

# **JAMILAKYARI.COM**

## **ADVERTISING / MEDIA KIT**

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— a digital destination for African fashion, beauty and lifestyle!

# Welcome to your favourite lifestyle haven!

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JamilaKyari.com is a digital publishing platform where we use digital communication and creative content to explore and bring the contemporary, global appeal of African/Black design into the limelight.

The 1,000+ readers who visit this platform monthly are inspired by bright colours, vibrant prints and bold patterns in apparel, home décor, stationery and gifts. They are uniquely engaged with all the style posts, product reviews and lifestyle tips that are curated with a unique African twist.

Over 950+ subscribers receive the newsletter every month, which is a treasure-trove of information and it offers a glimpse into the newest features on the site as it invites readers to participate in exciting opportunities including giveaways, contests, and brand spotlights.

JamilaKyari.com and all its digital assets are a platform that inspires women to live a vibrant life through the beauty of the African/Black Diaspora. The vision is to be the leading digital destination for modern women offering quality content that connects them to top African fashion, beauty and lifestyle brands.

Bridging the gap between these two aforementioned demographics, I help the brands resonate with their audiences online and increase visibility through advertising, content marketing and communications strategy.

— **Jamila Kyari**  
**Founder | Editor-In-Chief**



Fashion



Beauty



Lifestyle

# Audience Profile

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## Reader demographics:

- 64.8% female
- 35.2% male
- Ages 18 - 44 years of age
- Have a college education

## Location:

- U.S. and Canada

## Annual income:

- Above \$30,000+

## Nationality:

- Black/African descent
- Non-Black/African descent who are lovers of African fashion, beauty and lifestyle.

## Email subscribers:

- 1,000+ people

**SOURCE: GOOGLE ANALYTICS**

## Social media statistics:

- 37,000+ on Facebook
- 150+ on Twitter (new account)
- 450+ on Instagram (new account)
- 25,000+ monthly Pinterest views

## Monthly website views:

- Over 1,200+ unique visitors

## Top 5 visiting countries:

- United States
- Canada
- United Kingdom
- Nigeria
- South Africa

## Blog interests and topics:

- Fashion (shopping & discounts)
- Beauty (hair & makeup etc.)
- Lifestyle (inspiration, wellness, food, health, home décor etc.)

**TV Shows**

# Appearances!

Expert showcase at professional and media events



**Business Talks**



**Workshops**



**Photo Shoots**



**SPEAKING ENGAGEMENTS – [jamila@jamilakyari.com](mailto:jamila@jamilakyari.com)**

# Past Clients

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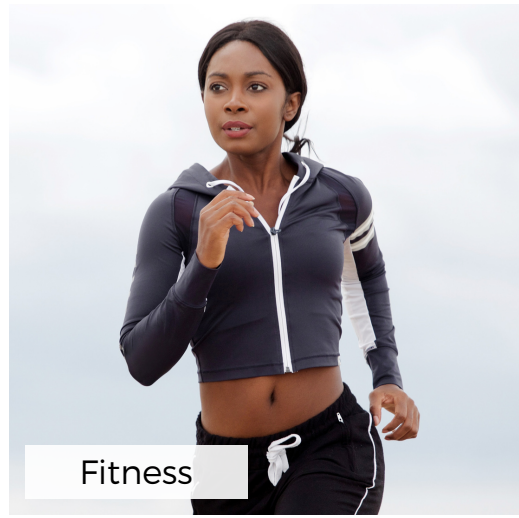
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# Advertising Info

## LET'S WORK TOGETHER

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Our goal for your brand or business is to help you level up your visibility and brand awareness to enable you to connect and convert your ideal audiences online.

As a result of working with us, you will...

- Increase your brand's visibility online and connect with your ideal target market audience specifically within Canada and the United States.
- Expand your brand awareness and reach by getting discovered on all the major digital and social media marketing platforms.
- Position your unique brand story and product/service right in front of a niche audience that is already interested in and willing to support African fashion, beauty and lifestyle brands.
- Leverage my results-oriented content creation skills to enable you tap into the minds of audiences and consistently drive them take action.
- Explore and benefit from support provided by an expert in visibility, content marketing, communications to help position your brand for success.

### Testimonial:

Jamila Kyari is fun to work with. She is knowledgeable, responsive and passionate about African culture. She created video and written content for us that was well executed and on brand. I would definitely work with her again. – **Anitra Terrell, Owner, Reflektion Design**

**ADVERTISING CONTACT – [jamila@jamilakyari.com](mailto:jamila@jamilakyari.com)**



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