

Chic galleria

CHIC GALLERIA PUBLICATIONS, LLC

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Chic Galleria is an online Fashion and Lifestyle magazine. It is your premier; social destination for all that is Chic. Enjoy insight on current fashions, exciting introductions to quality products, useful lifestyle tips, and delectable recipes from our online magazine.

Because Chic Galleria Magazine features a unique combination of content that is presented both wholly and in segmented form, we appeal to a large segment of the online community. However, there is one thing all of our visitors have in common....they are chic!

Since its inception in 2007, Chic Galleria Magazine has continued to grow its readership with a diverse group of expert contributors focusing on our reader's favorite content areas: **STYLE, FOOD, and SHOPPING** with a little Arts & Entertainment, Body & Mind, and Home & Family thrown into the mix.

Showcased in a fresh and cohesive web design that encourages user interaction and feedback, the visually engaging and undeniably relevant content presented here attracts a wide swath of the browsing demographic.

We augment the content with incentives like our Giveaways in which visitors can comment to win goods and services from our sponsors, featured advertisers, or the entrepreneurs we have presented in any of our editorial foci.

We've taken great lengths to combine contributions for our distinct editorial departments. Our contributors are experts in their field and range from fashion bloggers to gourmet chefs. They write plainly and readers understand them.

Our Editor in Chief:



Beth B. Anderson is a sought-out and well-respected authority on lifestyle, current events, entertainment, fashion, and beauty. As creator and CEO of Chic Galleria Publications, LLC, freelance copywriter and editor for The Chic Editor, and Editor-in-Chief of ChicGalleria.com, Beth has turned her flair for elegance and her unique eye for beauty into a successful career earning an impressive reputation as a perceptive reporter, writer, and editor.

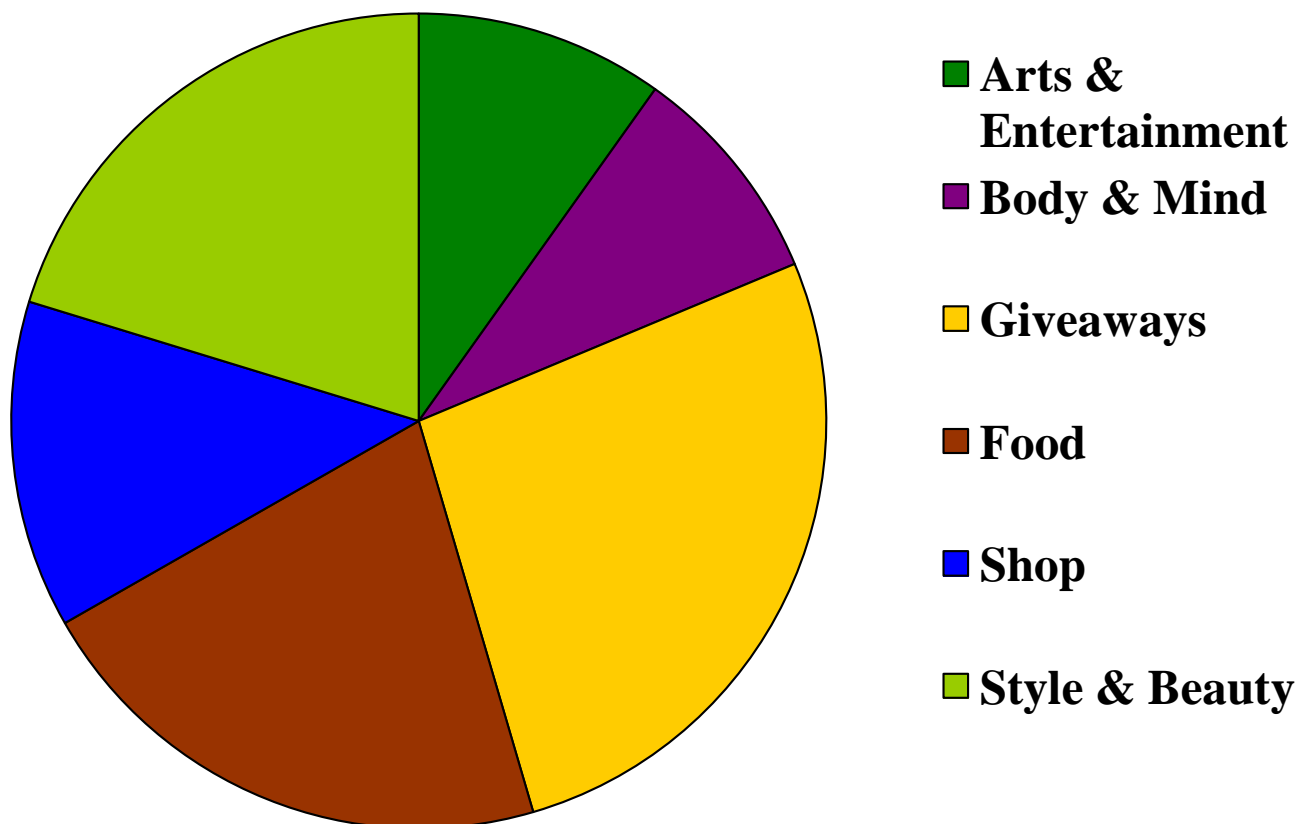
Handpicked for her personal style and incredible influence, Beth is a member of the Board of Directors for Nolcha Fashion Week, New York. She's a member of an exclusive network of Lucky Magazine Alpha Shoppers contributing content to Luckymag.com. Lucky Magazine named Beth a Favorite Blogger in 2010. She is a member of Hearst Digital Media and Style Coalition network, which includes top independent online publishers in the fashion and lifestyle vertical. Beth has been a member of the Vogue Influencer Network consisting of an exclusive group of the most influential fashion and beauty enthusiasts hand-selected by Vogue. Beth's connections in the fashion industry have garnered her invitations by top designers to Mercedes Benz Fashion Week New York, Tel Aviv Fashion Week, GMHC's Fashion Forward & Nolcha Fashion Week, as well as full press access to Lifetime TV and Lifetime Entertainment Services.

Beth has worked with successful brands such as Ann Taylor LOFT, Lands' End Canvas, Timberland, Breil Milano, Carol Brodie: Rarities Fine Jewelry, MICHELE , We Love Colors, PUMA, Ann Taylor, Talbots, Kmart, The Body Shop. Modcloth, H&M, Koolaburra, ECCO, Ellen Tracy, Raquelle Bianco Jewelry, Emma Stine Jewelry, Emily Elizabeth Jewelry, NARS, Lancôme cosmetics and many more. Through her extensive knowledge of social media and networking, Chic Galleria enjoys a primary viewership of over 30K, mostly women readers. The website's readers are aged 35 to 50+, of various ethnic backgrounds, college educated and married with and without children. The average household income is \$100,000. The boast a Twitter following over 5K, Facebook fans of over 3K and steady increase of Newsletter subscribers.

Beth studied at both George Washington University and the University of Michigan where she earned a degree in Early Childhood Education. As CEO of Chic Galleria Publications, LLC, Beth manages writers and staff members living across the United States and Canada. She also mentors student interns studying journalism, public relations, advertising and fashion. She supports the Christopher & Dana Reeve Foundation, the Susan G. Komen Breast Cancer Foundation, St. Jude's Children's Research Hospital, the Lance Armstrong Foundation and the Polycystic Kidney Disease Foundation. She is a member of Delta Delta Delta women's sorority, the Junior League and the University of Michigan Alumni Association.

Beth lives in Tulsa, Oklahoma, appearing on FOX23 News Daybreak as well as in local publications. She has been featured in Adweek magazine. Beth sits on the Top 10 Social Media Phenom list in the Tulsa/Oklahoma City Metropolitan area

Editorial Profile

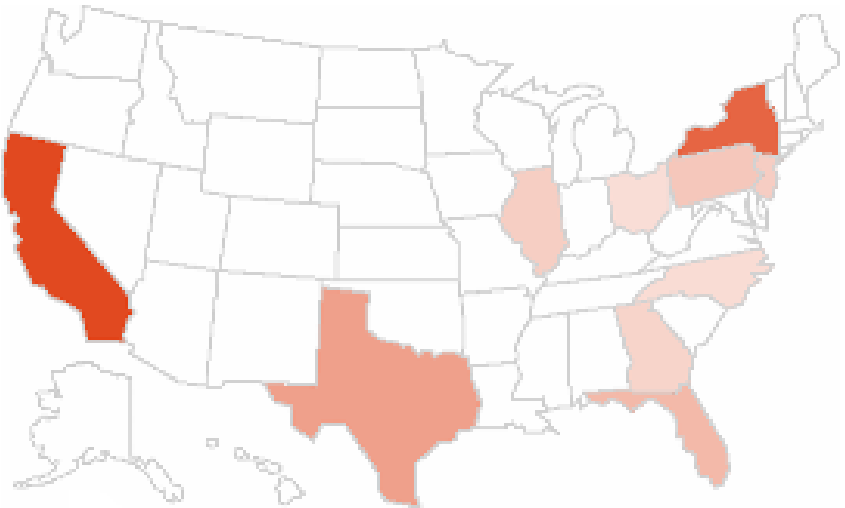


Mission Statement:

Chic Galleria is an online Fashion and Lifestyle magazine. It is your premier; social destination for all that is *Chic*. Enjoy informative, interesting articles, exciting introductions of new businesses, useful lifestyle tips, and knowledge of quality products from our online magazine. Chic Galleria inspires our readers with information on style and beauty, the latest on *arts and entertainment*, the best in **body and mind**, as well as delectable recipes in *food*.

We have worked hard to establish our brand, and it is catching on. Thousands of Internet users are exposed daily to our content and encouraged to visit Chic Galleria Magazine via our syndication initiatives, which makes our content available via any number of third-party services and widgets online.

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qu^ontcast

Chic Galleria Magazine is a highly respected, daily online publication available free throughout the world. The magazine enjoys a primary viewership of over 30K, mostly women readers. According to Alexa, Chic Galleria is ranked in the top 150,000 sites globally. Compared with the overall internet population, the site's users are disproportionately female who are in the age range 55-64, and they tend to be moderately educated, high-income people browsing from home who have more children. Visitors to the site spend approximately 35 seconds on each pageview and a total of thirteen minutes on the site during each visit, and about 26% of visits to the site are bouces (one pageview only). We believe a more accurate age range is 40-65 based on our studies.

Countries

1. United States
2. Canada
3. United Kingdom
4. Romania
5. Australia
6. Russia
7. Philippines
8. Mexico
9. China
10. Belgium

U.S. States

1. New York
2. California
3. Texas
4. Florida
5. Pennsylvania
6. New Jersey
7. Illinois
8. Georgia
9. North Carolina
10. Ohio



In the Media

Chic Galleria Magazine continues to gain rapid media exposure at an impressive level. Over 3K articles have been selected for press coverage in multiple publications from 2008 through 2011. Chic Galleria magazine writers have garnered invitations by top designers to Mercedes Benz Fashion Week New York, GMHC's Fashion Forward, Nolcha Fashion Week, and Toronto Fashion Week plus numerous fashion events and preview parties.

"Working with the Chic Galleria team goes beyond an editorial relationship; they are enthusiastic, dedicated but most of all open to listening to what clients need as well as providing guidance to clients on what will convey a brand to the best of its ability. It has been a pleasure to experience the various facets of Chic Galleria and its extensive network from The Shop section, editorial coverage and as media partners for our events. I look forward to our future endeavors."

-Kerry Bannigan, Nolcha CEO

"From fashion to Arts/Entertainment and Home/Family, Chic Galleria covers it all. While founded in Oklahoma, you'll think Beth and her team are right here in New York City, as they have their finger on the pulse of all the latest lifestyle trends. And, it's a bonus that Beth is one of the sweetest people in the industry I've come across."

-Christina Oh, Social Media Consultant for Kmart Design

"Beth runs a great site in Chic Galleria and what stands out for me is her generosity. I emailed her about PKD, a disease for which I raise money, and she didn't just donate: She held a raffle on Chic Galleria! With the raffle, she raised awareness of PKD -- she solicited, and received, many interesting comments -- and raised more than \$180 for PKD research. I had never met Beth in person, and she owed me nothing. She did this out of the kindness of her heart, and I won't forget it."

-Bill Brazell, Director of Author Recruiting, Federated Media Publishing, Inc.

"Beth owns & operates a stylish & informative website that is always a "must read". Her up to date product reviews, latest style trends and home & personal fashion advice is a true staple for all Chic Women."

-Megan Calpin Hughes, Owner, www.KissMyStyle.com

Social Media

Our Social Media networking is second to none! We influence people by creating and sharing content on **Facebook, Twitter, Tumblr, Google+, Pinterest, Instagram, YouTube, and LinkedIn**. Our readers trust our opinion which is reflected in our **Klout** score! We enjoy a high level of reader engagement which is reflected in comments, re-tweets, shares, and email subscribers. That means products or sites featured by Chic Galleria are more likely to be noticed.



fans: over 3,000



followers: over 5,000



newsletter subscribers: over 2,500

Our Articles Also Appear Here:

Lucky
magazine

Luckymag.com viewers: 285K monthly

HEARST
digital media

ELLE

ELLE.com viewers: 2.2 million monthly

Chic galleria

Your Chic Exposure

We offer a comprehensive set of advertising options to match our readers to your products and services. As an online fashion and lifestyle magazine, we cater to businesses seeking affordable advertising options. Once you have chosen the option that best suits you, or if you have any further questions, please contact Chrissy Kim at chrissaykim@gmail.com.

Chic Galleria has had the privilege to work with these exclusive brands:



Ann Taylor LOFT, Lands' End Canvas, Timberland, Breil Milano, Carol Brodie: Rarities Fine Jewelry, MICHELE , We Love Colors, PUMA, Ann Taylor, Talbots, Kmart, The Body Shop. Modcloth, H&M, Koolaburra, ECCO, Ellen Tracy, Raquelle Bianco Jewelry, Emma Stine Jewelry, Emily Elizabeth Jewelry, NARS, Lancôme cosmetics and many more.



Chic Sponsorship Opportunities

Sponsorship Options:

- Banner Ads
- Newsletter Ads
- Product Features
- Sponsored Posts
- Sponsored Product Videos
- Sponsored Giveaways
- Outfit Post Sponsorship
- SHOP Page Sponsorship
- Dedicated E-Mail Sponsorship
- Text Link advertising within an existing article

Banner Ads:

Please contact Beth Anderson beth@chicgalleria.com if you are interested in banner ads – prices are negotiable depending on your needs.

All banner ads will appear below the fold.

- 300x125 right-rail ad
- 300x250 right-rail ad
- 300x50 right-rail ad
- 125x125 right-rail ad
- Text link right-rail ad

Newsletter Ad Appearance:

Your banner ad will appear in our Weekly Newsletter with a current subscriber list of over 2.5K. (Distributed every Monday)

Prices and banner ad sizes vary

Dedicated Email Sponsorship:

Chic Galleria will feature three products with full descriptions and links back to your website plus your logo in a dedicated email distributed to our 2.5K+ email subscribers. **\$150 each**

Product Reviews and Features:

We always strive for a mutually beneficial arrangement.

We prefer not to do Product Reviews. We prefer to link your product in an article or use it in an outfit post. However, if you would like to send a product sample for a link in an article to be written by one of our staff, please send an email to us with all written information about the company and the product you would like us to share to info@chicgalleria.com.

We won't ask for a sample or product unless we already think we're interested. We accept samples for evaluating products and services that we intend to feature. We respect our readers and will not feature a product unless we really believe it's worth our time to write it. No products will be returned.

If your product or service aligns with our philosophy and style, we will:

- Accept products provided at no cost. We will not purchase any items at a discounted rate for the sole purpose of review or a feature.
 - Provide a timely feature and advise you of the scheduled publication of your post.
 - Maintain full editorial control and copyright for all reviews or features. Copy will not be provided to you/your company for editorial review before publication.
 - Include one link to your site.
 - Send at least one tweet about the post that also references your company in the tweet, if applicable.
-

Sponsored Posts:

Interested in a sponsored post? We know we've mentioned this before, but your product or service must be something we really love. Chic Galleria magazine will heavily promote your business through advertorial content on ChicGalleria.com. We personally write articles focusing on your business and events sponsored/attended by you. Our articles not only review your products, we thoroughly promote your brand to our readership. We highlight current trends and educate the consumer on your brand in an elaborate and sophisticated way. We're happy to create a post under these guidelines:

- We **MUST** disclose that we received compensation for a sponsored post. This is an FTC-mandated requirement and is not optional or negotiable. This disclosure will appear at the end of the post: "The post is sponsored by [COMPANY NAME]. While we received compensation for authoring this post, product selections, descriptions, opinions are 100% that of the author.
- Chic Galleria maintains full editorial control and copyright for all sponsored posts. Copy will not be provided to you/your company for editorial review before publications.
- We will include at least one link to your site, possibly more.
- We will send at least one tweet about the post that also references your company in the tweet, if applicable.

Your article will remain on the landing page a minimum of two days and in a selected section for two weeks. Your article will remain in the archives without removal. **\$150 per article**

"I've gotten half a dozen emails of compliments about the photos, the story, and the recipe. Great job!" –Chef Mark Alan Molletine, Private Celebrity Chef

"You are the most creative and smart Blogger I ever came across. Thank you so much for what you did." – Jacob, Founder of Zirconmania

Outfit Post Sponsorship:

Incorporate your item into an outfit and article: As an item of your choice will be incorporated into an outfit featured on Manic Monday, Trendy Tuesday, Shop Your Closet and/or TGIF/Weekend Style. We itemize everything worn for these articles and we link according to sponsorship. This will boost your advertisement significantly. Keep in mind that we will feature something that we actually love - it has to be relevant to our readership demographic.

Your article will remain on the landing page a minimum of two days, in the STYLE section for two weeks. Your article will remain in our archives without removal. **\$100 per article**

I want Penelope Poet to be associated with real women, and actual lifestyles. I think CG is doing a fantastic job of using messages of positive self-image (as opposed to making women feel less than worthy or authentic). I also like that you include perspectives from women of all ages. It's a empowering blend! -Joanne Gouaux, Owner Penelope Poet Jewelry

SHOP Page Sponsorship:

Feature 1 item in our SHOP section: As a sponsor, you will be able to highlight an item in our SHOP Section. Full description, photo, and price are included with a direct link to your website. You will have a virtual shop within Chic Galleria Magazine. Your sponsorship will remain on the landing page for two days and in the SHOP section for a minimum of one week. Your sponsorship will remain in our archives without removal (unless requested due to your inventory restrictions.) **\$100 per product. We recommend you purchase spots for 5-14 separate items to give your business full impact on our SHOP page for the week.**

Outfit Model Post Sponsorship:

Incorporate your item into an outfit and article: As a sponsor, you may mail us an item to be incorporated into an outfit featured by our Editor in Chief, Beth Anderson (mature), model Clara Anderson (teen) or one of our interns (young adult), for product placement in photos to appear on ChicGalleria.com, Luckymag.com, MyChicThings.com, as well as LOOKBOOK.nu. We itemize everything worn for these articles and we link according to sponsorship. This will boost your advertisement significantly. Keep in mind that we will only model, write, and video blog about something that we actually love - it has to be relevant to our readership demographic. Items will not be returned. Your article will remain on the landing page a minimum of two days, in the STYLE section for two weeks. Your article will remain in our archives without removal. **\$150 per article.** Fee covers photographer costs. Products will not be returned.

Giveaway Sponsorship:

Chic Galleria magazine regularly features giveaways to our readers. If you would like to contribute a prize and sponsor a contest, we evaluate on a case-by-case basis. If we choose to work with you for a giveaway contest, it will be featured in a short article and we will randomly select a winner to receive the prize. Featured giveaways generate the most traffic and are a beneficial supplement to the standard advertisement. If you choose to participate, you are responsible for sending the prize to the winner. Our giveaway contests run for 1 day and are heavily promoted through our Social Media networks. Our Promotional team works to generate a large number of entries for each giveaway. We also work to make sure our readers visit your website. Your article will remain in our archives without removal. **Giveaway (over \$300 value)**

Video Sponsorship:

Chic Galleria magazine will heavily promote your business through video sponsorships on Chicgalleria.com. We personally shoot a video focusing on your business. Our videos thoroughly promote your brand and video to our readership. We highlight current trends and educate the consumer on your brand in an elaborate and sophisticated way. Your video will remain on the landing page for a minimum of two days, and in a selected section for two weeks. Your video will remain in the archives without removal. Keep in mind that we will only model, write, and video blog about something that we actually love - it has to be relevant to our readership demographic. All videos are produced by Dawn Del Russo. Inquire for pricing.

Our Most Popular Sponsorship Packages:

Exclusive sponsorship of your products in Outfit Posts for a month (16 posts) + includes 1 free month of banner advertisement = **\$1600**

Exclusive sponsorship of your products in Outfit Posts for a week (4 posts) = **\$400**

Exclusive sponsorship of your products in our SHOP page for a week (5 posts) = **\$500**

1 Sponsored Post + 1 Outfit Post + 1 Shop Page Post + includes 1 free week of banner advertisement = **\$350**

1 Outfit Post, 1 Shop Page Post = **\$200**

All sponsorships are heavily promoted in our newsletter and across all our Social Media networks.

Let us work with you to tailor the perfect advertising package to fit your business needs. We will not just put up your banner ad and hope you receive traffic. We work with you to put together a combination of advertising options to give you the most impact for your advertising dollar.

Please contact Beth Anderson at beth@chicgalleria.com.

(918) 671-2379

Additional Information:

Artwork: We can arrange quality artwork for your advertisement.

Follow ChicGalleria:

Twitter: @ChicGalleria

Tumblr: www.mychicthings.com

Facebook: <http://www.facebook.com/pages/Chic-Galleria/43204929557>

YouTube: <http://www.youtube.com/user/mychicthings>

Luckymag.com: <http://stylespotter.luckymag.com/alpha/23192>

LOOKBOOK.nu: <http://lookbook.nu/chicgalleria>
