

### WHEN LONG WEAR LIP STAINS MEET ICE LOLLIES

It's one of summer's biggest conundrums: how do you keep your lippy in place when you just... love... ice lollies? We pitted the products with promise against the corner shop's finest







### SPARE US FROM BAD SEX WRITING

Literary erotica can be beautiful and thrilling. But all too frequently it's plain

# **Emerald** STREET Media Kit 2018



# Why you should work with Emerald Street

The influencer who understands women seeking everyday adventures. From books to bars, new brands and moodboosting buys, they want resources for joyful living. Emerald Street offers a tried-and-tested treat, an indulgent insider tip, from your funniest friend.



# Who is the Emerald Street subscriber?

### 130,000

active subscribers

1 8% YoY



age

### 84%

live in urban

areas

### 31%

open rate versus 21% industry average





y? Never fear. Toby Musgrare, author of Green Escapes: The Guide 1 , has rounded up his favourite hidden hidean





### YOU CAN LEAVE YOUR HAT ON

Because you might actually have to, with the weather we've been having. ere's our pick of the finest straw hats for summer exploit



he perks of a pompom st worn within 10 metres of an infinity pool while drinking an acid-coloured cktail topped with elaborate gamish, cheerful number just smacks of high mer. Its brim is the perfect width for reading (your very own portable su (sol) and can also be tactically oyed for spying. Which, let's face it, function all good hats should posses

Top not If you too are fed up with holding your sunhat through the departure lounge (and in having to run back and retrieve i in the back of a toilet door, delaying













Sleep in this



BOOKS TO TRANSFORM YOUR AT-HOME HOLIDAY Not heading to more exotic climes this summer.

rme space and time to give your home some love inste



**COASTS WITH THE MOST** The new Fiat 500 Collezione was made for summer. Put it through i

### **Editorial Vision**

Our readers are smart women.

The Emerald Street reader places value on cultural capital: that could mean knowing about a new literary hit or a label no one's heard of yet. She values curation and careful choices. Most importantly, you shouldn't tell the Emerald Street woman what to do; she's got her own ideas. So we make suggestions, like your most interesting friends.

There's nothing quite like Emerald Street in women's media. Not in terms of format and not in terms of content.

### Daily content themes

Introducing the Emerald Street preference centres

Content themes for each day that subscribers choose to receive. Brands can continue to engage our highly influential Met Set audience throughout the week or on contextually relevant days.



### YOU AND THE HOLOGRAMS

The luminescent beauty trend of our early teens has just had a very 2018 reboot. Check it out: all shiny and new, just like this email



### Just a drop Like your skin to look like it's been sprinkled in stardust? Mix a couple of drops of Cover FX's super addictive Glitter Drops in with your normal foundation or moisturiser and you'll get just that effect. We recommend slicking all over your face. And shoulders. And collarbone. You can't stop the shimmer when the shimmer's this good, people. 53 Heaure Br

Like magic Get excited, Fenty fans. The new Beach, Please! collection launches today, filled with Rihanna's personal take on the



### THESE WOMEN HAVE STORIES

Han Solo's spinoff film hits screens this week, and to mark the occasion we've composed a list of the female characters we'd like to see getting their own big budget blockbuster





### IN PRAISE OF MARVELLOUS MOBILE EARRINGS

ous babies, the humble mobile works just a well hanging from your car. Trust us, it's a look



Wear the lines nce when did ASOS take design spiration from Kandinsky? The brand ggly abstract wire earrings give fresh meaning to statement jewellery; pa hem with an unfussy white sundress and nple black sandals to really give them the limelight. In colder weather, we scourage a beret. £12\_ASOS



Hang in there Presumably we can all agree that Alison



### CAMO FOR YOUR CLUTTER

Sure, you could spend your bank holiday weekend finding bespoke age solutions for all of your <del>coup</del> important miscelluny. Or you could just stash it away in something sensational



1.1



THINGS TO MAKE YOU HAPPY his week it's all about trailblazing female filmmaking. Peanuts and a sound night's sleep





### ON OUR RADAR THIS WEEKEND

's the last of the long weekends for a while – and we know just how to spend it



Jump around

Sure, you could go to some fancy. ighbrow talk this weekend. Or you could something way more fun, like taking



What do you get when you put a 70s palette with an iconic print? Orla Kiely f course. Opening tomorrow at Londo Fashion and Textile Museum, Orla Kiely: A Life in Pattern takes in the Irish lesigner's distinctive motifs (stem pri we're looking at you) while also xploring how decoration can tran the way that we feel. Until 23 Sen



### YOU AND THE HOLOGRAMS

The luminescent beauty trend of our early teens has just had a very 2018 reboot. Check it out: all shiny and new, just like this email



### Just a drop

Like your skin to look like it's been sprinkled in stardust? Mix a couple of lrops of Cover FX's super addictive Glitter Drops in with your normal oundation or moisturiser and you'll get ast that effect. We recommend slicking it all over your face. And shoulders. And collarbone. You can't stop the shimmer when the shimmer's this good, people 35. Beauty Bay



Like magic Get excited, Fenty fans. The new Beach, Please! collection launches today, filled with Rihanna's personal take on the graphic look. If we must choose

### **Mon: Beauty**

From time-saving overnight treatments and artisan perfumers to nail varnish that makes your fingers look like fireworks, here you'll find our tried-and-tested hero products, new favourite brands and fuss-free ideas. Things to make your Monday mornings that little bit better.

## **Beauty and Stories**



### **Tues: Stories**

Commute incomplete without a new podcast? Documentary fiend? You've come to the right place. Along with The Reading Room, our weekly take on the best books worth your time, you'll find music, TV, film and theatre, too. If it tells a story, we'll be talking about it.





### IN PRAISE OF MARVELLOUS MOBILE EARRINGS

Normally found entertaining rambunctious babies, the humble mobile works just a well hanging from your ear. Trust us, it's a look





Wear the lines

Since when did ASOS take design

nspiration from Kandinsky? The brand's

viggly abstract wire earrings give fresh



Hang in there resumably we can all agree that Alison ern's Oscar earrings are drop-do

### Weds: Fashion

If you love discovering new brands as much as we do, you'll like it here. We'll shine a spotlight on independent makers and show you the key pieces that will work with the rest of your wardrobe. This is fun shopping when you want more from fashion than just a quick fix.

## Fashion and Going Out



### ON OUR RADAR THIS WEEKEND

It's the last of the long weekends for a while - and we know just how to spend it



### Find a pattern

What do you get when you put a 70s alette with an iconic print? Orla Kiely of course. Opening tomorrow at London's Fashion and Textile Museum, Orla Kiely: A Life in Pattern takes in the Irish lesigner's distinctive motifs (stem print, we're looking at you) while also xploring how decoration can transform the way that we feel. Until 23 Sent. £9.90: Fashion and Textile Museum fermondaev St. London: SE1

### Jump around

Sure, you could go to some fancy. highbrow talk this weekend. Or you could something way more fun, like taking n The Monster, an inflatable obstacle ourse famed for its adults-only sessions Now popping up in Manchester, it's 300n

### **Thurs: Going Out**

Want to know what's really worth doing in your precious spare time? This is our pick of the best things to see and places to go; from new restaurant and bar reviews and pop-up events to the UK's must-visit exhibitions, markets, workshops and vintage fairs. Diaries at the ready.





### THINGS TO MAKE YOU HAPPY

This week it's all about trailblazing female filmmaking, Peanuts and a sound



### Fri: Wellbeing

On Fridays, we'll round up all of our current favourite things to give the end of the week a boost. That could be an ethical swimwear brand, a soon-to-be-cult indie film, beautiful new stationery or the perfect Sunday night face mask. If we think it will make you happy, it'll be here.

### Wellbeing and interiors



### **Sat: Interiors**

Looking for actually-doable interiors inspiration? You'll find it in Emerald Street at Home. Whether you need stylish storage ideas or a way to transform a rented flat, we'll introduce you to the trends that will last, the brands we love, and the things to pin to your mood board.





In Partnership with Alex And Ani

### LOOK GOOD, DO GOOD

Alex And Ani are jewellers with a conscience, and they're about to become your new obsession



### **Emerald Street Advanced**

# **Commercial Opportunities**

A range of products from in-situ to partnership



Emerald Street Partnership email



# **Commercial Opportunities**

### Content

Editorial Sponsorship (100% SOV) + Listicle/ Feature Advance Feature Partnership Email Competiton/ Offer

**Display** (assets to be provided) Single display unit £4,200 Display takeover (Ad 1, Ad2, Ad 3) £12,600

1 (a) (a) (b) (b) (b) (b) (b) (b) (b) (b) (b) (b				2.2
Total	100		010	100
IOLAI	ves i		en	
		1. 20		
			1.1	

includes production

£33,700 £8,170 £10,970 £18,300 £3,300



### Contact

Contact emeraldstreetsales@shortlist.com should you wish to discuss each option in more detail. Our team are here to listen.

