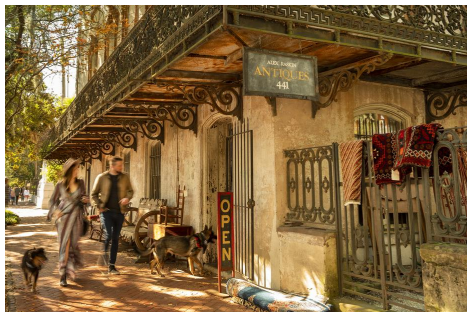


StyleBlueprint

The South's Premier Digital Lifestyle Publication



Media Kit 2026

At StyleBlueprint.com, we are a digital lifestyle luxury publication that connects our readers to handpicked experiences, the best local businesses, and inspiring women making a difference in our communities – all through approachable content that feels like a conversation with an old friend.

How We Communicate with Our Audience

In a noisy digital world, your story can get lost. At **StyleBlueprint**, we don't just provide "reach" — we provide **relevance**.



Why Do We Have A Strong Readership?

Because each day we publish well-researched, professionally written articles that enrich our readers' lives.



How Do We Have Over 200,000 email subscribers?

For over 15 years, we've been sending out daily emails highlighting our original content, local events, and the best of the South. They are designed to be a positive, trusted part of our readers' daily routine.



Why Is Our Social Media Audience So Engaged?

StyleBlueprint interacts with our audience daily across Instagram, Facebook, and Pinterest. We extend the reach of our editorial content through thoughtful, platform-appropriate storytelling.



StyleBlueprint Audience Reach

The proof is in the data. Businesses and destinations choose to work with us because **our reach is your growth.**

Pageviews on StyleBlueprint.com
6.1 Million+

Email Subscribers
~205,000

SB Daily Emails Opened
24 Million+

Social Media Post Views
(Instagram, Facebook, Pinterest)
68 Million

Avg. Monthly Audience Reached
(across all StyleBlueprint channels)
7 Million



2025 stats

Audience Demographics & Insights

Reach the right people with the right message — and the third-party credibility that **builds trust and drives results.**

Gender

70% readers are Women

(50% have kids at home.)

Income

5x more likely to have

Household Income of

\$400,000+

Age

Gen X - 33%

Millennial - 33%

Boomer - 19%

Gen Z - 16%

SB Readers Index

**3x more likely to engage with
content about hotels, family
travel, interior decorating, &
restaurants**

Source: Quantcast



Top Metro Markets:

**Nashville, Chicago,
Atlanta, Memphis,
Birmingham, Dallas,
Louisville, New York,
Houston**

States with the Largest
Organic Readership

**TN, AL, TX, GA, VA, CA,
FL, IL, NC**



StyleBlueprint's Balanced, Multi-Generational Readership

StyleBlueprint reaches a broad, multi-generational audience, with **Gen X** and **Millennials** representing the two largest segments of our readership.

Gen X - 33%
Millennial - 33%
Boomer - 19%
Gen Z - 16%

StyleBlueprint readers demonstrate a strong interest in Leisure Travel.

- 69% travel four or more times per year
- 30% travel six or more times per year
- 30% travel one to three times per year

Reader survey, December 2024



SB Readers Strongly Over-Index Across Key Lifestyle Categories

Index values show how many times more likely SB readers are to engage vs. the average internet user.



StyleBlueprint readers consistently over-index across high-value lifestyle categories, indicating they are **significantly more likely than the average internet user to engage with this content.**

Source: Quantcast

Travel

- Hotels & Accommodations — 3.58X
- Adventure — 3.38X
- Family Travel — 3.26X
- Destinations — 3.14X
- Beach — 2.44X
- Europe — 2.35X

Home & Garden

- Remodeling & Construction — 3.39X
- Interior Decorating — 2.51X
- Landscaping — 2.19X

Arts & Entertainment

- Visual Arts — 3.06X
- Music — 1.75X
- Books & Literature — 1.45X

Food & Drink

- Alcoholic Drinks — 4.12X
- Dining Out — 3.02X

Style & Fashion

- Clothing & Accessories — 2.43X

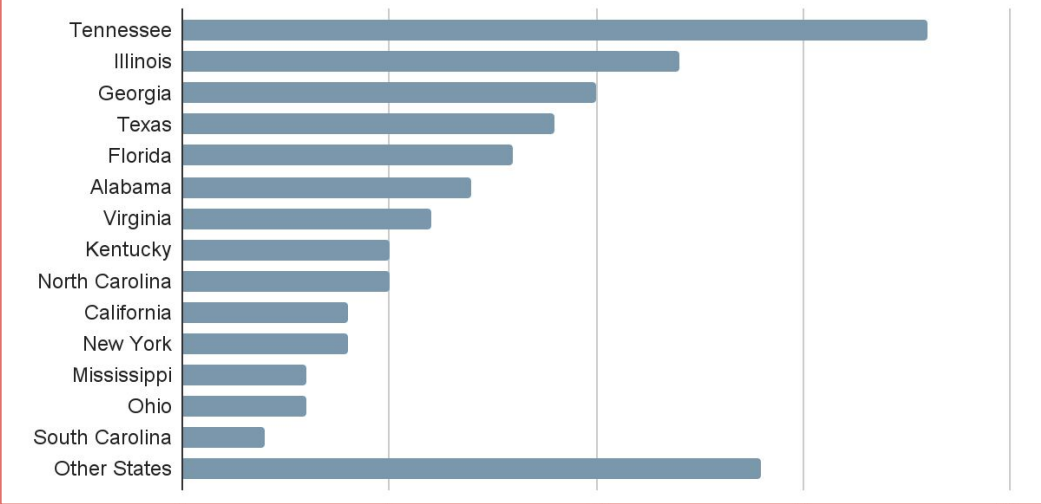
Geographic Reach & Precision Targeting

Amplify StyleBlueprint content in top-performing states and targeted U.S. cities



StyleBlueprint can amplify articles across premium content networks and Meta platforms, using geographic **precision targeting** in key cities and markets per campaign.

Top States by StyleBlueprint Readership



StyleBlueprint Editorial Calendar

Seasonal content themes aligned with reader interests and sponsorship opportunities

Every Month or Quarterly Editorial

- New restaurants
- New retail/services
- Weddings
- Health + Wellness
- Home features
- Influential women
- Interior designers
- FINDS (product roundups)
- Travel destinations
- Regional Events
- Interior Design Trends

[See the Online Editorial Calendar](#)

January

- Health & Wellness Reset
- Dry January
- Veganuary
- Fitness & Mental Health
- Winter Fashion

February

- Black History Month
- Valentine's Day
- Seasonal Recipes
- Winter Fashion
- Spring Break Ideas

March

- Spring Break Fashion + Packing
- Transitional Fashion
- Spring Recipes
- Easter • Beauty

April

- Spring Fashion
- Easter
- Graduation Gifts

May

- Cinco de Mayo
- Mother's Day
- Graduation Season
- Derby + Steeplechase
- Mental Health Awareness
- Memorial Day

June

- Father's Day
- Summer Fashion
- Summer recipes
- Summer vacations

July

- Fourth of July
- Summer Fashion
- Seasonal + Festive Recipes

August

- Back to School
- Summer Fashion
- Beauty + Wellness

September

- Suicide Prevention Week
- Labor Day
- Football Season
- Transitional + Fall Fashion
- Beauty + Wellness

October

- Breast Cancer Awareness
- Seasonal Recipes
- All Things Fall
- Fall/Winter Fashion
- Beauty + Wellness

November

- Veteran's Day
- Holiday Fashion
- Thanksgiving Recipes + Entertaining + Friendsgiving
- Holiday Gift Guides

December

- Holiday Recipes
- Holiday Entertaining
- Last Minute Gift Guides
- Holiday Fashion
- Beauty + Wellness

StyleBlueprint Sponsored Content Opportunities

Custom storytelling distributed across web, email, and social designed to **inform, inspire, and perform.**

★ Sponsored Email

Campaign delivered to StyleBlueprint subscribers in one or multiple editions. Ideal for events and brand awareness.

Average open rates: 40–55%

★ Sponsored Article

Market-specific or regional-interest articles promoted on [StyleBlueprint.com](https://www.styleblueprint.com), via email and social, with guaranteed pageviews.

★ Sponsored Social Media

Instagram carousel, reel, and stories with paid promotion across Meta platforms (Instagram and Facebook).

★ Boosted Article

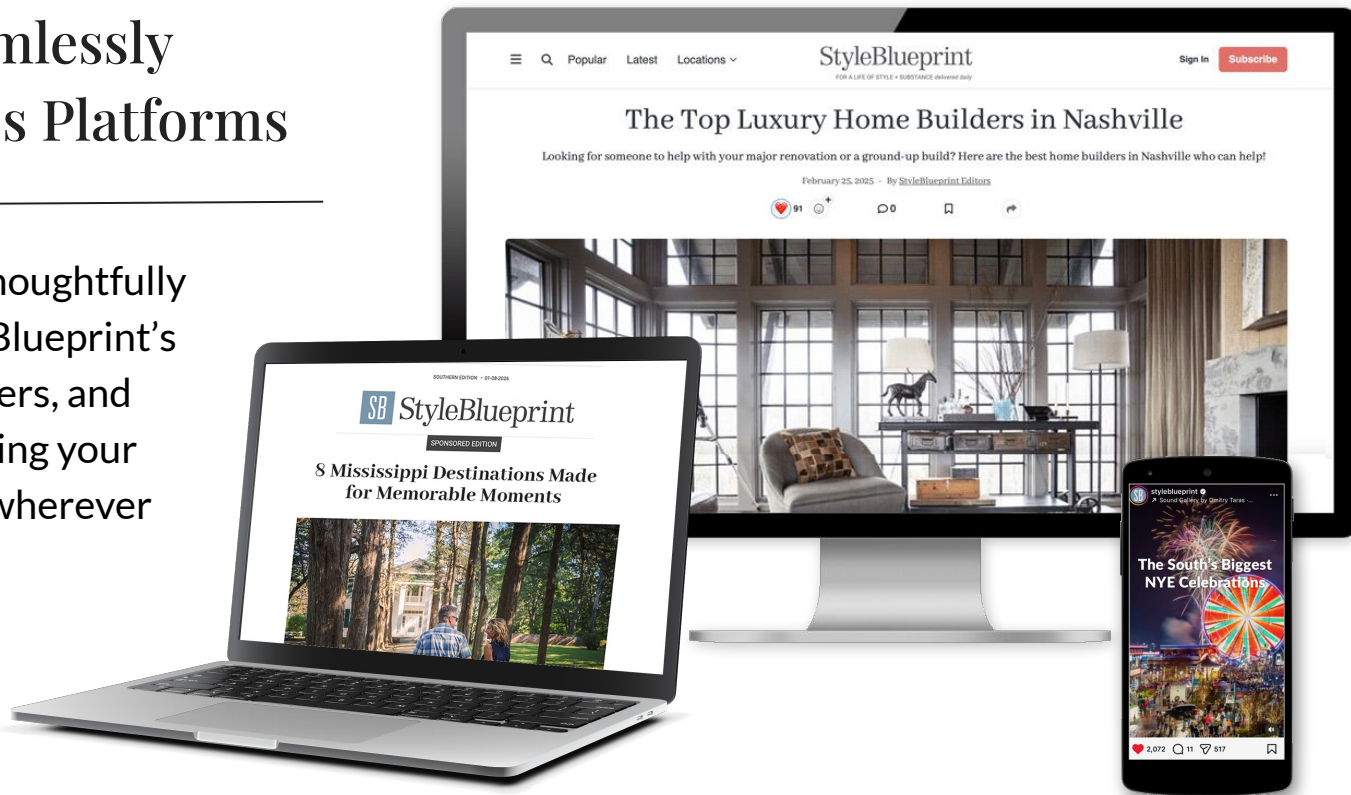
Amplified distribution of editorial or sponsored articles across premium content networks and Meta platforms, delivering targeted reach. Guaranteed **1.5 million impressions** or more.

★ Top List Local Guides

Curated guides in local markets showcasing vetted, quality businesses with strong local readership.

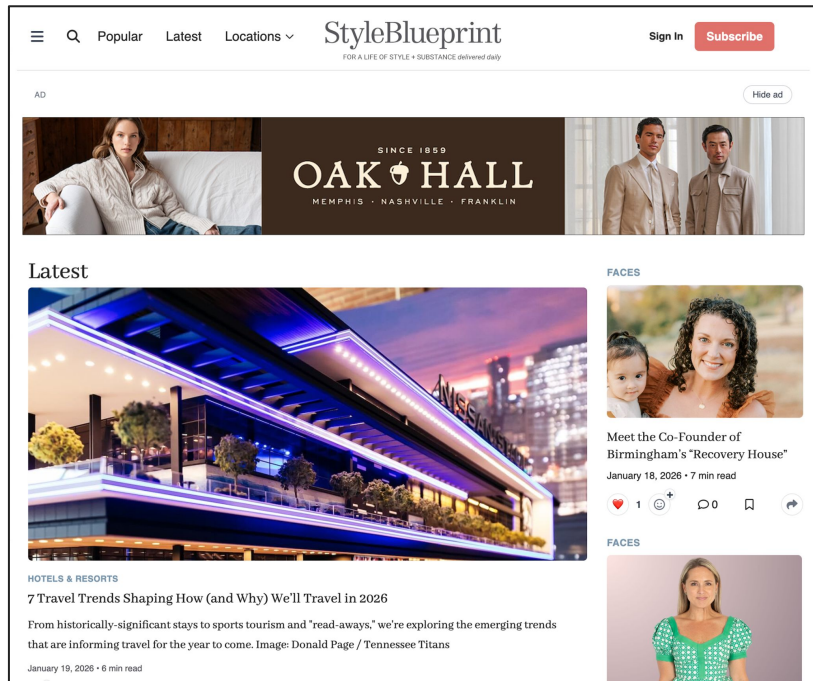
Your Brand, Seamlessly Integrated Across Platforms

Sponsored Content is thoughtfully integrated across StyleBlueprint's website, email newsletters, and social channels — ensuring your brand reaches readers wherever they engage.



StyleBlueprint Premium Digital Advertising

Maximize brand exposure by showcasing your ads with StyleBlueprint's authentic, engaging content.



Available Ad Placements

- StyleBlueprint.com
- StyleBlueprint Emails

Why Brands Choose StyleBlueprint

- Brand-safe, editorial environment
- Highly engaged, local lifestyle audience
- Strategic placement alongside trusted content
- Clear performance metrics and reporting

All advertising on StyleBlueprint.com is sold exclusively through StyleBlueprint. We do not accept programmatic ads, ensuring a fully brand-safe, premium editorial environment. *Pricing starts at \$800/month with annual rate discounts.*

For Travel Partnerships, here are just some of the brands we have worked with.

Our partners trust StyleBlueprint to deliver high-impact storytelling and targeted reach in key travel markets.



Client Testimonials

What some of our partners say about working with StyleBlueprint

See 100+ more testimonials

“

My “clicks” proved to be phenomenal and **my business has had an incredible year!** I know I can attribute this to SB and the exposure I received.”

SHEA BRYARS DESIGN

“

...both as a client and a community partner, I **can't say enough good things about the people behind this company.** They are always eager to help and strive to exceed expectations!”

**MARGARET ELLIS
JEWELRY**

“

One of the best publications we have ever worked with. We received amazing results through our advertisements.”

**OLD 96 DISTRICT
TOURISM**

“

The Wills Company has been working with the team at StyleBlueprint for over a decade. **They epitomize personal service** and are truly invested in helping our company grow.”

THE WILLS COMPANY



The South's Leading Digital Lifestyle Publication

StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE *delivered daily*

Thanks for your consideration! Visit us at StyleBlueprint.com.

