

BYRDIE

SAVVY BEAUTY WITH A FRESH PERSPECTIVE

MEDIA KIT: Q1 FY17





WE ARE INNOVATORS

- **Disrupting the print DNA** with fashion magazine style, quality content, **100% digital**
- From day one, we merged content & commerce – giving readers a **100% fully shoppable** experience
- Working with a **new breed of editors** – trained to think social first
- We invented the positive, fashion friendly voice adopted by others across the years – we make aspirational fashion accessible
- **Editorially led, but data driven**, harnessing our forward data to inform and evolve content strategies

*we are (**constantly**) reimagining the way*

MILLENNIAL WOMEN

consume *CONTENT* **and** *COMMERCE*

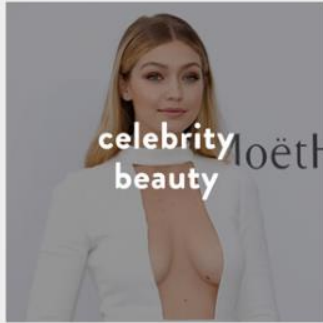
BYRDIE



savvy beauty with a fresh perspective

The **constant curator**.

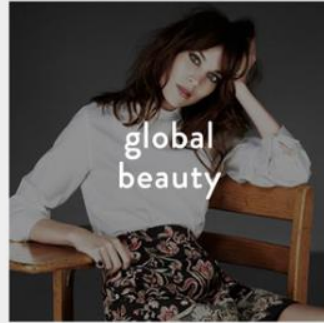
Byrdie offers expert commentary from the industry's elite; glossy, instructional how-to's and exclusive celebrity shoots. Byrdie is educational, timeless and 100 percent shoppable.



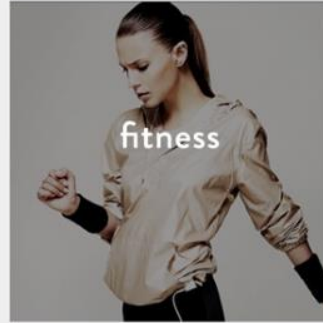
celebrity
beauty



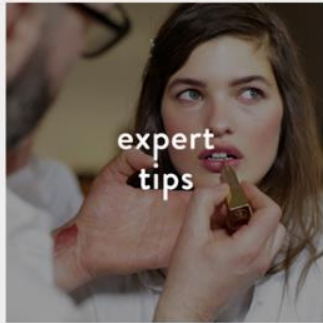
health &
wellness



global
beauty



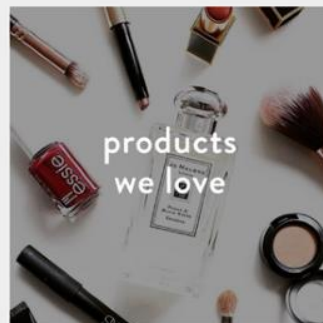
fitness



expert
tips

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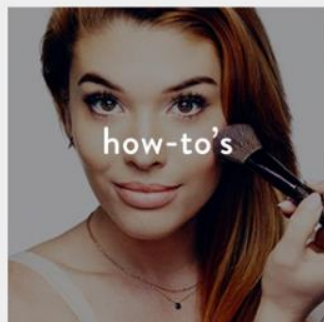
content overview



products
we love



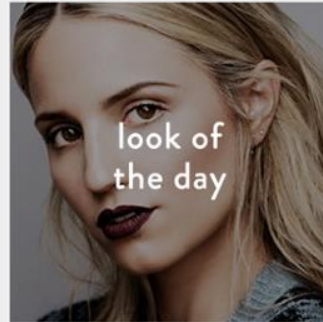
beauty
news



how-to's



hacks



look of
the day

giving experts a platform to share passions through a trusted brand

BEYOND OUR EDITORIAL STAFF, WE'VE ASSEMBLED A ROSTER OF EXPERT CONTRIBUTORS



ELEANOR PENDLETON
event-ready fashion



HERMIONE UNDERWOOD
destination fashion



SARA DONALDSON
fashion



JASON GRANT
home décor



GEORGIE ABAY
parenting and home décor



LAUREN CONRAD
shopping & home



JULIANNE HOUGH
beauty



SIBELLA COURT
home décor and travel



KATE GIBBS
food

REACH & DEMOGRAPHICS

94k

unique browsers



250k

page views



7k

social connections



25-34

core age



\$124k

average HHI



88%

tertiary educated





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the constant curator of
beauty and wellness

a fresh
perspective
on all
things

3x
more likely to
purchase
cosmetics and/or
haircare products
in the last 6
months

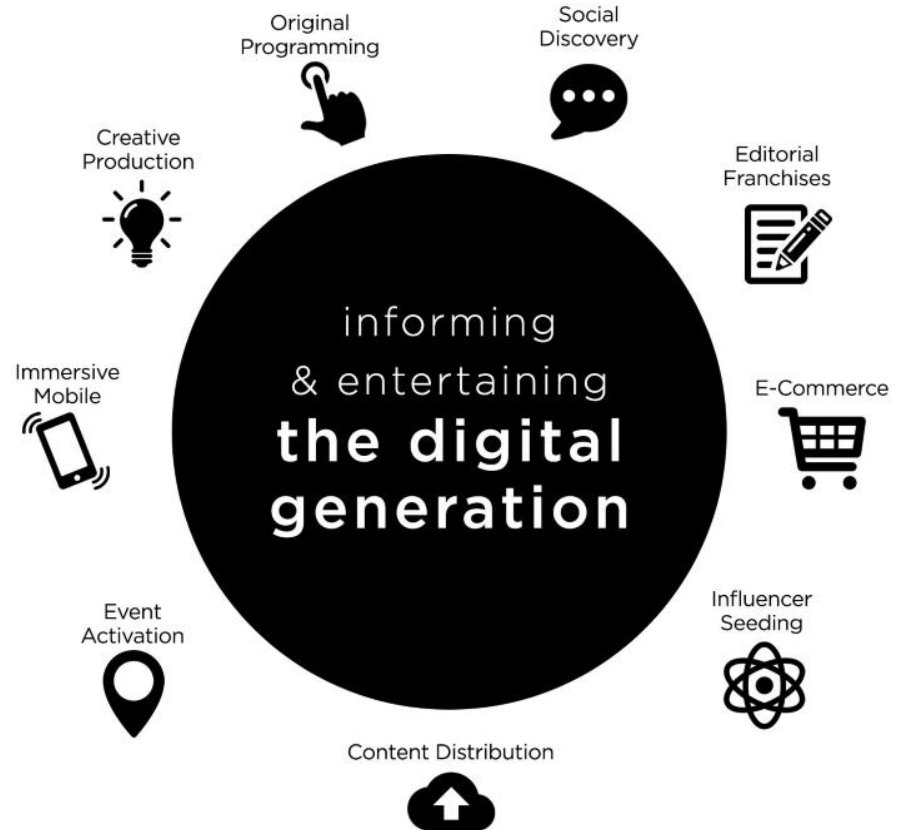
41%
more likely to
advise others on
health, dieting and
exercise

1 in 5
bought bath and
body products
offline in the last 6
months

2 in 5
have purchased
haircare and
grooming products
in the last 6
months

90%
of all users shop
online

THE STUDIO / our capabilities



BYRDIE

case study: BOBBI BROWN

BOBBI BROWN #SMOKEYNUDES

Post a pic of your Smokey Eye look on Twitter or Instagram with #SmokeyNudes and @BobbiBrown for the chance to win a Bobbi Brown Prize Package!

The collage features several social media posts and product images:

- Bobbi Brown (@bobbibrown):** Defined brows for the @kempromyc #NYFW look by @kopro_eyecolorist #smokeynudes. Includes an image of a makeup artist working on a model's face.
- Bobbi Brown (@bobbibrown):** Program from @mreag: The shadesofbobbirown are #NYFW must-haves. #BBPro #bbyfw #smokeynudes. Includes an image of the Smokey Nudes palette.
- Aimee Song (@aimesong):** @oygmakeup backstage creating the look for @veronicabeard. Led by @mreag #NYFW #smokeynudes. Includes an image of Aimee Song.
- Byrdie (@byrdieauty):** A step-by-step guide to pulling off smoky eyes with @bobbibrown #smokeynudes. Includes an image of the Smokey Nudes palette.
- Aimee Song (@aimesong):** Wearing the prettiest nude eyeshadow for #NYFW @bobbibrown #smokeynudes. Includes an image of Aimee Song.
- Natalie Suarez (@nataliesuarez):** More behind-the-scenes beauty for tonight's 60's Hollywood Glam look at @veronicabeard #NYFW #smokeynudes. Includes an image of a makeup palette.
- Who What Wear (@whowhatwear):** Okay, spill: What's your vanity style? Tap the link in our profile for a glimpse inside 5 stunning NYC-inspired vanities for a little inspiration... #smokeynudes. Includes an image of a woman's face.
- Blair Eadie (@blairtheadie):** @KendallJenner after the Polo @RalphLauren #SS15 #NYFW show in Central Park. // Captured on Polaroid by @GillianSagansky @iboughtapolaroid for @WhoWhatWear. #smokeynudes. Includes an image of a Polaroid photo.

WHAT GOES WHERE?



A: From the New Smokey Nudes Palette, apply Smokey Brown Metallic Eye Shadow + Silver Brown Sparkle Eye Shadow on lid.

B: Apply Smoked Shadow to inner corners.

C: Line eyes with Noir Kajal smudged with Smoked Shadow.

D: Watercolor Pink Sparkle Eye Shadow dabbed on inner corners and lid.

E: Apply Sandstone Shimmer Brick as a highlighter to cheek.

F: Apply Smokey Eye Mascara to finish.

GOALS

Generate excitement and trial for the launch of Bobbi Brown's Smokey Nudes collection.

STRATEGY

Byrdie Studio created a two part series to empower readers' make-up routines, and educate consumers on the new collection. We primed readers with how-to looks, and then armed with the expert tips, users were encouraged to take our make-up challenge through social media channels – aggregated onsite in a content hub, giving readers the chance to scour inspirations to create their own perfect palette.

HIGHLIGHTS

- Custom shoot & content piece
- Social media make-up challenge
- Dedicated competition hub on site for all imagery from the competition

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case study: ESSIE

GOALS

Essie partnered with Clique to support their entire years collection releases. The goal was to leverage influencers and organically incorporate their seasonal collections.

STRATEGY

Clique developed and produced three custom features, partnering with an influencer to showcase that current collection. We gave Essie a unique personality for every season, capturing the essence of the collection through a series of colourful imagery.

HIGHLIGHTS

- Custom shoots and articles using influencers right for each Clique vertical
- Social media support and dedicated EDM

Inside Katherine Power's Chic Cabo San Lucas Getaway!

SPONSORED STORY | 06.18.14 by *Who What Wear*

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To celebrate the beginning of summer, our very own Katherine Power was sent packing on an uncharted trip to Cabo San Lucas, and despite her protests - we finally got her offline and off the grid for a few days of uninterrupted leisure. (*High five ladies!) Apart from her passport and a bottle of SPF, the only other essential we couldn't let her leave the office without was...**ESSIE** nail polish, naturally. Because when isn't getting a mani/pedi a trip prerequisite? Herewith, Katherine...

1 of 10



THE FAB FIVE

Gang's all here! A Cabo packing list won't be complete without these essential Essie summer shades.

Left to Right: Tart Deco, Go Ginza, Haute In The Heat, Bikini So Teeny, Urban Jungle

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