most vital piece of information of all – our contact details.

Name - if you use a nom de plume on your blog, do provide your real name as well.

Address - this is where I highly recommend services of a PO box. A PO box is not very expensive, and it gives you privacy from having to reveal your home or work address. You can always provide a home or work address after you have been working with the brand for some time and that they are trustworthy.

Telephone Number - this is optional. You do not have to provide this if you do not want to.

Blog Link

Email Address

Blog statistics

This is the part that PRs and advertisers are most interested in. These figures are needed for their database, and for potential advertisers to decide if your blog has enough reach for them to consider advertising with you.

This data can be obtained from web stats analysis tools like [Google Analytics](#), [StatCounter](#), [Woopra](#), and [Sitemeter](#). The most popular tool (which most brands and advertisers trust) is Google Analytics.

If you haven't installed Google Analytics on your blog, I highly recommend you do it now. Even if you are not interested in monetising your blog or accepting products and services for review, it's good to know who your readers are, where they are coming from, how many times your blog's been accessed, etc. I did not start using a statistics analytics tool on my blog to get these figures for brands. I did it because I was just too nosy about my readers :)

There is a lot of information gathered about your blog on Google Analytics, e.g. demographics, traffic sources, operating systems, browsers your readers use to access your blog, etc. You can put all of this information in your media kit, although I highly recommend you not to drown your media kit with unnecessary information. On average, these are the figures that are highly requested:

- Average daily visits
- Average monthly page views
- Average monthly absolute unique visitors

Optional information to add:

- Average monthly bounce rate
- Countries your visitors are from (begin your list from the most visited country)
- Number of pages per visit
- Percentage of traffic sources – search, referral, direct and campaigns

Remember to include screenshots of your Google Analytics page. These figures do not mean much unless you have proof to support your data. Keep the screenshots on one page, and make sure they are clear and easy to read.

Social media the heck out of your media kit

Chances are if you're reading this in hopes of creating a good media kit, you're probably on at least one form of social media. It can be Twitter, Facebook, Google+, and many more. Do you have many followers on any of these channels? Well, show them off in your media kit!

Your blog is not the only method of reaching out to your readers. I'm sure you do not blog every single hour of the day. When you like a particular beauty product you have used, chances are that you will mention it either on Twitter or Facebook or both. This is good (and free) publicity for the brand.

Don't worry if you think you don't have a lot of followers on any of these social media channels. Everyone has to start somewhere. If you have 10 followers, then you're reaching 10 people. 100 followers = 100 people, and so on. What you must never do, and this applies to your blog statistics too, is to fluff the numbers. Increasing the numbers you currently do not have is not right. Plus it's a bluff easily called because anyone who clicks on your Twitter/Facebook link will immediately see the numbers. If you lie, well, there goes your reputation.

Again, there are plenty of social media channels you can add to your media kit, but here are the popular ones which people are usually looking for:

- [Twitter](#)
- [Facebook](#)
- [Google+](#)
- RSS subscribers
- [Google Page Rank](#)
- [Klout](#)
- [YouTube](#)
- [Instagram](#)
- [Pinterest](#)

Remember to include the number of followers/subscribers to each channel and, more importantly, the links to each social media site you are on.

Services you provide

It's a sketchy term, but if you do accept products and services for review, then you are providing a form of service on your blog. This goes for any form of advertising you accept for your blog.

For advertisements on your blog, add the type of advertising you accept on your blog. Try not to go overboard with the types of ads your blog can manage. Decide what you're willing to accept by looking at the frame of your website. As an example, you can say that you accept these forms of ads for your blog:

- Text link ads
- Image ads – popular types are 125x125, 300x250, 160x600, 728x90, 300x600 pixels (above and/or below the fold*)
- Sponsored posts
- Affiliate links

I do not enclose advertising fees in the media kit because the media kit is not only sent to potential advertisers, but to PRs as well. Keep the information relevant for all parties. When you send your media kit to a potential advertiser, mention that they can contact you for advertising fees and payment method.

If you accept product for review, do mention it in the media kit. Be clear of your policies. If you require a specific amount of time to do a trial on the product, mention that in the media kit. Let the brands know what they will be getting out of the review, e.g. keyword links, comments on the product, images, etc.

Another form of service you might provide for your blog is running giveaways for brands. Again, be very clear of your policies. Are you required to ship the prize to the winner, or will the company who is sponsoring your giveaway be sending the prize? It is best to have them down in black and white to prevent any possible disputes in future.

*Above the fold: the position of the ad that is visible without scrolling. This means that the ad is at the top (or high up on the sidebar) of the page.

Testimonials

If you have received any form of accolades for your blog, press mentions, awards, etc., please feel free to add them to your media kit. If your blog was mentioned in print or digital magazines like InStyle Vogue, Cosmopolitan, etc., add that in.

If somebody famous has quoted on how awesome your blog is, add that in (although it would be better if you have proof of that ☺).

When I mention accolades, I meant awards like "Best New Blogger" or "Best Blog Design" from proper, accredited bodies. Unfortunately, the awards you get from Internet memes (e.g. Lieber award) from other fellow bloggers do not count. Sad, but true.

Feel free to add screenshots of these accolades to your media kit to back up your claims. Try to keep them on one page.

Writing the media kit

Write your media kit as you would your work résumé. Mention pertinent details, but keep them short. No employer has the time to read pages after pages of your résumé. This goes for your media kit as well. No PR has the time to go read a novel of a media kit.

A proper media kit should come in a separate document, and not just stuff all these information in one email. It's your blog's résumé, so keep it professional and in a proper document.

I created mine on Microsoft Word, but feel free to write on any word processor you are comfortable with. Proofread your media kit (better yet, get a friend or two to do it), because there is nothing more uncomfortable than spotting spelling and grammatical errors in your media kit once it is sent.

I highly recommend that once the document is complete, convert it to PDF format before sending it out. Not everybody uses the same word processor as you do, and if you were to send out the Word document, the formatting will likely be skewed on the recipient's end. All your hard work in making it look good will have gone down the drain because the recipient is not looking at the actual document you have created.

Converting the document to PDF will ensure what you see, is exactly what your recipient will see.

Examples of offline and online PDF creators:

- [PDF995](#)
- [PDF Converter](#)
- [PDF Online](#)
- [Document Converter](#)
- [PrimoPDF](#)

Okay, you have created an awesome media kit. Now what?

I often get emails from readers on what to do after they've created their media kit. E.g. I've completed my media kit. How do I go about sending them out? Where do I start?

If you have already been working with a few PRs prior to having your media kit, go ahead and send it to them. It will help them know your current blog status, what its statistics and social media figures are, and if the both of you are going in the same direction.

If a PR or potential advertiser requests a media kit from you, go ahead and send a copy to them. If you would have never worked with a particular brand before and would like to get in touch with them, go ahead and send them your media kit.

You could send it to them with an email somewhere along those lines.

"Hi X, I thought I'd get in touch with you and introduce myself. I'm Tine, and I blog at Beautyholics Anonymous (www.beautyholicsanonymous.com).

I'm based in Melbourne, and have been blogging for 6 years now. Beautyholics Anonymous aims to produce honest, in-depth, quality reviews of drugstore, boutique and luxury makeup, skincare, bodycare and haircare products.

Please see enclosed a copy of my media kit. It will give you an introduction to Beautyholics Anonymous and any further information you might need. Please let me know what you think.

I would love to work with you and get to know brand ABC better. If you could include me in your database for the latest news and product releases, I would highly appreciate it. Thank you. "

A simple, straight to the point email on an introduction of yourself and your blog will suffice. PRs are inundated with dozens of emails every day, and if they work with bloggers, they may have missed your blog. There is nothing wrong with introducing yourself and requesting for them to add you to their database for any future press releases.

Note that I did not mention anything about getting free products or invitations to events, which brings me to my next important point.

A very big faux pas in emailing PRs with your media kit would be to write this:

"Hi X, I love brand ABC. I think it's great. Enclosed is my blog's media kit. Could you please send me some of your products for review? Thanks."

I cannot even begin to tell you how off-putting this is. The reason you are sending your media kit to the PRs is to give them more information about your blog. It is to introduce yourself and let them know what you blog is all about. It's **not** to get free stuff. You might get products for review, but this doesn't help you build your reputation with brands. Plus you'll give a bad name to other beauty bloggers who are doing it via the proper methods and channels.

Remember to update your media kit on a monthly basis. You will be able to get the new statistics figures on Google Analytics, and as your social media network grows, that should also reflect in your media kit.

Exercise common sense

Now that I have asked you to send your media kit to brands and potential advertisers, I am going to strongly advise that you **think twice** before doing so. Why is that?

Do remember that you have contact information in your media kit, which may include your home address (in case you do not have a PO box), email address, phone number and so on.

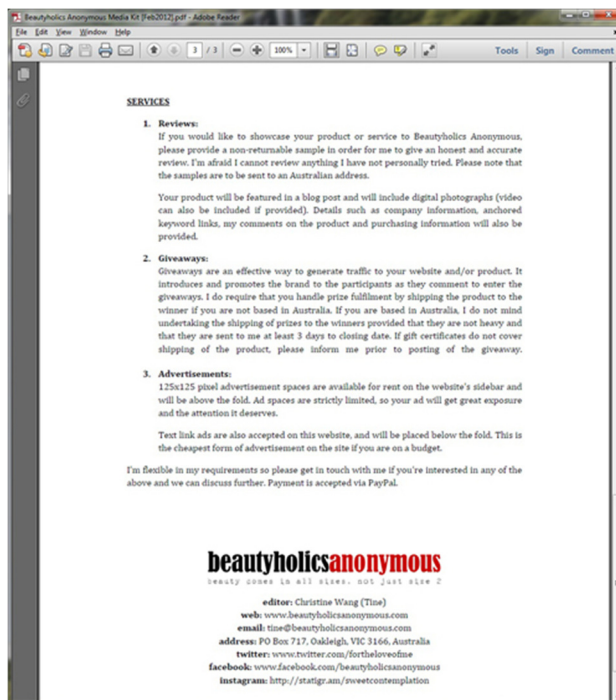
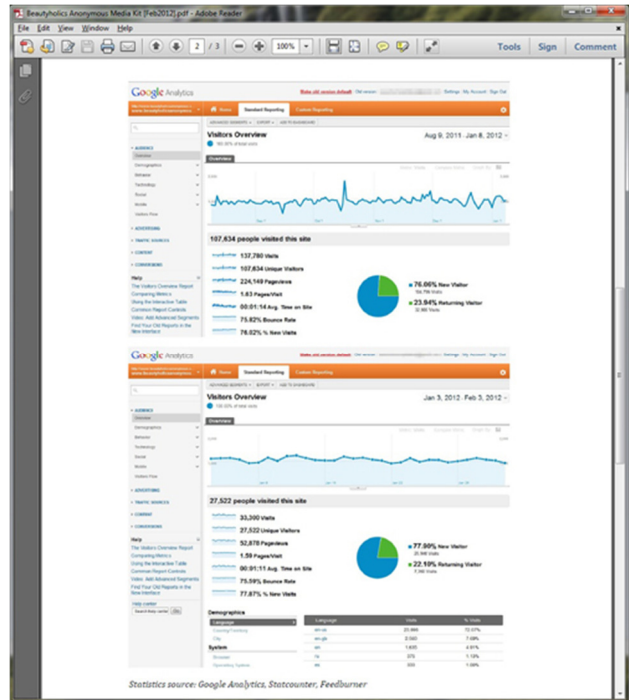
Always research the person contacting you for a media kit before giving it out. Be wary of their email addresses if they come in an ISP or public email address like gmail.com or bigpond.com. Authentic brands, PRs and advertisers should have email addresses with their companies. Check their websites and ask around to learn if the companies are legit.

The beauty blogging community is a good place to ask for information. If you were contacted by a brand, chances are some of them may have been contacted by the same brand too.

If you are not sure, it is best not to enclose your media kit. It is better to err on the side of caution.

Example of a media kit

This is what my media kit looks like. The figures may not be much, but I'm darn proud of it ☺



Conclusion

I hope this e-book has given you an insight into what a media kit is and why you could do with one.

You can also search for "*beauty blogger's media kit*" or "*blogger's media kit*" and you will be able to find some examples from seasoned bloggers. Do not be intimidated by their numbers; they have been doing this for years! Be proud of the hard work you have put in, and look forward to the rewards you will soon be reaping.

Have fun creating your media kit, and all the best in your blogging journey!

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