



STRUTT IN *HER* SHOES

MEDIA KIT '22

WHO *WE* ARE

Serving as the elevator of mindful conversation and safe space for persevering women, Strut in HER Shoes helps women rise to the occasion of self-empowerment through our holistic spectrum of womanhood lifestyle coverage and connection. Dedicated to women's excellence, abundance and authentic journeys to peace and fulfillment, Strut in HER Shoes is the evolving celebration and reminder of all that she may be on her own and all that we are collectively:

WOMEN WHO "KEEP STRUTTIN."

OUR AUDIENCE

THE BLACK WOMAN'S LIFE IS A BALANCING ACT.
They range from triumphs to struggles, wins and losses -
all in search for content that reflects their diversity, provide
validation and most importantly comfort!

**AFRICAN AMERICAN
WOMEN** AGES 18-34

**HOUSEHOLD
INCOME (AVG)**
50,000 +

EDUCATION
PURSUING COLLEGE/
COLLEGE GRADUATE.

EMPLOYMENT
ENTREPRENEURS +
ENTRY LEVEL
CREATIVES

THE FACT IS:



70% of black millennials say they are
more likely to buy from a brand that
takes a stand on race-related issues.



WHY STRUT?

Simply, Strut in *HER* Shoes provide a platform for women to elevate black women issues, concerns and stories by exploring essential topics.

WE UNDERSTAND YOUR AUDIENCE NEEDS, BECAUSE WE ARE THE AUDIENCE. In an ever changing world, we've developed unique platforms for our partners to connect with their audience in all the ways they choose.

53.4K+

ACCOUNTS ENGAGING
ON DIGITAL

1.4M+

WOMEN REACHED ON
DIGITAL PLATFORMS

10K+

COMBINED TRIBE OF
WOMEN

PARTNERING *WITH* STRUT

01.

BRANDED STORIES.

DIGITAL EDITORIAL SPONSORSHIP.

Amplify your voice, with branded stories. Strut produces a *monthly* feature-length digital cover story that is engaging and authentic. Partner with us to have a voice in the stories we tell and develop your own digital cover story.

The Strut Editorial and Creative Team will help you design, develop, produce, and publish your story.

02.

#STAMPEDBYSTRUT.

PRINT + DIGITAL SPONSORSHIP

Your brand can reach new audiences and create opportunities for you. Stamped by Strut is a feature that introduces your product, music, movie or restaurant to our audience through an alluring review in a refreshing and easy to follow layout.





03. PODCAST GROUP.

Our podcasts creates an unapologetic space to share difficult conversations.

You can sponsor an episode of our in house podcast, Strut Talk, that produces conversations that lead the way by sharing stories from real people who are owning their story with a more honest perspective than you can find anywhere else!

OR

Work with the Strut Team to create a custom podcast for you. You bring the concept, we handle the execution.

THE FACTS:

“ **43%** of Gen Z respondents consumed podcasts weekly or more. Another **48%** of surveyed Millennials were weekly podcast consumers.

04. LIFESTYLE SUBSCRIPTION BOX

The perfect blend of products and inspiration. Strut Boxes are a quarterly subscription service that features small, black-owned businesses from around the world.

With items geared towards exploring beauty, fashion and style as well exciting curiosities such as art, home decor, food and stationery - **this is the perfect opportunity to get your products directly in the hands of your audience.**

05. INTIMATE EXPERIENCES.

Our intimate experiences are a safe place where women can come together and find their tribe, be it through the sisterhood of other like minded ladies or just by being surrounded with people who have similar interests as they do themselves.

Sponsor one of our quarterly events that fosters the creation of communities.





06.

O.U.R GIRLS CLUB

O.U.R. Girls Club, is our mentoring organization. It offers young girls the space and opportunity to confidently explore entrepreneurship, promote unity and encourage resilience.

Support and sponsor our girls programming to uplift the next generation of women.

07.

STRUT AGENCY

It's a new day for the next generation of Black women looking to work in digital marketing and journalism. Strut Agency - our fellowship and ambassador program has become home to some of this industry's most innovative minds, who are eager not only to find their voice but also help build others' futures by building up themselves first!

We will work with you to strategize and execute digital and influencer campaigns both engaging and eye catching for your audience - created by your audience.



OUR ADVERTISING PACKAGES

WE'LL DESIGN YOUR ADS COMPLIMENTARY

12 MONTHS

- 6 BRANDED STORIES
- 5 #STAMPEDBYSTRUT
- 12 MONTHS OF DIGITAL AD SPACE
- 2 FULL PAGE ADS
- 2 OPENING COVER ADS
- 10 INFLUENCER POSTS

\$22,140 | \$5535 QUARTERLY

- 2 CUSTOM PODCASTS (OR 10 EPISODES)
- 2 TITLE BOX SPONSORSHIPS
- 20 HOURS OF CAMPAIGN STRATEGY + EXECUTION FROM STRUT HALL
- EVENT TITLE SPONSOR
- OUR GIRLS CLUB PROGRAMMING TITLE SPONSOR





9 MONTHS

\$10,790 | \$1060 MONTHLY

- 4 BRANDED STORIES
 - 4 #STAMPEDBYSTRUT
 - 9 MONTHS OF DIGITAL AD SPACE
 - 3 FULL PAGE ADS
 - 1 OPENING COVER AD
 - 7 INFLUENCER POSTS
 - 1 CUSTOM PODCASTS (5 EPISODES)
 - 1 TITLE BOX SPONSORSHIP
 - 10 HOURS OF CAMPAIGN STRATEGY + EXECUTION FROM STRUT HALL
-

6 MONTHS

\$5,100 | \$850 MONTHLY

- 2 BRANDED STORIES
 - 2 #STAMPEDBYSTRUT
 - 6 MONTHS OF DIGITAL AD SPACE
 - 2 FULL PAGE ADS
 - 2 INFLUENCER POSTS
 - 2 STRUT TALK PODCAST EPISODES
 - 1 TITLE BOX SPONSORSHIP
-

3 MONTHS

\$2,200 | APPROX. \$733 MONTHLY

- 1 BRANDED STORIES
- 1 #STAMPEDBYSTRUT
- 3 MONTHS OF DIGITAL AD SPACE
- 1 FULL PAGE AD
- 1 INFLUENCER POST
- 1 STRUT TALK PODCAST EPISODE

RATES

UNIT		PRICE
BRANDED STORY		\$500
#STAMPEDBYSTRUT (VIDEO INCL.)		\$600
#STAMPEDBYSTRUT (WRITTEN)		\$250
STRUT TALK PODCAST EPISODE SPONSORSHIP		\$200
CUSTOM PODCAST PRODUCTION	5 EPISODES	\$1250
STRUT BOX	TITLE SPONSOR	\$500
EVENTS (TITLE SPONSOR)		\$300
EVENTS COLLABORATION		\$175
OUR GIRLS CLUB		VARY
STRUT HALL		\$125/HR
DIGITAL AD SPACE		
970 x 90 / 728 x 90 / 300 x 600		\$175
PRINT AD	DIMENSIONS	PRICE
COVER SPREAD AD	17 X 11.125	\$600
FULL PAGE AD	8.5 X 11.125	\$300
2/3 VERTICAL AD	4.75 X 10	\$250
1/2 PAGE AD	7.25 X 4.875	\$150
1/3 VERTICAL	2.25 X 10	\$100
1/2 PAGE VERTICAL	4.75 X 7.375	\$80

PRINT *SPECS*



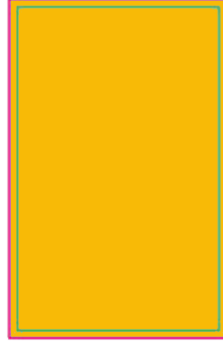
2-PAGE SPREAD

Bleed: 17 x 11.125

Trim: 16.75 x 10.875

Safety: 16.25 x 10.375

No bleed: 15.625 x 10



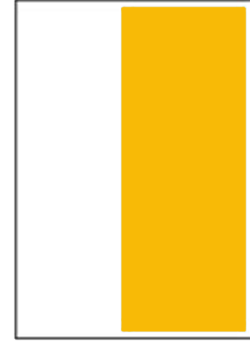
1 PAGE

Bleed: 8.5 x 11.125

Trim: 8.375 x 10.875

Safety: 7.875 x 10.375

No Bleed: 7.25 x 10



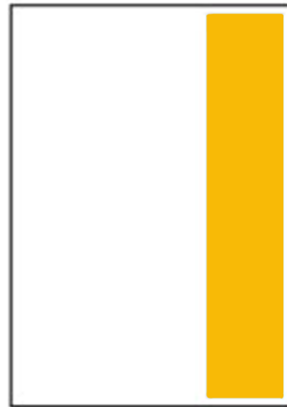
2/3 PAGE VERTICAL

4.75 x 10



1/2 PAGE HORIZONTAL

7.25 x 4.875



1/3 PAGE VERTICAL

2.25 x 10



1/2 PAGE VERTICAL

4.75 x 7.375

CONTACT

ADVERTISE OR PARTNER WITH US
ADVERTISE@STRUTINHERSHOES.ORG



PRINT *EDITORIAL* CALENDAR

The Beauty Edition Embracing Womanhood x Motherhood. Self-Care/Self-Love, being comfortable in your own skin, natural hair.

Honoring STRUT Woman of The Year.
Double Cover - Highlight Booming Influencer

STRUT BOX: NATURAL HAIR, MAKE UP & SKIN CARE

SPRING/SUMMER '22

AD CLOSE 4/15
COVER RELEASE 5/23

PRE-SALE 6/1
ON SALE 6/15

*SUMMER '22 (SPECIAL ISSUE)

AD CLOSE 6/15
COVER RELEASE 7/23

PRE-SALE 8/1
ON SALE 8/15

* Bridging the Gap Edition

The Health x Wellness Edition The Summer Reset x Strut Don't Stress. Mental Health, Fitness, Health eating and living.

Catered to 35+ Audience

NOTE:

OTHER DIGITAL/
PRINT ON DEMAND
ISSUES MAY APPEAR
THROUGHOUT THE
YEAR.

The Love Edition Luxury For the Culture. Home. Art. Exploring Black Luxury x Black Love x Black Fashion.

Double Cover: Fall Fashion Look Book - Highlight Black Designers/Brands.

AD CLOSE 7/15
ON SALE 9/23

STRUT BOX: LUXURY. ART. FASHION.

FALL/WINTER '22

AD CLOSE 6/15
COVER RELEASE 10/23

PRE-SALE 11/1
ON SALE 11/15

The Trailblazers Edition Entrepreneurs. Strut Awards. Women trailblazing. Preparing for the New Year.

Double Cover: Strut Awards.

STRUT BOX: ORGANIZING NEEDS. NEW YEAR DREAMS. CALENDAR + VISION BOARD IN A BOX.

*DIGITAL ISSUE

AD CLOSE 10/15
COVER RELEASE 12/23