

2012 Media Kit & Rate Card

modernmixvancouver.com

WHO WE ARE

WHAT IS MMV? Founded in 2008, Modern Mix Vancouver is a Canadian lifestyle blog.

CONTENT We focus on a broad-range of lifestyle topics including: Upcoming Events, Fashion & Retail, Beauty & Skincare, Food & Drink , Health & Wellness.

TRAFFIC On average, we receive approximately 10,000 pageviews per month.

READERSHIP An estimated 70% of content exclusively targets women, particularly with fashion & retail and beauty & skincare. The remaining 30% of content appeals to both genders.

BRANDS WE'VE WORKED WITH

Modern Mix Vancouver has worked as an influencer to highlight key products and promotions for a number of Canadian brands, including:

FASHION & RETAIL

BCBG Max Azria
Cougar Boots
Holt Renfrew
Oakridge Centre
Thomas Sabo
Tiffany & Co.

BEAUTY & SKINCARE

Coty Canada
Curel Canada
Dermalogica
Kiehl's Canada
Philosophy
Shopper's Drug Mart
Suki's Hair

FOOD & DRINK

Bombay Sapphire
EAT! Vancouver
McDonald's Canada
Motts Clamato
Peroni Nastro Azzurro
White Spot Triple O's

RATE CARD

There are currently three standard advertising placements available on Modern Mix Vancouver:

TOP BANNER Banner with site-wide placement. **\$100/MONTH**
486 x 60 Visibility on every page of Modern Mix Vancouver

BIG BOX Placement on the sidebar of Modern **\$50/MONTH**
300 x 250 Mix Vancouver.

BOTTOM BANNER Banner at the bottom of every **\$25/MONTH**
posting on Modern Mix Vancouver.

OTHER Custom opportunities including **TBD**
advertorials, sponsorships, etc.

CONTACT

For more information on advertising or content integration opportunities, please contact Modern Mix Vancouver through any of the channels below:

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