



BY HER OWN RULES

About:

By Her Own Rules

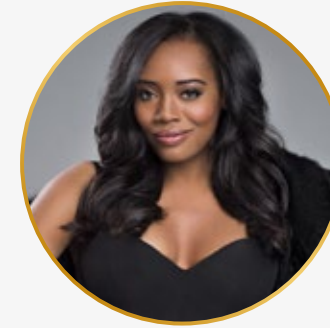
was rebranded in 2017 and renamed from former pop culture news site *cottenkandi.com* (founded in 2008).

The platform serves to inspire, educate and entertain women from all backgrounds, especially women of color. We encourage women to live in their truth and "by their own rules" - essentially becoming the best versions of themselves; personally and professionally.

We curate lifestyle content around fashion and beauty, fitness and health, dating and relationships, business and career.

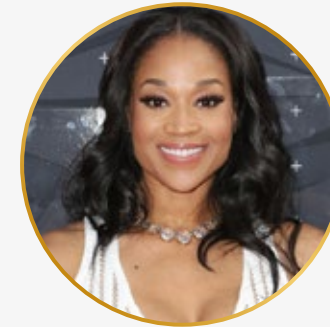


EXCLUSIVE INTERVIEW



Yandy Smith

Yandy Smith Host 4th Annual Everything Girls Love Women Empowerment Event.



Mimi Faust

CK Exclusive! Nikko, Boyfriend of 'LHHATL' Mimi Faust, Confirms Relationship, Deny Gay Rumors & Says K. Michelle Is A Homewrecker.

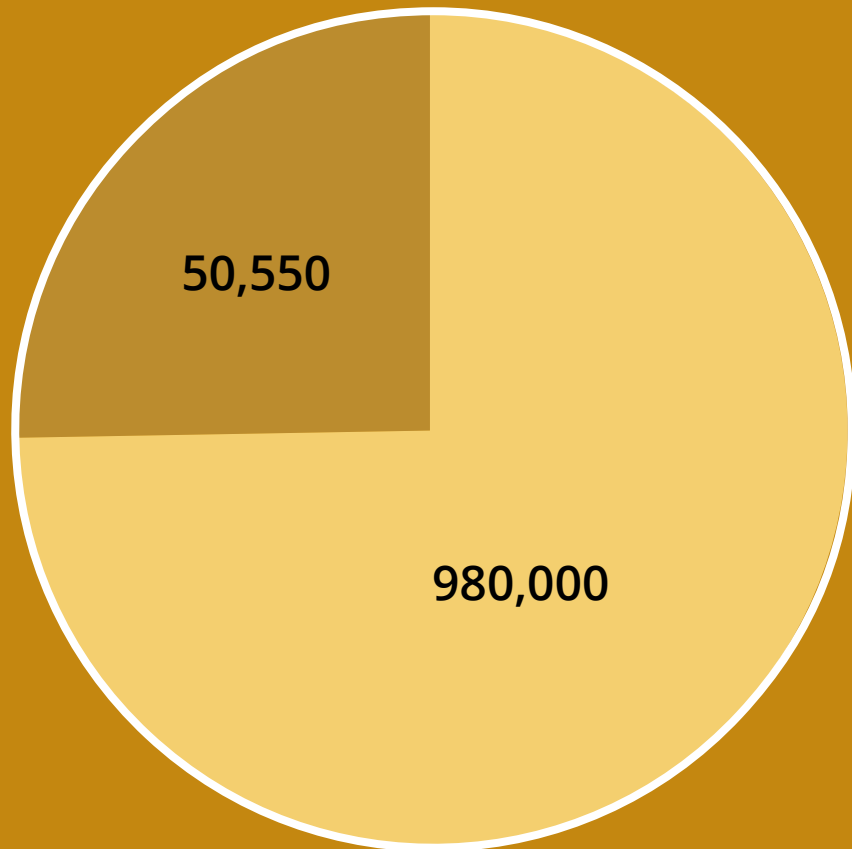


DJ Stormy

Ready for Love's DJ Stormy Talks Life After Reality TV, Dating, Career and More.

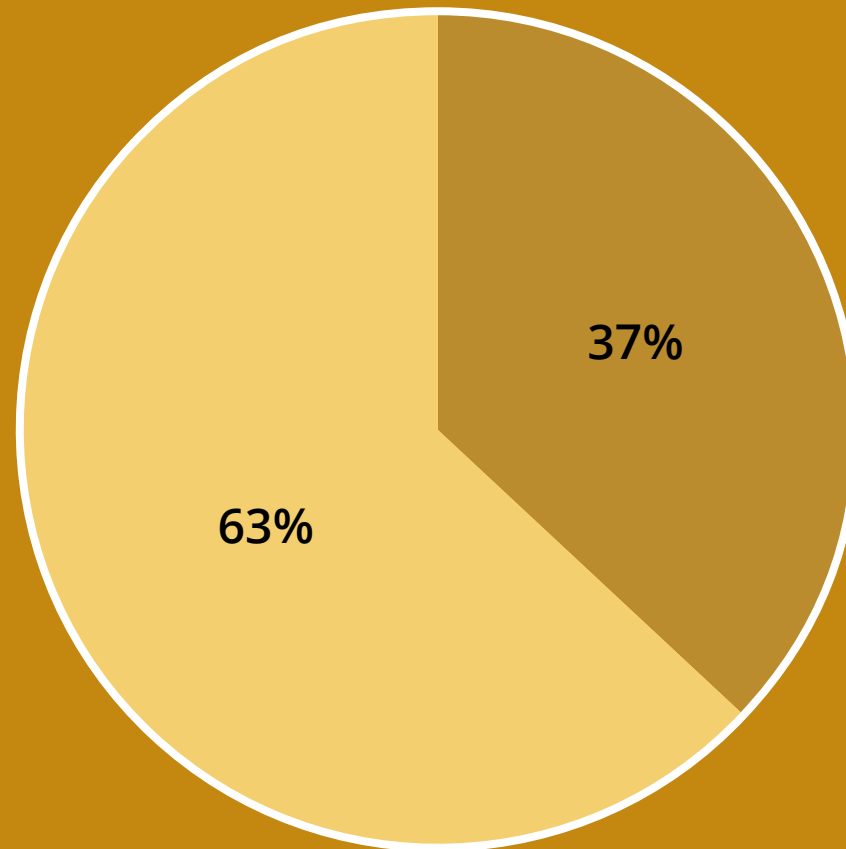
Website Breakdown:

Audience



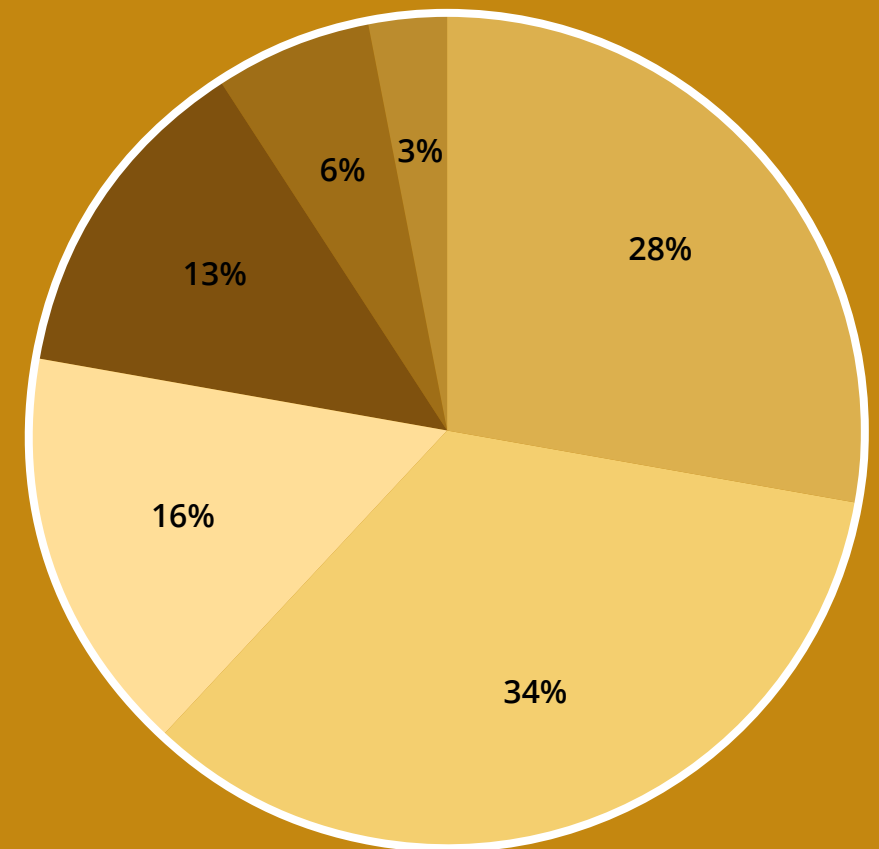
- 980,000 monthly impressions
- 50,550 monthly views

Gender



- Women
- Men

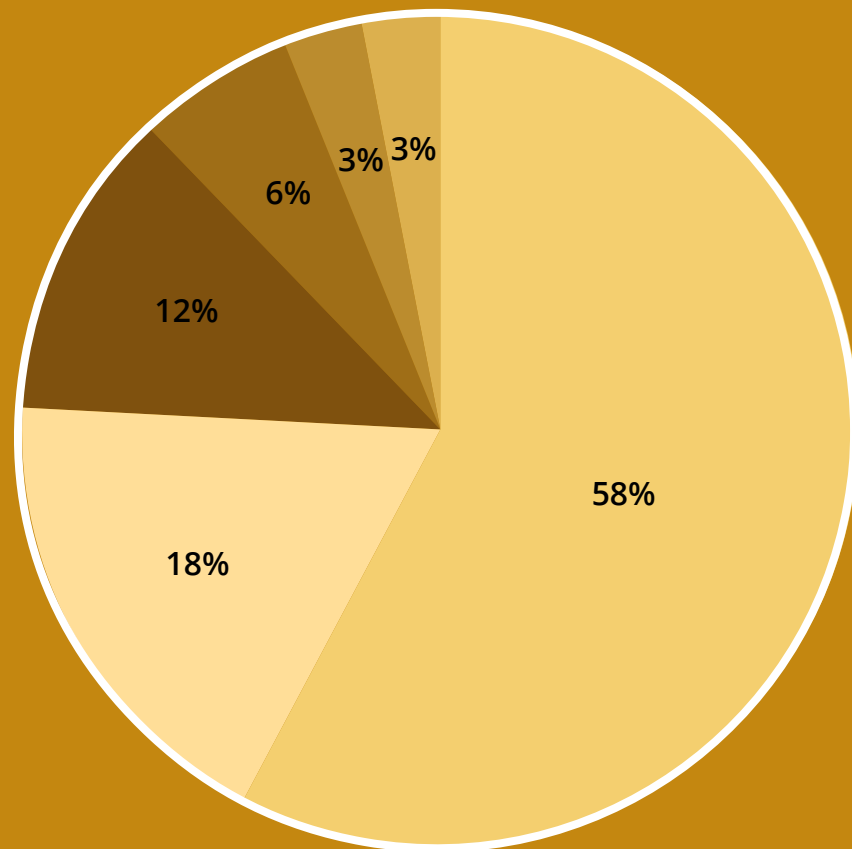
Age



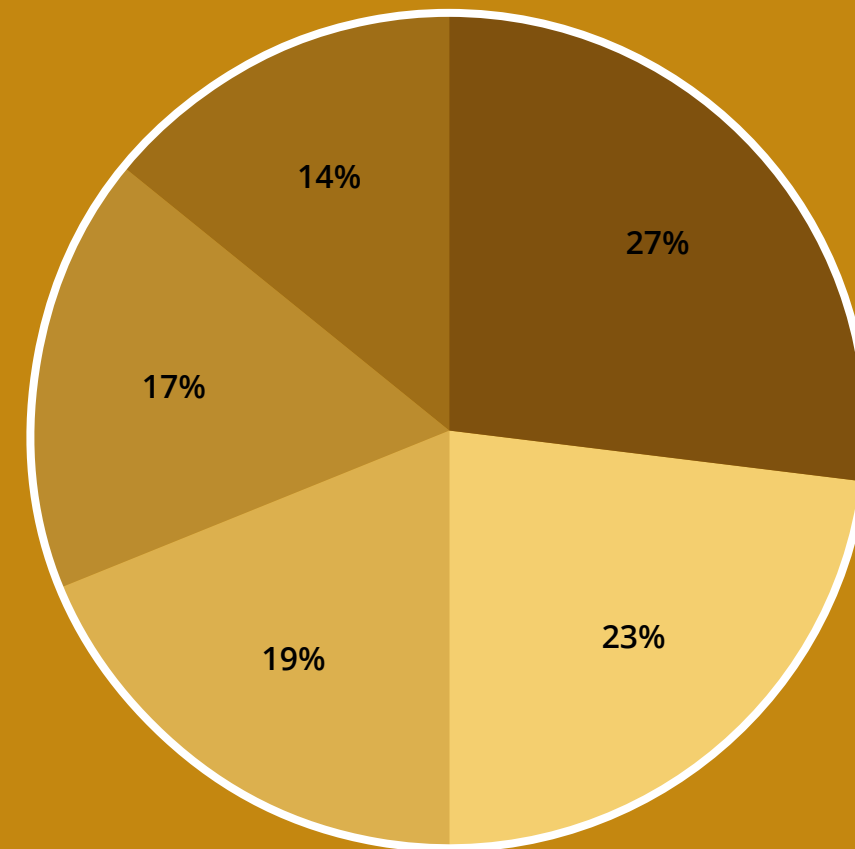
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Website Breakdown:

Countries



Interests



Advertising & Rates:

Let us help you put your brand in front of the right eyes with our digital marketing options.



Banner Ads

728x90 (leaderboard) - \$300/mo

160x600 – wide skyscraper - \$280/mo

120x600 – skyscraper - \$250/mo

300x250 (medium rectangle) - \$200/mo

250x250 – square - \$175/mo

125x125 – square button - \$150/mo



In-Text Ad

Price \$150



Events

Event collaboration and partnerships available.

Contact us to further discuss



Sponsored Posts

Price \$350

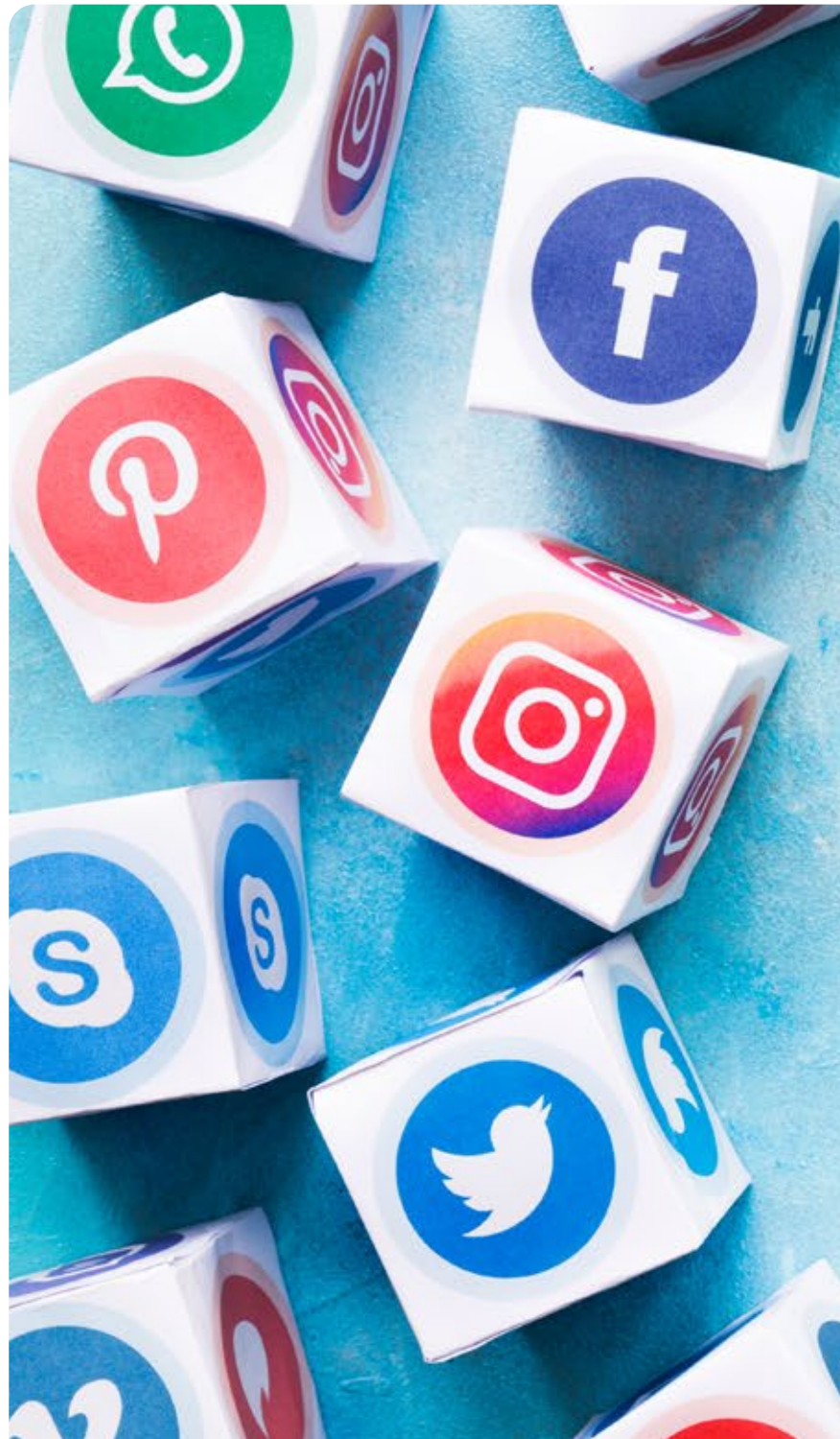


Email Marketing

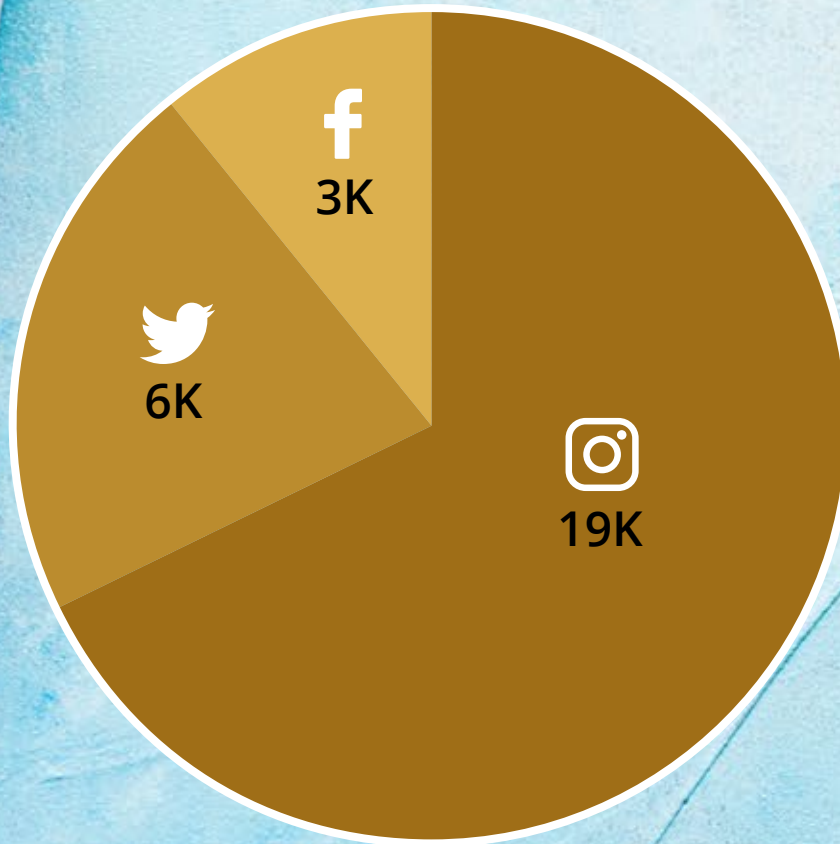
Newsletter subscribers - 5,000

Dedicated newsletter send (ad) - \$350

Social Media Packages



Social Stats



Social Media Marketing

Price \$25/post (1 week)

Two handles (2 posts/handle)

\$85 - 1 week

\$100 - 2 weeks

\$150 - permanent

All 3 handles (2 posts/handle (IG/TW/FB))

\$100 - 1 week

\$150 - 2 weeks

\$200 - permanent

2 email blasts - \$525 (15% discount)

3 email blasts - \$840 (20% discount)



BY HER OWN RULES



(347) 790-0843

toni@bhormedia.com