



COUTURE IN THE SUBURBS

— MEDIA KIT —





ABOUT

"Couture in the Suburbs is on the forefront of emerging fashion, beauty and culture."

Couture in the *Suburbs*

Fashion. Beauty. Culture.

Couture in the Suburbs seeks to expose talented individuals excelling within these industries to an investigative audience. We look for the best of the unknown; whether that be a fashion designer, makeup artist or photographer.



CoutureintheSuburbs.com
Hello@CoutureintheSuburbs.com



AUDIENCE



Social Network
Reach

3000

Over 5 Networks



Website Pageviews 3000
on average each Month

Active Engagement Across All Platforms



82% Female
18% Male



33% 18-24
17% 25-34
14% 45-54

THE TEAM



Lindsay Viker
Founder & Editor

Lindsay Viker has had a passion for all things beautiful since she was a young girl. This passion led her to the fashion industry, and founding Couture in the Suburbs back in 2012. What started as a way to gain experience during her college years has turned into a mission to help people around the United States connect to their local artist community.

Active in her own community, Lindsay regularly networks with designers, artists, and entrepreneurs. Lindsay brings a diverse skill set to Couture in the Suburbs with experience in digital marketing, branding, public relations, styling, management, and, of course, journalism. Those who know her well describe her as a hard-worker that is willing to do whatever it takes to accomplish her dreams.



Skyler Scott
Content Editor

Skyler is a W.P. Carey School of Business alum who graduated with a Bachelor's degree in Marketing in 2014. From a young age, she knew she was destined to be a Marketing and PR pro. She is currently an Account Executive for Boutique Public Relations firm The Knight Agency in Scottsdale, AZ. She is extremely passionate about fashion, art and culture especially when it relates to her hometown of Phoenix. Skyler started as a contributor for Couture in the Suburbs her junior year of college and now plays an integral role in the growth and development of the fashion, beauty and culture blog.



AREAS OF EXPERTISE

**ART SHOW
REVIEWS**

EVENT COVERAGE

INTERVIEWS

**BIOGRAPHIES &
ARTIST HIGHLIGHTS**

**RUNWAY
COLLECTION
REVIEWS**

CLIENT TESTIMONY



"Lindsay Viker is the answer the fashion industry didn't even know was a question. She has redefined traditional blogs with a genuine, heartfelt approach. Her feature on Sugar Sugar Scottsdale brought an immediate spike in new business and continues to generate new leads. The sophistication of a veteran with the youthfulness of fresh morning air. The perfect blend of vulnerability and strength...her heart on paper in the form of Couture in the Suburbs."

- Aimee Blake, Owner of Sugar Sugar



"Whether it has been by email, by phone or in person, the staff at Couture in the Suburbs have always been extremely professional and easy for Phoenix Art Museum to work with. We appreciate all they have done to cover our fashion design and other exhibitions to help spread the word in the Valley about what is going on here at the Museum."

- Stephanie Lieb, Public Relations Manager of Phoenix Art Museum

"Skyler Scott is an innovative thinker who has always impressed me with her professionalism, drive and knowledge. She has built strong connections and a stellar reputation in the media/PR industry, making her a great resource for exposure and coverage. I would highly recommend Skyler for any project."

- Cynthia Sassi, President & Founder of FabulousArizona.com and Sassi Media, LLC

"Lindsay Viker, and her team at Couture In The Suburbs are professional, fun, and a real pleasure to work with. Being highly regarded within the industry and their peers, Couture In The Suburbs is well on the path to great success."

- James Almanza, Founder & Owner of Almanza Photography

NOTABLE PARTNERS



Phoenix Art Museum

J. LAUREN

PUBLIC RELATIONS • SOCIAL MEDIA • MARKETING



BILBY & MOSS

Neiman Marcus



SCOTTSDALE

THE LUXXI SALON

CLUTCH



JEWELRY

PHOENIX FASHION WEEK

sugar
sugar

PLATFORMS

BLOG: RESPONSIVE DESIGN

MOBILE FRIENDLY



EMAIL: DIRECT MARKETING

LATEST & GREATEST NEWSLETTER



SOCIAL MEDIA



facebook.com/CoutureInTheSuburbs



twitter.com/suburbscouture



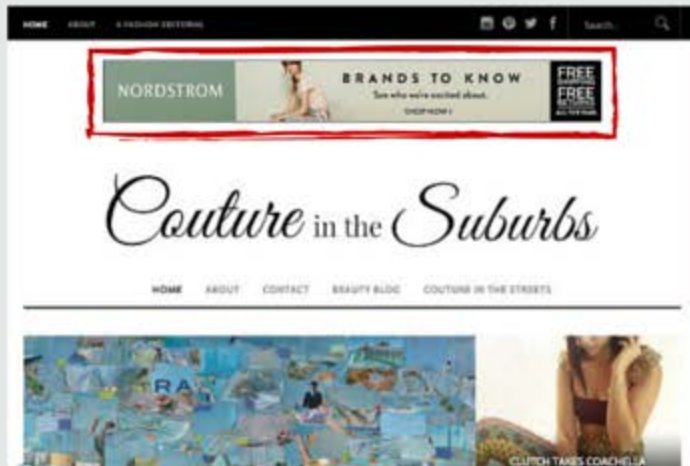
instagram.com/suburbscouture/

CoutureintheSuburbs.Com
Hello@CoutureintheSuburbs.com

WHAT WE OFFER

BANNER ADVERTISEMENTS

Website



Email



PRODUCT REVIEW



SOCIALMEDIA PROMOTION



For information about pricing contact [Hello@CoutureintheSuburbs.com](mailto>Hello@CoutureintheSuburbs.com)

CoutureintheSuburbs.Com
Hello@CoutureintheSuburbs.Com

WHAT WE OFFER

SPONSORED POSTS

Blog Post
Social Media

Share your branded content with the Couture in the Suburbs readership. Whether it is an interview or an event, have the CITS team write an original expose or present your own content.



CONFESSIONS OF A HAIRSTYLIST

EVENT COVERAGE

Blog Post
Social Media

Maximize the press your event gets before and after the event. Not only will you get incredible photos of your event, but you'll have people marking their calendars for the next one!



SPRING INTO FASHION

For information about pricing contact [Hello@CoutureintheSuburbs.com](mailto>Hello@CoutureintheSuburbs.com)

CoutureintheSuburbs.Com
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CONTACT

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