

# STYLENIK

*A blog about style, motherhood and boho beach life*





*Kristen Philipkoski launched Stylenik in 2010 as a way to segue from science journalism to fashion and lifestyle writing. The site has grown into a trusted publication for high-quality editorial about personal style, parenting, creating a beautiful home and travel.*

*Kristen has written for Wired, SF Chronicle, 7×7 magazine, Forbes, Racked, Refinery 29 and more.*

*Stylenik has collaborated with brands including American Giant, DSW, Freda Salvador, Galderma, HP, IfOnly, Jawbone, Levi's, Minted, Target, Timberland, Timbuk2 and ThredUP.*



## AUDIENCE

- 76% female
- 50% age 25-34
- 25% age 35-44

## FACEBOOK

16.6k followers

## PINTEREST

4.4k followers

## INSTAGRAM

2.5k followers

## BLOG TRAFFIC

11.7k uniques

33.6k pageviews

# Collaboration Opportunities

Stylenik can create custom packages. Here are the basics, but we're flexible on building a campaign that works for you. Please note that Stylenik doesn't run ads.

- Sponsored Posts: starting at \$450
- Giveaways & Contests: Starting at \$600
- Social Media Campaigns: Starting at \$100 per outlet
- Contact Kristen: [kp@stylenik.com](mailto:kp@stylenik.com)