

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

↑ 8% YoY

84%

live in urban
areas

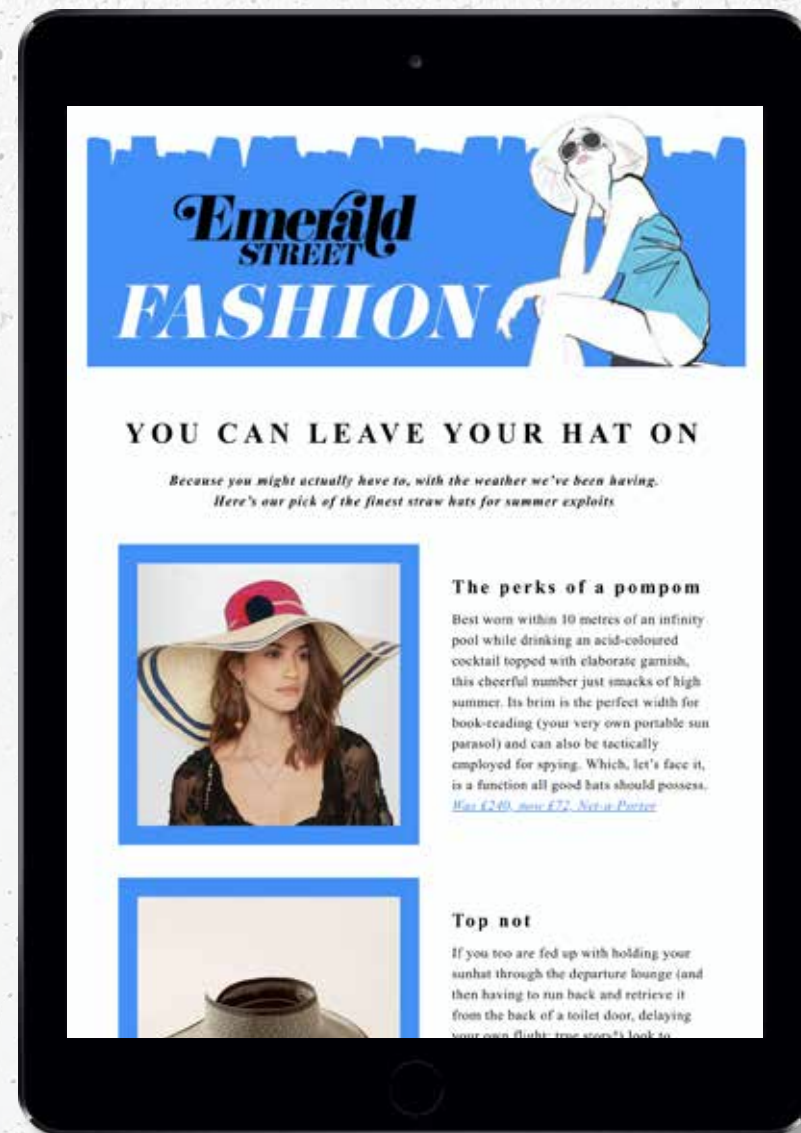
34

average
age

31%

open rate
versus 21%
industry
average

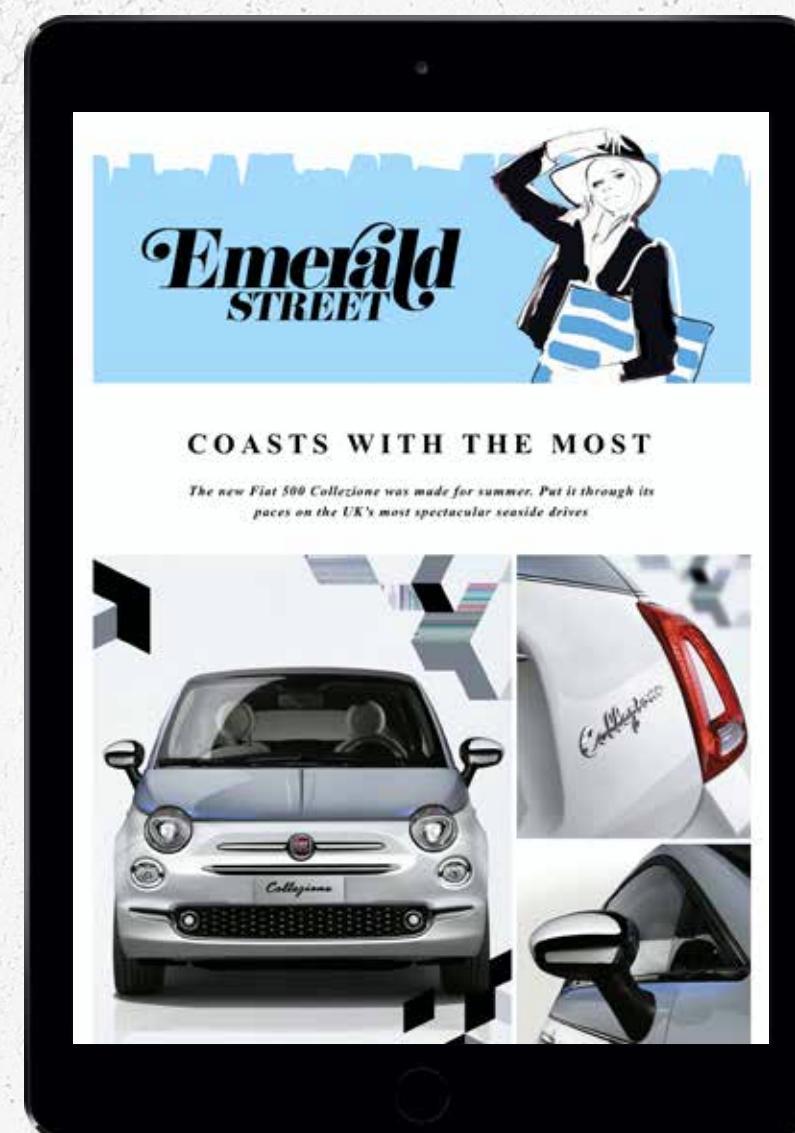
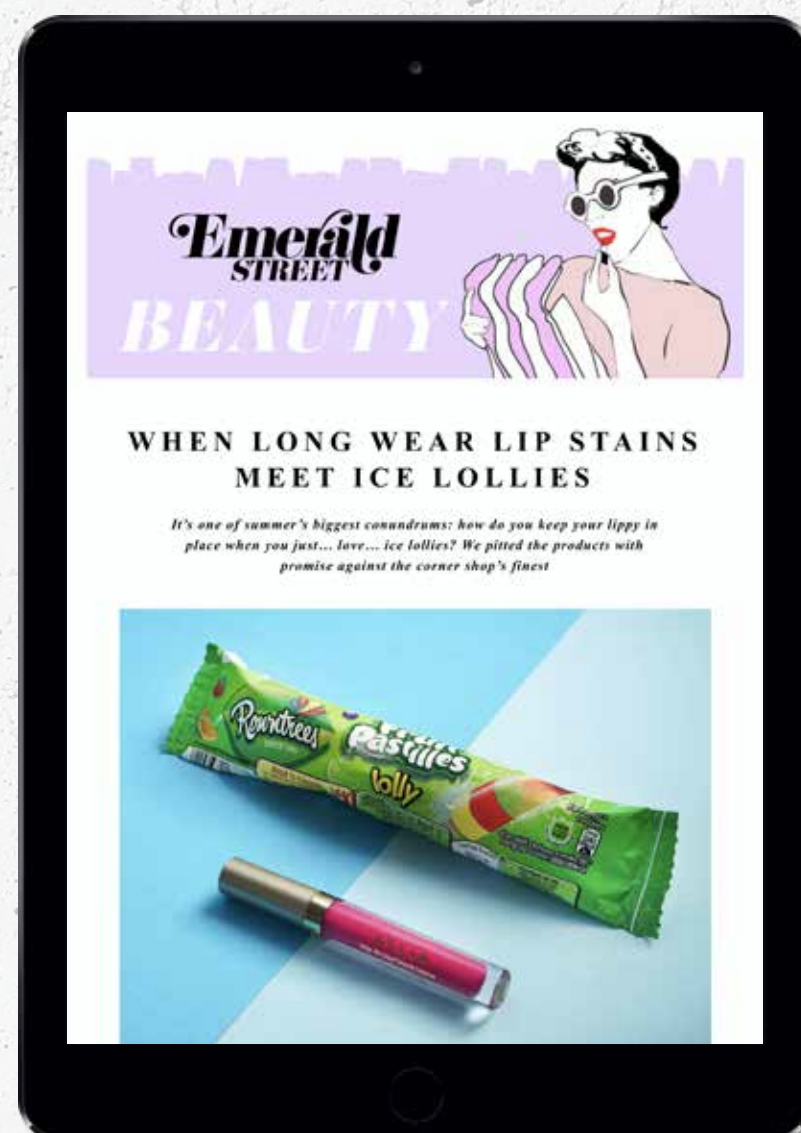
Editorial Vision



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.

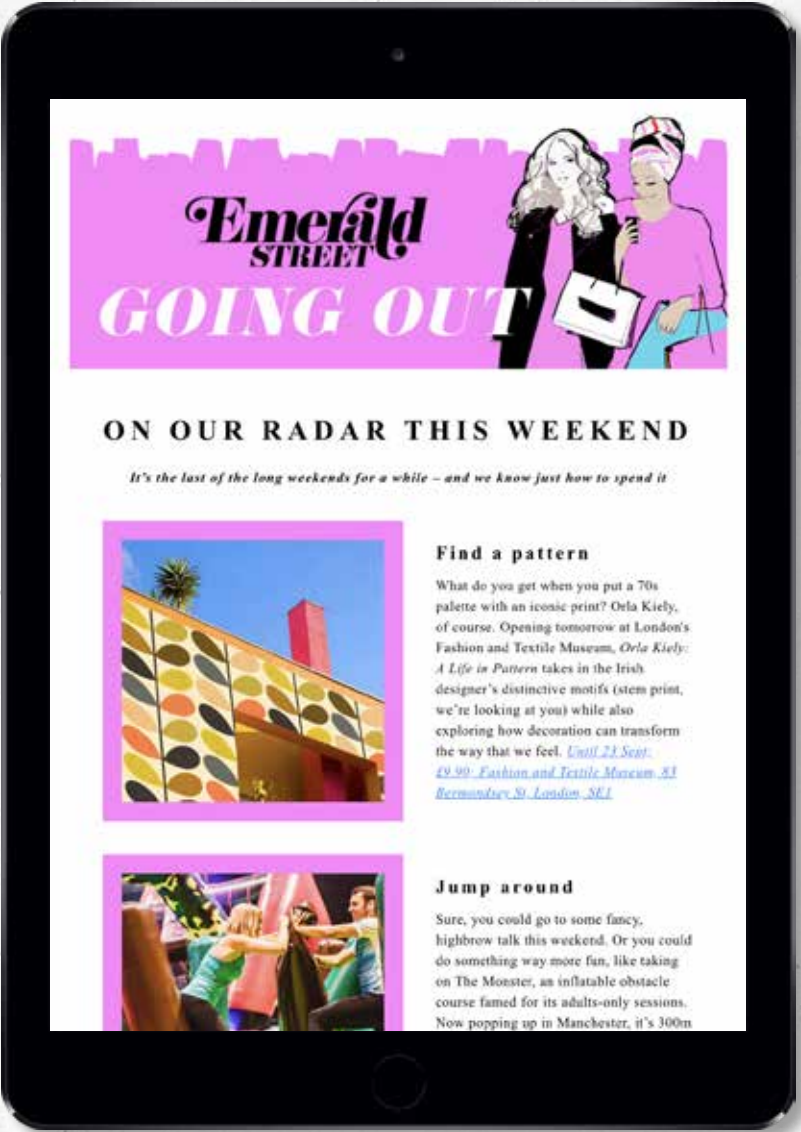
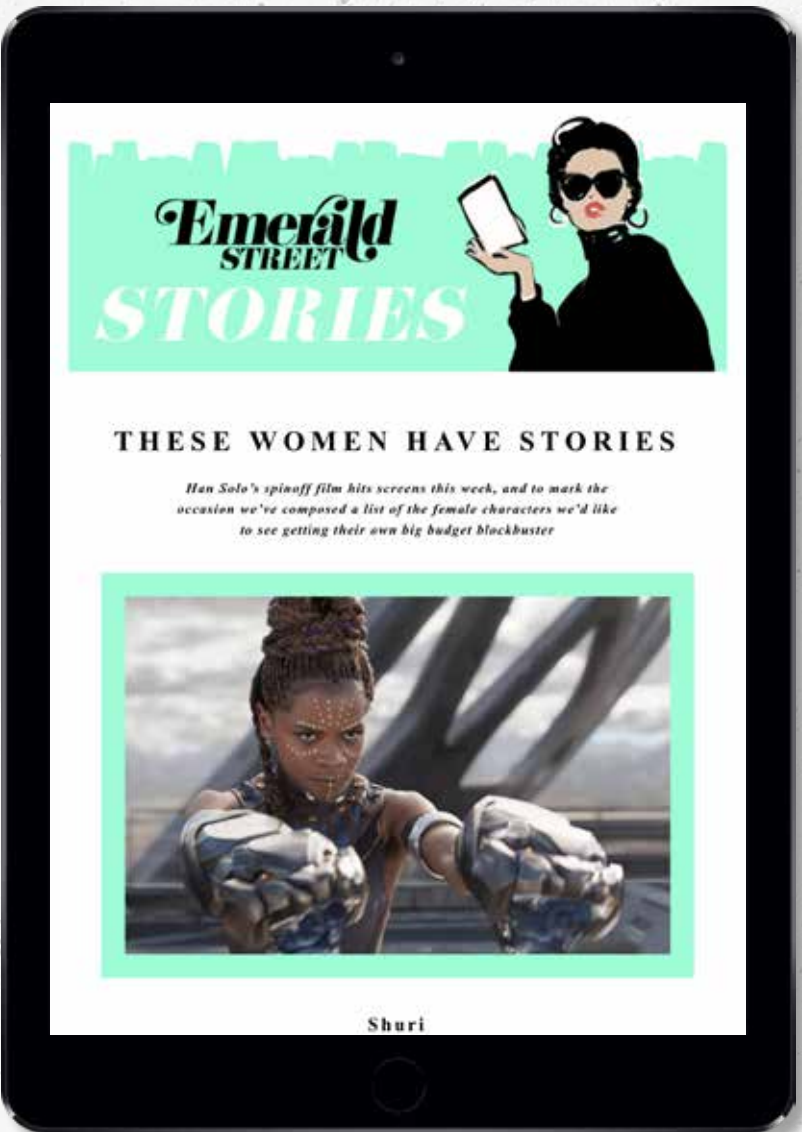
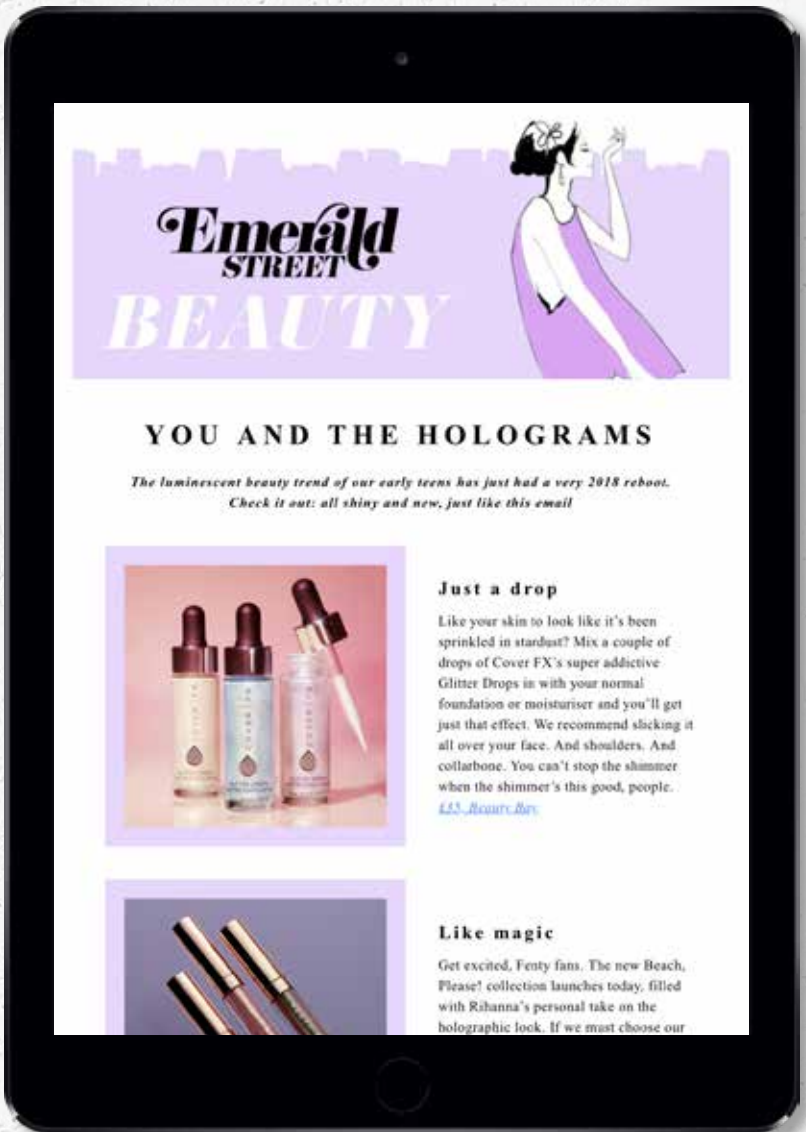
There's nothing quite like Emerald Street in women's media. Not in terms of format and not in terms of content.



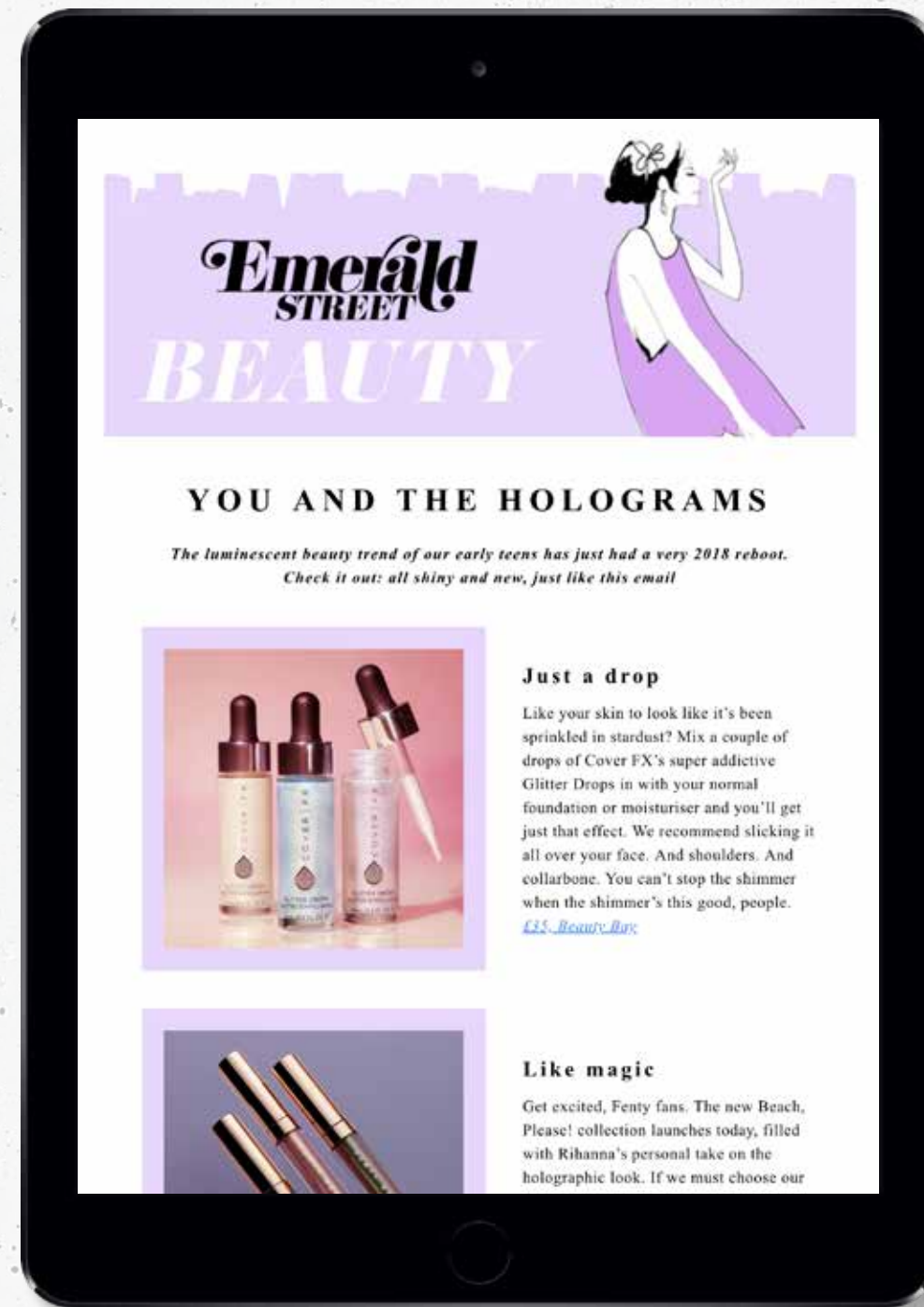
Daily content themes

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.

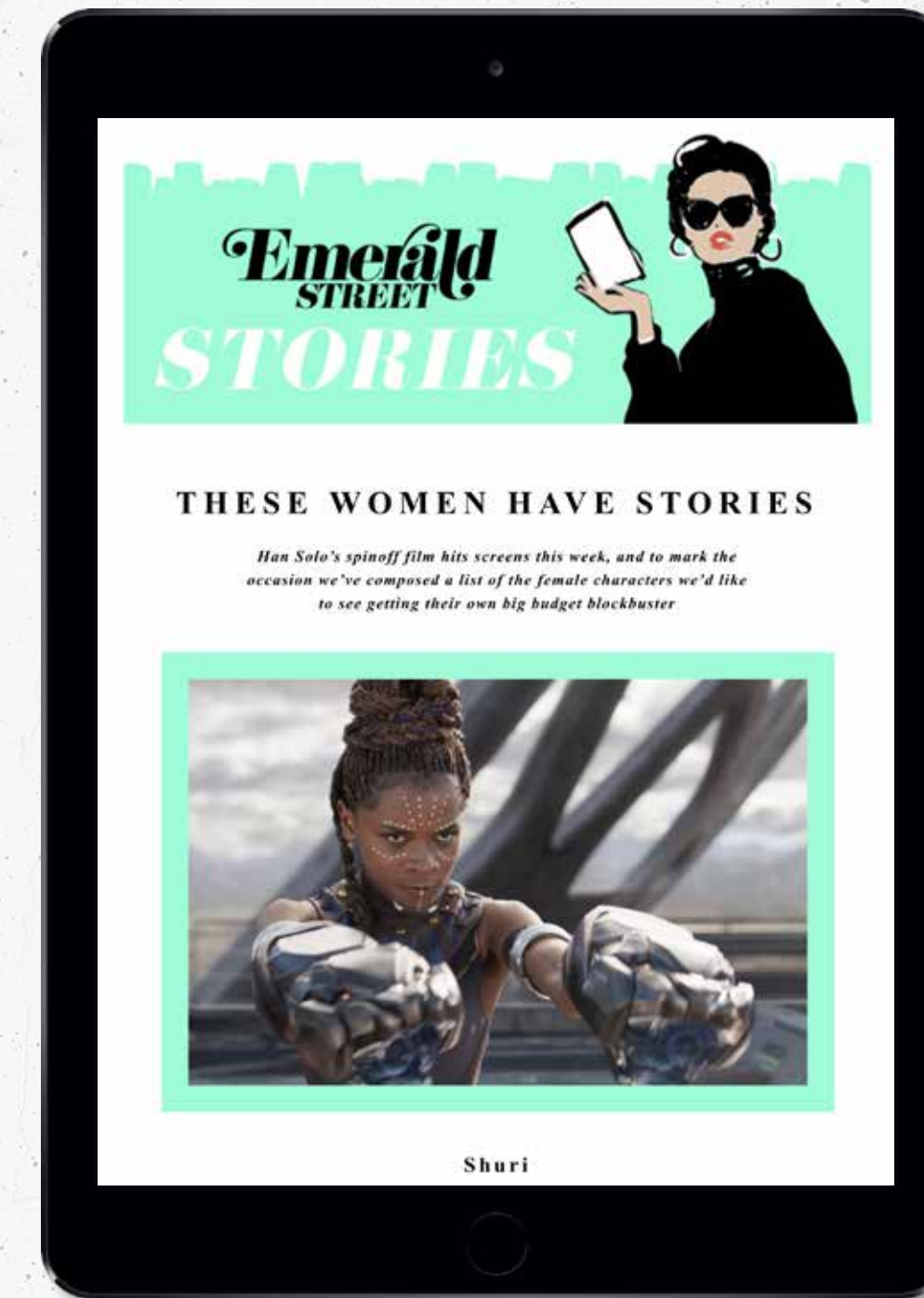


Beauty and Stories



Mon: Beauty

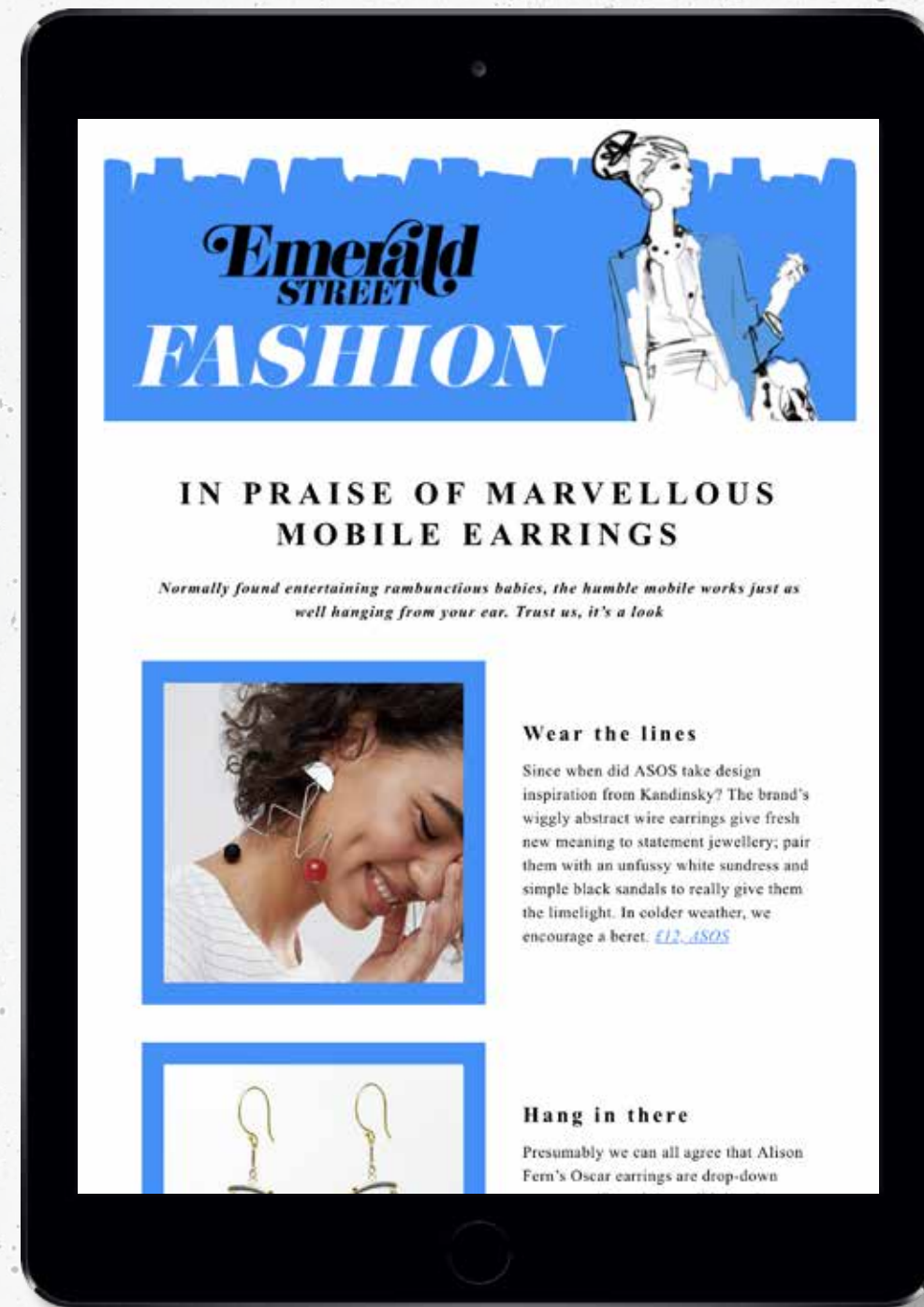
From time-saving overnight treatments and artisan perfumers to nail varnish that makes your fingers look like fireworks, here you'll find our tried-and-tested hero products, new favourite brands and fuss-free ideas. Things to make your Monday mornings that little bit better.



Tues: Stories

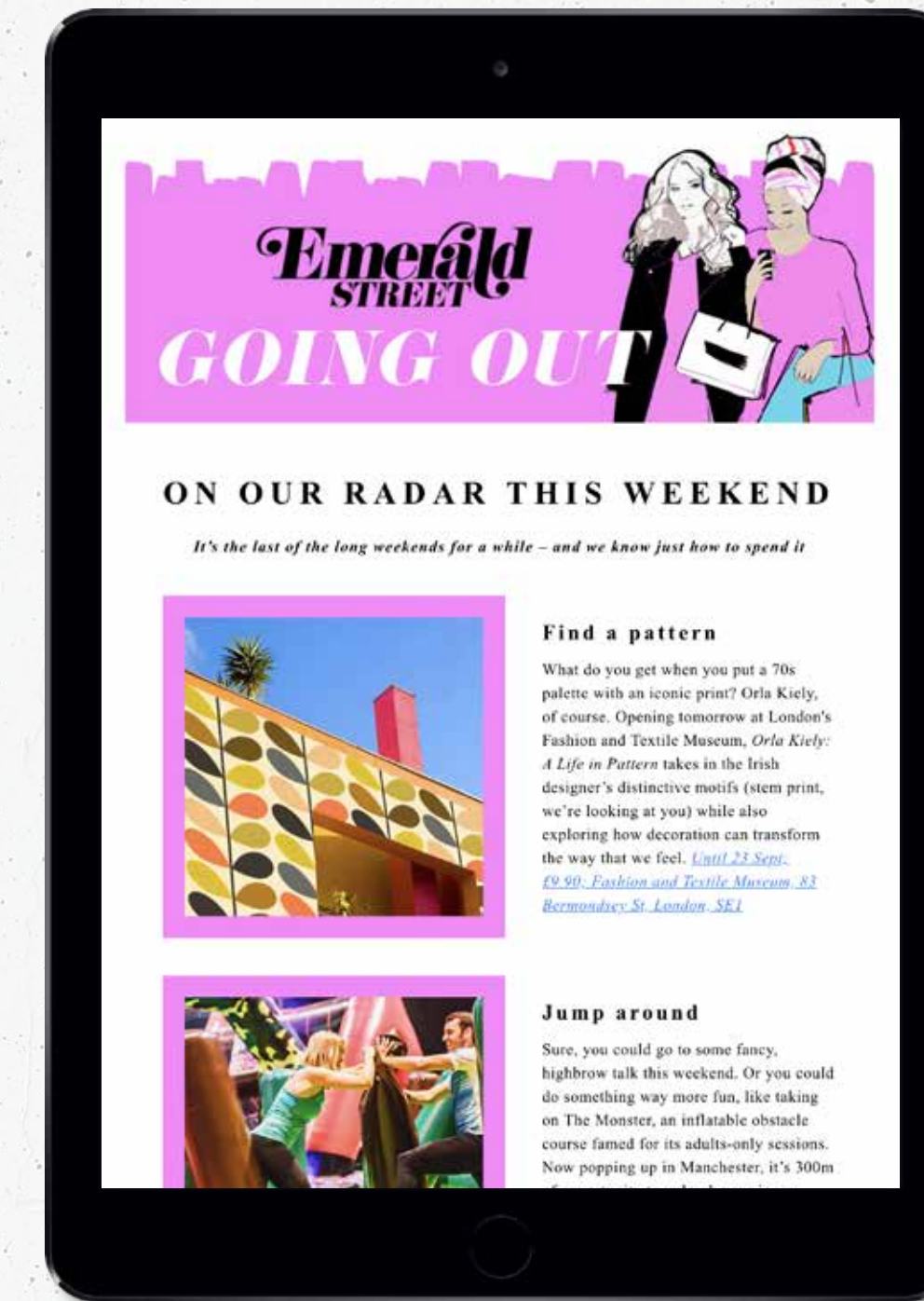
Commute incomplete without a new podcast? Documentary fiend? You've come to the right place. Along with The Reading Room, our weekly take on the best books worth your time, you'll find music, TV, film and theatre, too. If it tells a story, we'll be talking about it.

Fashion and Going Out



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.



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.

Wellbeing and interiors



Fri: Wellbeing

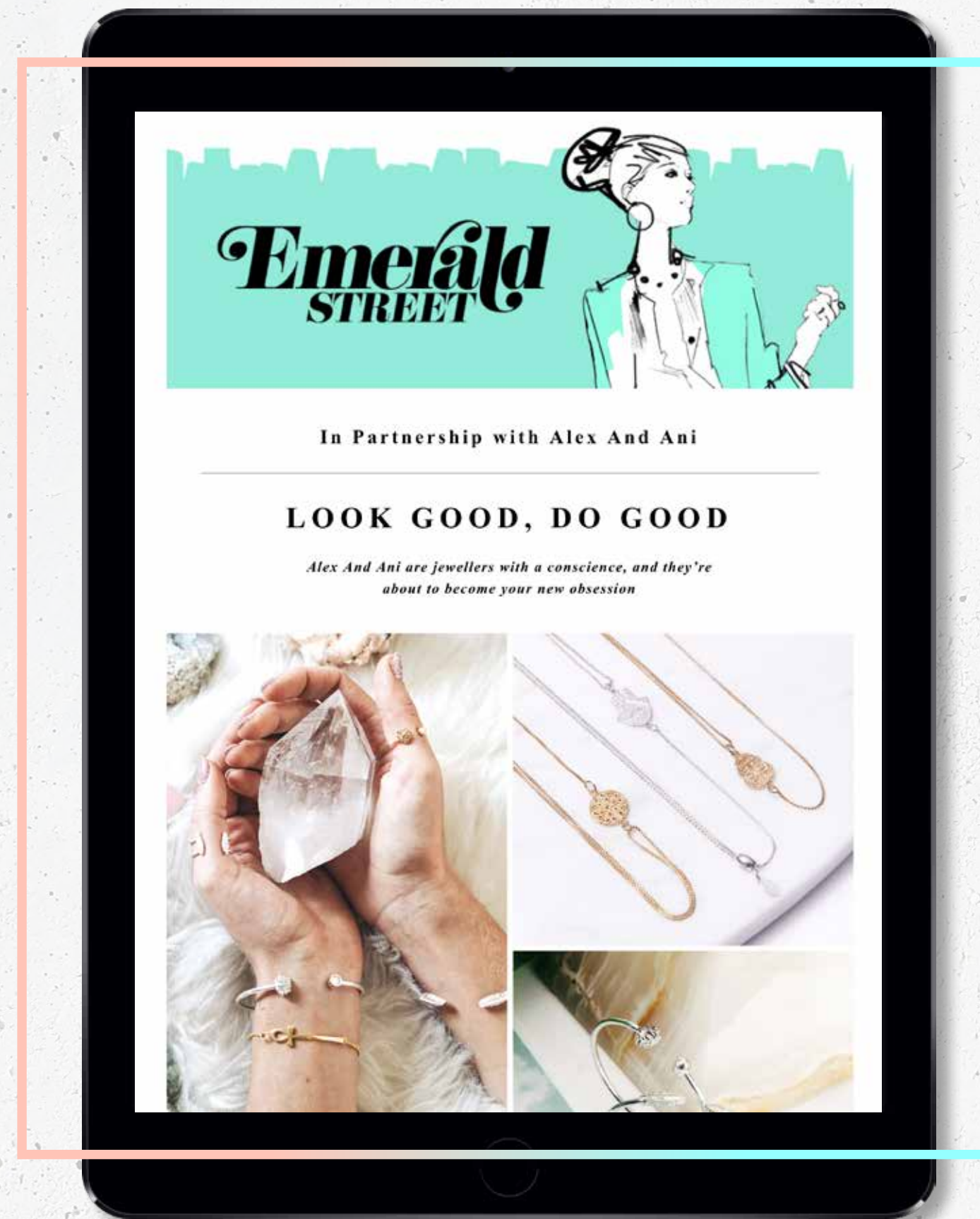
On Fridays, we'll round up all of our current favourite things to give the end of the week a boost. That could be an ethical swimwear brand, a soon-to-be-cult indie film, beautiful new stationery or the perfect Sunday night face mask. If we think it will make you happy, it'll be here.



Sat: Interiors

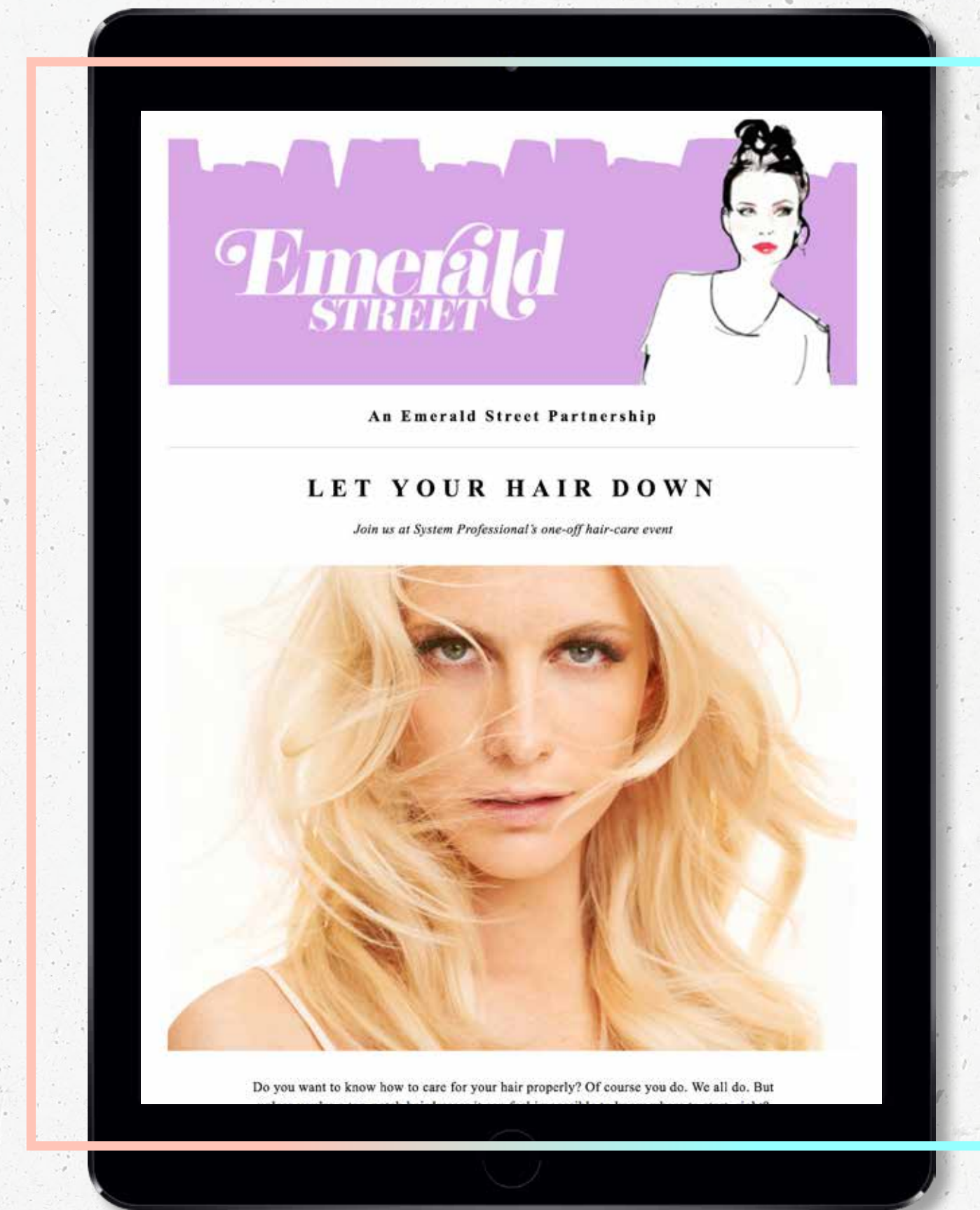
Looking for actually-doable interiors inspiration? You'll find it in Emerald Street at Home. Whether you need stylish storage ideas or a way to transform a rented flat, we'll introduce you to the trends that will last, the brands we love, and the things to pin to your mood board.

Commercial Opportunities



Emerald Street Advanced

A range of products
from in-situ
to partnership



Emerald Street Partnership email

Commercial Opportunities

Content

Total Investment

includes production

Editorial Sponsorship (100% SOV)	£33,700
+ Listicle/ Feature	£8,170
Advance Feature	£10,970
Partnership Email	£18,300
Competiton/ Offer	£3,300

Display (assets to be provided)

Single display unit	£4,200
Display takeover (Ad 1, Ad2, Ad 3)	£12,600

Contact

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