

STILETTO JUNGLE

Media Kit 2010

About Stiletto Jungle

- Adventures in the Stiletto Jungle is a shopping blog for fashion-conscious professional women, reaching as many as 60,000 unique visitors monthly.*
- Stiletto Jungle incorporates unique editorial content, product reviews, hand-picked online deals, sale notifications, exclusive deals and coupon codes, giveaways, RSS feed, daily newsletter, shopping toolbar, and more to create a valuable shopping resource that keeps readers coming back on a daily basis.
- Stiletto Jungle was founded in 2006 by an attorney who wanted to create a site for her fellow fashionable young professionals, and has since developed into one of most widely recognized and fastest growing niche shopping blogs on the web.

* Source SiteMeter 2006-2010 internal logs

The Stiletto Jungle Brand

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- Means business when it comes to shopping
 - From the \$500 shoes that make a woman feel like a million, to the \$20 face cream that is the bargain of the decade, Stiletto Jungle is about shopping in all its iterations. The Stiletto Jungle team is constantly on the prowl in the online shopping jungle, returning with only the best tips, trends, finds, and deals.

- Celebrates the fashion-conscious professional woman
 - Why is it that when we finally have disposable income, we no longer have the free time to spend it? Thanks to an editorial team populated by actual professional women—from attorneys, to medical professionals, to businesswomen—Stiletto Jungle knows what makes these uniquely educated, affluent readers tick.

- Creates demand for luxury labels and unique finds
 - Stiletto Jungle offers an opportunity for advertisers to reach an engaged, affluent, educated audience in a fun environment surrounded by exciting content.

Content Overview

Readers demand a well-rounded shopping information source geared to the fast paced life of a working woman. Stiletto Jungle delivers with timely information, fascinating content, and a well-edited perspective served up in an interactive environment where readers can click and buy on the spot.

- Online Deals & Coupon Codes
 - No time to scour the racks for the best deals? No problem. Stiletto Jungle serves up hand-picked sales, online deals, and coupon codes daily, complete with suggestions for how to utilize the deals to the best advantage.

- Tips, Trends & New Arrivals
 - From the newest and hottest finds, to the latest trends at every price, to tips for making the most of shopping purchases-- Stiletto Jungle covers all the bases.

- Stiletto Jungle Connect Toolbar
 - You never know when the urge for a little retail therapy will sneak up on you. The Stiletto Jungle Connect Toolbar keeps the best parts of Stiletto Jungle with readers no matter where they surf on the web. Includes headline ticker, toolbar-exclusive deals, and the Stiletto Jungle Shopping Directory, plus Google search, pop-up blocker , Twitter and Facebook integration & more.

- Stiletto Jungle Giveaways
 - Stiletto Jungle giveaways put fabulous shopping finds in the hands of readers each week, and keeps those readers coming back for more.

- Celebrity Fashion Finds
 - Half the fun of finally having disposable income is being able to purchase the clothes off of your favorite celebrity's back. Stiletto Jungle makes the process easier with pictures, insights, and links directly to where to buy.

The Stiletto Jungle Reader

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65% Female

74% Age 18-49

61% No Kids

59% HHI
\$60k+

26% HHI
\$100k+

64% College
Graduates

16% Graduate
School Degree

Source: QuantCast August 2010

Stiletto Jungle Buzz

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- Adventures in the Stiletto Jungle is the fast-growing niche shopping blog drawing big buzz for its unique perspective on the world of online shopping.



Forbes Magazine

- "... Adventures in the Stiletto Jungle, penned by writer Stephanie Rahlfs, reaches 'young professionals who have \$800 dresses and \$2,500 handbags and wear \$500 pumps to work,' ..."



Fast Company Magazine

- Stiletto Jungle offers "insider shopping for the gal whose sartorial ambition is more expansive than her free time."



San Francisco Chronicle

- "Stephanie Rahlfs is the go-to girlfriend for the latest trends. She pens a blog called Adventures in the Stiletto Jungle, an online source for designer deals and reviews [and] ... is one the style setters helping to power the next generation of shopping sites."



San Diego Business Journal

- "In just one year, Rahlfs has turned her shopping site hobby into a successful business. She started her online magazine with enough capital to buy 'HTML for Dummies,' and has been turning a profit from day one."



Stylehive.com

- "Hacking your way through sample sales, celeb sightings and fashion trends can feel like a drunken stumble through the Amazon. Think of Stiletto Jungle as your buff safari guide in a wide-brimmed straw hat and a canteen of appletinis."

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Advertising & Promotions

Display Advertising

- Stiletto Jungle offers IAB standard banner ads with rich media capabilities, as well as innovative display options such as roll-downs and re-skins.
- Stiletto Jungle display advertising is managed exclusively by Glam Media, the pioneer and global leader of Vertical Media.

Sponsored Contest

- Get three times the editorial coverage by sponsoring one of Stiletto Jungle’s weekly reader contests. In addition to the editorial coverage, you’ll be placing your brand in the hands of an excited reader who is sure to share the details of her win with her circle of friends.

- Sponsored Contests receive three editorial placements:
 - Contest announcement
 - “One day left” reminder
 - Winner announcement.

- Sponsored Contests receive extensive Social Media placement:
 - The Stiletto Jungle RSS feed
 - The Stiletto Jungle daily newsletter
 - The Stiletto Jungle Twitter feed
 - The Stiletto Jungle Facebook fan page

- Examples:
 - <http://www.stilettojungleblog.com/2010/08/giveaway-win-1-of-3-modella-cosmetic.html>
 - <http://www.stilettojungleblog.com/2010/07/giveaway-win-lancer-rx-dermatology-3.html>

Content Sponsorship

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- See your brand associated with some of the best editorial content Stiletto Jungle produces.
- Your brand becomes a prominent part of popular editorial content, which is regularly republished on major web-based media outlets and will become a permanent part of Stiletto Jungle's indexed archives.
- Examples:
 - <http://www.stilettojungleblog.com/2009/06/raise-money-for-ovarian-cancer-research.html>
 - <http://www.stilettojungleblog.com/2009/03/spring-fashion-fling-5-trends-to-try.html>
 - <http://www.stilettojungleblog.com/2009/03/new-hot-victorias-secret-perfect-one.html>

Custom Promotions

- Let us help you craft a custom promotion for your brand or service. Custom promotions can include a mix of promotional placements including:
 - Sponsored tweets
 - Sponsored Facebook posts
 - Embedded brand Twitter feed on Stiletto Jungle homepage
 - Sponsored Contests & Content

Disclosures

- Please note that Adventures in the Stiletto Jungle adheres strictly to FCC regulations for the disclosure of material interest and SEO ethical standards:
 - All sponsored content will be clearly labeled as sponsored.
 - All sponsored content will contain the name and logo of the sponsoring brand where practicable.
 - All outgoing links in sponsored content will be redirected using ad serving technology, coded “nofollow” or a combination of the two. Stiletto Jungle does not sell links.

Contact Stiletto Jungle

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- Please direct all inquiries about display advertising to Glam Media:
 - advertising@glammedia.com

- Please direct inquiries about all other forms of advertising and promotions to Stephanie Rahlfs:
 - stephanie@thestilettojungle.com