



Style & Vibes

MEDIA KIT 2018



STYLE: Designer, Prajje 1983

Style & Vibes

A digital media platform dedicated to Caribbean style, music and culture. Bridging cultural borders by telling stories of the Caribbean region and its globally diverse diaspora.



VIBES: Trinidad Carnival

EDITORIAL CALENDAR

January 2018

Start a new

February 2018

Impact

March 2018

Caribbean Digital Divas

April 2018

Travel

May 2018

Music & Festivals

June 2018

Caribbean American Heritage
Month

July 2018

Fete Season

August 2018

Fete Season

September 2018

Fashion & Beauty

October 2018

Health & Wellness

November 2018

Food

December 2018

Caribbean Holidays



VIBES: Machel Montano & Angela Hunte



Welcome to Jamrock Cruise



Caribbean American Designers to Know



Moving to Anguilla with Stacey Bethel



Caribbean Holiday Gift Guides



Is Tommy Hilfiger's S/S 2016 Collection an Appropriation of Jamaican Culture?

SITE & SOCIAL STATS

Monthly Pageviews: 12,625+

Unique Visitors: 6,231

Instagram: 1720+

Facebook: 620

Youtube: 85+ (7,000+ Video Views)

Newsletter: 400+

Audience Profile

Age: 18-44 yrs. old | Primary Audience: 25-34 yrs. old

Top Locations: USA, Canada, South Africa, UK, Jamaica, Trinidad & Tobago

Gender: 73% Women | 27% Men



Marketing Opportunities

Let's work together to bring your brand to a niche, but loyal audience of Caribbeans, in the region and its diaspora. The mix of the right tone, experience and strategy will allow this audience to engage with your brands. All partnerships include social posts (live, if during events.)

STYLE: Designer, Bene Caribe

Editorial Experiences / Coverage

- New Music Round-up Weekly
- Event Directory (Monthly)
- Coverage of fashion shows, tours, festivals or other cultural experiences
- Travel experiences



360 Marketing opportunities

- Home Page banners
- Newsletter
- Dedicated Social Media (Instagram, Twitter)
- Sponsored Posts (Aligned original editorial content)
- Podcast (Launching June 2018)
- Youtube
- Brand Ambassador
- *Brand consulting - upon request (research, social campaigns, CRM, eCommerce)
- Media Partnership for events

Rates Available Upon Request

A vibrant outdoor festival scene with a large crowd of people. In the foreground, a woman with sunglasses and a black top is smiling and holding a long banner made of various national flags. The flags include the United States, United Kingdom, Brazil, and many others. The background shows a festival atmosphere with colorful streamers, tents, and a cloudy sky.

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