



# The Peahen

MEDIA KIT

## about

The Peahen is a thoughtful place where ethics and modern style collide. As a journalist, I investigate, critique and report on the issues in fashion. As a stylist, I elevate ethical brands by showcasing them in lush and original ways. My readers are intentional go beyond the bubble of Instagram. They are and keen to know the story behind their clothes and consumer goods and look to me to for inspiration and guidance to make that journey easier.

What is a Peahen? Read Kasi's story at [thepeahen.com/about](http://thepeahen.com/about).

**"Bringing truth telling to fashion  
with wit and whimsy"**

## statistics



2,960



2,050



540



620

## mains

Bring your brand to life on The Peaheh through detailed storytelling, captivating imagery and professional styling.

### Video Feature / \$650\*

An upbeat YouTube video about your brand or product. Package includes: blog hosting, creative direction, styling, production, and promo to my email & social subscribers.

### Written Feature / \$550\*

Your story, told in my voice. A surefire way to get you new devotees who love your mission. Package includes: interview/writing/editing, styling, professional photography, and promo to my email & social subscribers.



## desserts

Content and creative options beyond thepeaheh.com

### Giveaways / \$80\*

A link up where we co-feature and promote an item of your choosing. An easy & effective way to raise your brand's clout. Promoted via IG or email.

### Email / \$100

Get your story in front of my most engaged followers with a custom feature. Add a promo code or special to give it lift! Avg. open rate.24%.

### Content for Your Site / \$50+

A researched, balanced and fresh perspective on ethics for your blog.  
\$200 / 600 words or \$50/hour

## sides

### Styling / \$60+

Commercial and editorial for brands. Personal consults, shopping & styling for individuals craving conscious wardrobes.

### Modeling / \$75

Commercial print & video, catalog and runway. [resumes.actorsaccess.com/kasimartin](http://resumes.actorsaccess.com/kasimartin)

### Marketing / \$80

Tap my eight years of professional experience to help your brand grow.

\*requires product





# accolades

Award | Bustle | 17 Fair Trade Fashion Bloggers You Should Know

Award | Green Match UK | The Most Inspirational Blogs on Sustainable Fashion

Award | Purse for the People | Gratitude for the Goddess

Published | The Revelator | Fashion Must Go Beyond Natural to be Sustainable



# audience

80%  
WOMEN

46%  
AGES 25-34

47%  
UNITED STATES

23%  
CANADA, UK, AUSTRALIA

4,000+  
UNIQUE PAGEVIEWS / MONTH



# past partners

MATTER

MIADONNA  
THE ECO DIAMOND

FASHION  
REVOLUTION

WYILDA  
of Hudson  
SUSTAINABLE LUXURY ACCESSORIES

pela



# What Brands Say

*We ran a contest with Kasi that helped our brand connect with sustainably conscious customers. They were really engaged and we received numerous entries.*

— — SOFIA SYU, [APRICOSS](#)

*Kasi made my interview process quick and painless and paid close attention to detail. Plus, I gained a good number of followers from the post and her social media!*

— — MORAN WAGSTAFF, [Two Fold Clothing](#)

*Kasi featured by brand me after me connected at Global Sustainable Fashion Week in Budapest. She's an excellent conversationalist and her writing skills portray her depth of understanding about sustainable design.*

\* — CHARLENE O'BRIEN, [COB DESIGNS](#)

# Ad Rates

## 468x60 Standard Banner \$45 / month

If you're craving something you don't see on this menu, get in touch with me to discuss options [kasi@thepeahen.com](mailto:kasi@thepeahen.com).

Regarding Payments: I require full upfront payment before services are rendered or content is published. I invoice through PayPal and add a 5% service charge to all of my prices to cover the transaction fee.

For packages over \$400, I reserve the right to send a contractual agreement. Pricing may be negotiated in some cases; please contact me for details. Brands are responsible for all fees associated with shipping and handling of products, including any cost of return and exchange shipping.

Notes: I only review pre-approved products that fit my aesthetic. In the event that an item for review does not work out, I will return it unworn. When posts are sponsored, I will clearly indicate so.

\*Change the image any time you'd like to promote a sale or product. You can pay month-to-month or for a 6 month bundle up front for 10% off.

## 125 x 125 Square \$30 / month

## 120x60 Button \$20 / month

## 120x240 Vertical Banner \$35 / month