

SAFFRON AVENUE

design . lettering . lifestyle

Media kit

ESTD



2012

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about

HELLO THERE

I'm Angela, the designer, stylist, calligrapher, photographer, and editor behind Saffron Avenue. You'll quickly see that my blog is full of recent design projects, travel, favorite products, interior spaces, fashion, and tutorials. Beyond crafting unique brands and websites for creative businesses I am a sucker for beautiful calligraphy, creative photography, bold patterns, inspiring places + spaces, and of course a well made dirty chai latte!

This media kit gives you every piece of information you may need in order to decide if you want to work with me (which you know I would love). I hope that we can work together, support one another, and make an impact as a duo. And, most of all, I am just thankful for these opportunities as a blogger to be able to work with other businesses who share the same passions!

A. Angela



stats

21k

UNIQUE MONTHLY SESSIONS

50k

MONTHLY PAGEVIEWS


58.6k


SOCIAL MEDIA REACH


5k


EMAIL SUBSCRIBERS

 30.1K

 23K

 4,500

 5,010

 2,640

past collabs

KIMPTON
BRICE

Madewell
SINCE 1937

TRAVEL
MILWAUKEE

Benjamin Moore®

SHOPBOP

VIEW MORE HERE

THE FOLLOWERS

80,000 TOTAL REACH

94.5% ACTIVE READERS

95% of followers are females between the age of 25-34, primarily located in the Eastern United States and Canada. They are creative business owners, moms, artists, travelers, and shoppers who are inspired by beautiful style and creative living.



WHAT TO EXPECT

A quality, high-end, naturally lit, professionally shot and styled images of your product, service, location. You'll get an authentic, excited, engaging review or caption, and a genuine desire to share you with my audience. You'll also receive high resolution photos to be used on your platform if you wish to repost and share. Includes a blog post and sharing on all social media platforms.



THE DETAILS

PRODUCTS/GIVEAWAYS/SPONSORS

From sharing the things I love to crafting honest reviews of quality products, this is a great way to reach a new audience. Includes 1 blog post, 1 social media post, and an instagram story feature.

TRAVEL + PLACES

\$500 + STAY

From weekend getaways to new and exciting locations, this is a great way to share an insiders view of beautiful places. Can include 1 blog post (with a detailed itinerary and full review with high quality images), 2 social media posts, behind the scenes instagram stories throughout the stay, or instagram takeover.

