



GIRLS TWEEN FASHION

MEDIA KIT & RATE CARD - 2019





AVA CARMICHAEL

Ava Carmichael is the Editor at Girls Tween Fashion. She has over 16 years in the fashion industry as a Fashion Designer, Stylist and Creative Director.



OUR BLOG'S STORY

Girls Tween Fashion was launched in 2010 to bring tween fashion and brands to the forefront of a mostly overlooked market. Since then, the tween market has exploded and is now a top influencer in consumer spending with tweens being as influential as the teen and young adult market.

STATISTICS

21K

monthly unique
visitors

45K

monthly
page views

3.2K

email
subscribers

SOCIAL MEDIA FOLLOWING



7 K+



2 K+



4 K+



148,000
IPM

CONTACT US

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GIRLS
TWEEN
FASHION



#1 GOOGLE RANKED

Girls Tween Fashion is the #1 Google ranked Tween Fashion blog and consistently ranks on page 1 of Google search for inquiries relating to tween fashion, clothing & trends. With over 7 years of rich content, Google is a fan!

DEMOGRAPHICS

Our site demographic consists of Tweens and Teens between the ages of 10-19, and Women between the ages of 28-40 from: #1 United States, #2 Canada, #3 Australia, #4 United Kingdom. Our audience reaches fashion industry professionals and Buyers seeking the latest brands and trends in Girls and Juniors.

BRANDS WE'VE WORKED WITH:

Maddie yellowberry 



CHEROKEE
AN AMERICAN STANDARD
SINCE 1972

PACSUN



limeapple

Justice



JUSTICE & STUDIOS

LOVE GOODLY

project
RUNWAY
junior

Zella beauty



tangy candy
SweetARTS

Matilda Jane Clothing

ADVERTISING PLATFORMS:

- Girls Tween Fashion Blog + Social Media Accounts
- Print: Tweenage Magazine - in development
- Girls Tween Fashion Newsletter

GIRLS
TWEEN
FASHION

RATES

GIRLS TWEEN FASHION BLOG

RATES (girlstweenfashion.com blog)

- Sponsored Guest Post (appx 500 words + 2 Photos, Backlink) - \$150
- Creative Stylist Editorial Shoots - Toys, Cosmetics, Products = \$450
- Creative Stylist Editorial - Clothing Accessories = \$650
- Editorial Article: Product, Accessory, Apparel Brand (750-1000 words + photos) = \$450
- Fashion Show Attendance, Editorial Coverage, \$650 + Travel
- Product Review + Giveaway or Contest - \$350 + Product(s)
- Influencer Outreach Package - Product placement with 5-10 influencers on Instagram and/or YouTube. We work with top notch girls to promote your product or brand!
Inquire for rates and details
- Ad space: Banners - \$75 per week, Sidebar - \$100 per week

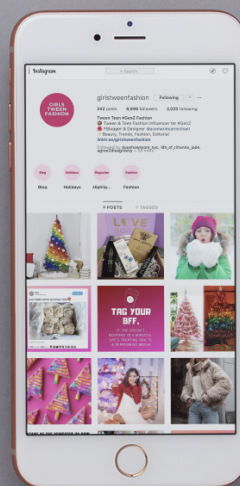
AD SPECS

Sidebar Banner Ads: 240 W x 400 H
Leaderboard Banner Ads : 728 W x 90 H

FOLLOW US ON

Instagram

@GIRLSTWEENFASHION



"Unity is strength. When there is teamwork and collaboration, wonderful things can be achieved." -Mattie Stepanek

contact: ava@girlstweenfashion.com

Editorial Calendar

Jan-Feb. New Year, New Me!

Spring Fashion, Trends
Galentine's Day
Yoga for Girls and Teens
Healthy Eating
Confidence Boosters
Fresh Face Beauty: Less is more

Mar-Apr. Spring is in the air

Prom Fashion
Spring Fashion Trends
My Style (Influencer Highlights)
Spring Break & Vacay Style
Girl Athletes
Get Fit Without Gyms

May-Jun. School's Out!

Body Confidence
Slumber Party Ideas
Summer Fashions
Festival Fashion
Swimwear, Activewear
Editorials

July-Aug.

Easy Summer Pool Party Recipes
Summer Jobs
Entrepreneurial Teens
Back to School
Back to School Fashion
Locker Decor Ideas

Sept.-Oct. Fall

Halloween Costumes
Fall Fashion
Teen Room Decor

Nov.-Dec. Holiday

Thanksgiving Survival Tips
Winter Fashion
Holiday Gift Guide
DIY Gifts for Tweens
My Winter Style (Influencer Highlights)