



# 2014 MEDIA KIT

Inspiring kids to embrace and love  
their natural curls and coils!

**[contact@naturalhairkids.com](mailto:contact@naturalhairkids.com)**

# About Natural Hair Kids

Natural Hair Kids launched December 26, 2013 due to an increasing need to have positive visual representations of children with natural hair. Our mission is to inspire and empower children to embrace and love their natural hair. We not only provide information on how to best care for and maintain natural hair, but we also showcase children and their natural hairstyles.

In just 5 short months, Natural Hair Kids has become the leading website for natural hair care and hairstyle information for kids.

## Our Favorite Hairstyles and Projects

Below is a collection of our most popular projects that we have designed and created that have gone viral on multiple social media platforms. All work featured below is our own creation.



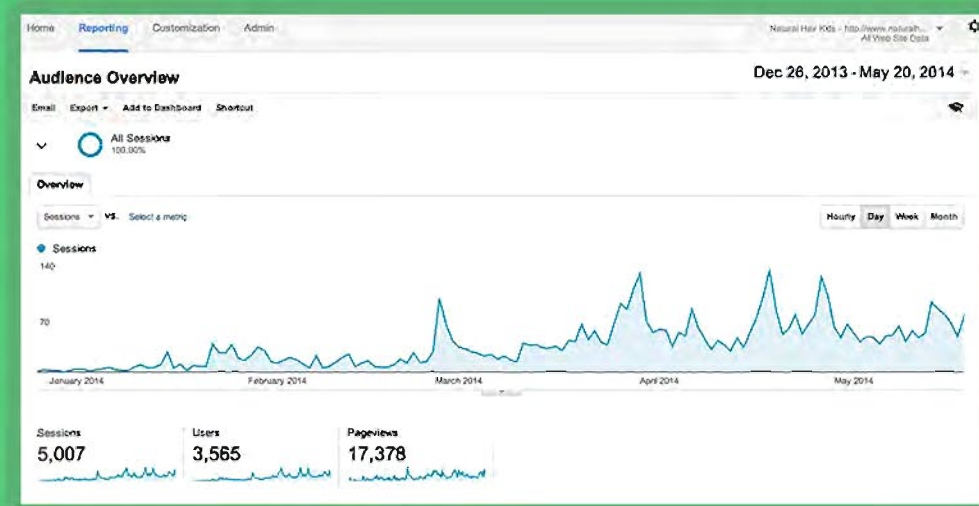
## Reader Demographics

- Female
- Ages 18-44
- Mostly African-American
- Has children or young relatives with natural hair
- 81.5% of our readers are from the United states
- Most visited pages are those that offer product recommendations and/or hairstyle inspiration



## Website Traffic Overview (as of May 20, 2014)

- 3,565 unique visitors
- 17,378 pageviews
- Monthly pageviews increase on average by 150%
- Monthly unique visitors increase on average by 175%
- 4.5k+ Facebook followers
- 9k+ Instagram followers
- 500+ Pinterest followers
- 3.5k+ links to our website
- Ranked on the first page of Google for over 100+ natural hair search queries





# Collaborate With Us!

The success of Natural Hair Kids can be mostly attributed to contributions from our natural hair community! Our guest bloggers and parents alike have been instrumental in helping us get the word out about our mission to help kids embrace and love their natural hair. We regularly receive submissions from our readers that we use throughout our online community to help others in their natural hair journey. We would love for you to become a part of our family!

## Guest Posts

Anyone is free to use our posts, pictures, infographics, etc. as long as they credit Natural Hair Kids and include a link back to our website: [www.naturalhairkids.com](http://www.naturalhairkids.com). If you would like for Natural Hair Kids to become a guest blogger on your site, or if you would like to become a guest blogger on ours, then please email your request to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com). We look forward to working with you!



# Advertise With Us!

Naturalhairkids.com offers a variety of creative advertising opportunities, within our popular site and social media pages, to suit your campaign and budget. You have the option of choosing from one or more of the following campaigns:

- **Product Giveaway**
- **Product Review**
- **Company Feature**
- **Ad Space**
- **Naturalhairshop.com online store product offering**

## Product Giveaways

Choose one or all of our popular online social media sites (Blog, Facebook or Instagram) and host a 3-day giveaway! The giveaway must include a minimum of two products or items. At the completion of the giveaway, we will notify you of the winner(s) and provide their shipping and email addresses. Prizes should then be mailed within three business days and shipping tracking numbers sent to to the winner(s), and Natural Hair Kids, via email.

### Pricing

- **One site: \$50**
- **All three sites: \$125 (Save over 15%)**

### Getting Started

In order to participate in the giveaway, please email the following information to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com):

- **A clear image of the product/item**
- **Product names and their benefits**
- **The quantity of products/items to be included in the giveaway**
- **Number of winners**
- **Links to your social media site(s)**
- **Giveaway rules (i.e. is the contest limited to US residents, etc.)**
- **The quantity of products/items to be included in the giveaway**
- **Any additional information, coupon codes, flyers, etc. that you would like posted during the giveaway**
- **Billing email address so that we can send invoice**

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## Product Review

We will test your product and post a product review on our Natural Hair Kids and/or social media websites. The product review will include a step-by-step tutorial on how we used the product as well as pictures of the final results. We will then make recommendations on how and when to use your product and provide purchasing information. We will send the review to you prior to posting it to our site. Company must submit product free of charge to Natural Hair Kids. We will not return product after use. Upon receipt of request, we will send you our shipping information.

### Pricing

- **One site: \$45 + product**
- **All three sites: \$70 + product**

### Getting Started

In order to participate in the product review, please email the following information to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com):

- **A clear image of the product/item**
- **Product names and their benefits**
- **Instructions on how to use your product**
- **Links to your social media site(s)**
- **Any additional information, coupon codes, flyers, etc. that you would like posted with the product review**
- **Billing email address so that we can send PayPal invoice**



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## Company Feature

Choose one, or all, of our popular online social media sites (Blog, Facebook and/or Instagram) to promote your company and products. We will use any and all flyers, promotional codes, and product photos to showcase your company to our natural hair demographic, getting you directly in front of your potential customers!

### Pricing

- One site: **\$50**
- All three sites: **\$125 (Save over 15%)**

### Getting Started

In order to participate in the company feature, please email the following information to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com):

- A clear image of the product/item
- Product names and their benefits
- Links to your social media site(s)
- Any additional information, coupon codes, flyers, etc. that you would like posted during the company feature
- Billing email address so that we can send PayPal invoice

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## Ad Space on NaturalHairKids.com

We offer a flexible variety of ad sizes and locations to suit your campaign and budget without compromising our users' experience. We offer strategically placed advertisements that will appear on every page of our Natural Hair Kids website! If you would like to track the success of your ad campaign, then you must provide a trackable link for your ad.

120  
x  
240

### 120 X 240 or 250 x 125 Ad Pricing

- One month: **\$55**
- Three months: **\$155**
- Six months: **\$300**

250 x 125

300 x 250

### 300 X 250 Ad Pricing

- One month: **\$75**
- Three months: **\$210**
- Six months: **\$415**

125 x 125

### 125 X 125 Ad Pricing

- One month: **\$40**
- Three months: **\$110**
- Six months: **\$210**

## Getting Started

In order to participate in the company feature, please email the following information to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com):

- A 72 dpi ad image in .jpg or .png format
- Website to where you would like visitors sent upon clicking on your ad
- Trackable link (if available)
- Billing email address so that we can send PayPal invoice



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## NaturalHairShop.com Online Store Product Offering

The Natural Hair Shop is an online store that provides satin products and hair accessories for natural hair. We currently offer satin bonnets, satin pillowcases, satin backed baby blankets, satin car headrests, headbands, scarves and much more. We are looking to expand our offerings and are currently accepting new product requests. You can either sell your product under consignment or we will purchase your products wholesale. The Natural Hair Shop reserves the right to deny any product offering requests for any reason. Wholesale purchase quantities will be at the sole discretion of The Natural Hair Shop.

### Consignment Pricing

- One-time setup fee: **\$50**
- 20% of all sales

### Wholesale Pricing

- Dependent upon agreed wholesale pricing

### Getting Started

If you have a product for natural hair that you would like to sell in our online store, then please send your request along with the following information to [contact@naturalhairkids.com](mailto:contact@naturalhairkids.com):

- A clear image of the product/item
- Product names and their benefits
- Brief company bio
- Links to your social media site(s)
- Suggested retail value of your products
- Wholesale pricing (if applicable)

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## Advertising Guidelines

- **All invoicing will be billed via PayPal**
- **PayPal invoice(s) must be paid in full and advertising contract signed and received prior to going live with any advertisement.**
- **A full refund will be given only if the ad is not approved or in the event of cancellation in writing by the client prior to the advert going live on the website.**
- **A signed contract must be on file with Natural Hair Kids prior to any ad campaign launch.**
- **Company is responsible for all shipping cost associated with product giveaways, product reviews, and online store product sales.**
- **Natural Hair Kids reserves the right to deny any advertisement request for any reason.**



# NATURAL HAIR KIDS

[www.naturalhairkids.com](http://www.naturalhairkids.com)

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[contact@naturalhairkids.com](mailto:contact@naturalhairkids.com)



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