

mplsgossipgirl

Media Kit

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OVERVIEW

Summary and Focus:

MplsGossipgirl was started as a creative outlet. It was a personal blog to keep a diary of what was going on in the Twin Cities and as a way to try new things. It turned out to be popular with the local demographic and now is a source for Minnesotans to find local events/food/places/businesses.

This blog is completely focused on the Twin Cities and outstate Minnesota.

Benefits for local companies and non-profits:

- Connect yourself, your product, or your company with people who live in the Twin Cities or outstate Minnesota.
- Increased traffic from social media outlets such as twitter, facebook, and other blogs.
- Professional but personal touch on content.

Target Audience:

Young women from the ages of 22-28 who love to know what is going on in the Twin Cities.

Content:

Foodie: I do restaurant reviews. These are also linked to Urban Spoon where I am in the top 10 Minneapolis food bloggers.

Happy Hours: Reviews of happy hours at restaurants and bars.

Local Products and Businesses: I do reviews of local products or highlight a local business and what they mean to the community. This section introduces or reintroduces Minnesotans to products or businesses that are special and unique.

Events: I enjoy attending special events that happen in the Twin Cities. I then share what the event was like and how people can participate in the future.

Theater: I think the arts are extremely important and want them to be accessible for all people. I do reviews and explain how to get involved.

Travel: I write about weekend trips and day trips to places in Minnesota or around Minnesota and give a guide of what I do there.

AUDIENCE

(as of July, 25 2013)

Email Subscribers: 144

Twitter Followers: 1,108

Facebook Followers: 55

Instagram Followers: 85

Views per month: approximately 1,500

The main demographic is females from age 22-28 but mplsgossipgirl does attract foodies, beer enthusiasts, and people who are interested in being in the know as part of the demographic as well.

Mplsgossipgirl is a blog that is growing and would be a great opportunity to reach the young people who are influential in their friend circles.

*mplsgossipgirl does not inflate subscriber or follower numbers by requiring follows or likes to enter a giveaway. Our followers follow because they want to, not because they are required to do so.

Reader Demographic:

A majority of our readers are:

- Females age 22-28
- Females and Males age 22-49 who are interested in food and beer.
- Live in or around the Twin Cities
- In the know
- Influential in friend group
- Interested in being local

AD POLICY:

- Mplsgossipgirl does not do Ads.

REVIEW POLICY

- Mplsgossipgirl allows reviews on mplsgossipgirl.com.
- Product reviews will only be done when a non-returnable product or service is provided.
- Mplsgossipgirl will not perform reviews that are sent without an agreement.
- All reviews will provide evidence of product use with photos.
- Should a review be negative mplsgossipgirl will contact the sender before posting.
- If you are a restaurant please be aware that mplsgossipgirl's real identity is a secret to keep reviews impartial.
- They will only be considered if you are a local business or restaurant.

SPONSORED POST POLICY

- Mplsgossipgirl does not do sponsored posts.

CONSULTING

Mplsgossipgirl is available to do consulting on Social Media and Blogging. If you want to learn how to use Social Media in your small business or restaurant, mplsgossipgirl can advise on steps you can take.

Mplsgossipgirl is also able to help advise businesses, products, and agencies how to work with bloggers and how to be successful when working with bloggers.

NON-PROFITS

If you are a non-profit that would like help advertising an event or a current need please contact mplsgossipgirl. One of mplsgossipgirls goals is to promote great causes and will help advertise for free.

LOCAL BUSINESS

If you are a local business or restaurant please contact mplsgossipgirl. I want to help small business owners succeed and will possibly help you for free.

DISCLAIMER

Mplsgossipgirl's face will never be posted in any pictures nor will mplsgossipgirl's real name be posted on the blog. Please, when working with mplsgossipgirl use the utmost discretion in protecting the identity of the writer. Be aware that in all contracts made with mplsgossipgirl it will specify these obligations by both parties.