



the **BLONDE** & the **BRUNETTE**™

Agents of style and beauty.

## Mission Statement

Here at The Blonde & The Brunette™, we're agents of style and beauty. Founded in the Fall of 2010, the award-winning website is designed to be a **quick daily dose of fashion, style and beauty**. With its stylistically diverse group of B&B contributors and experts, who each have their distinct point-of-view on the ever-changing, fast-paced worlds of style and beauty, The Blonde & The Brunette definitely has a take on everything and we thought we'd have a bit of fun and share it. And more often than not, we think you'll love and pursue the same things.

With a global following, The Blonde & The Brunette reports from the front lines of fashion, attends some of the most exclusive events in the world and delivers the unexpected. The Blonde & The Brunette was an Official Honoree in the Blog-Cultural category in the 15th Annual Webby Awards. It is now internationally recognized as one of the best and brightest.

In no time at all, The B&B will be just as important as your morning cup of coffee. Join us.

## NJ Falk Goldston: The Brunette

Founder & Editor-In-Chief



As The Brunette, NJ is internationally recognized as a fashion trendsetter and style icon and often referred to as the “Daphne Guinness of the West Coast”. For the past three seasons, NJ has also been a featured cast member of the #1 reality show in Belgium, *Astrid In Wonderland*. She has interviewed everyone from Alber Elbaz, Olivier Theyskens, Rachel Zoe, Derek Lam, Thakoon, the Missonis, Jason Wu, Peter Pilotto, Christopher de Vos and Giuseppe Zanotti to Milla Jovovich and Giuliana Rancic. She regularly attends and covers events such as the Met Gala – most recently the Alexander McQueen Gala for StyleCaster and the Schiaparelli & Prada: Impossible Conversations Gala – and the star-studded opening of the Valentino Boutique on Rodeo Drive. You can often find her front row at runway shows from Lanvin to Monique Lhuillier, sitting at her laptop at 1 AM or working with the stylistically diverse group of B&B contributors.

Although her first love is fashion, she is well-known in the creative community as a member of the by-invitation-only International Academy of Visual Arts (IAVA), the International Academy of Digital Arts & Sciences (IADAS), and The Metropolitan Museum’s Friends of The Costume Institute. She is a graduate of the NYU Tisch School in Film and Television, NYU College of Arts & Science in Journalism and holds an MBA in Marketing and Economics from the NYU Stern School of Business. As a branding and marketing expert, NJ has worked in the entertainment industry for MGM and Universal Studios as well as created brand imaging for major clients world-wide including the fashion industry. She is a Board Member of MOCA, Aviva Family and Children’s Services and very involved in Big Brothers Big Sisters including being their 2011 Innovator of The Year Honoree for The Blonde & The Brunette.



## Kathryn Lebowitz: The Blonde



Kathryn, The Blonde of The BlondeandTheBrunette.com, is a California chic blonde, with trend-setting fashion style and sparkling beauty. As a graduate of the University of Michigan, Kathryn contributes a creative spirit with a passion for beauty and a discerning eye for fashion and design. She considers herself a product junkie and make-up guru, who believes in enhancing natural beauty — with a few tricks, products and professionals! And, yes, Kathryn is well known in her native LA as a fabulous golden blonde and on *Astrid In Wonderland* as a featured cast member.

# BnB Contributors



**Astrid Bryan**  
Style & Beauty Expert and  
Star of Astrid In Wonderland



**Ashlee McNulty**  
Creative Director and  
Bargain Hunter



**Jadan Huter**  
Brunette Contributor and  
Trendsetter



**Kate Gaffney**  
Brunette Contributor and  
Arts & Entertainment Editor



**Randy Fifield**  
Blonde Contributor

Most of our experts and contributors are based in Los Angeles, along with  
The Blonde and The Brunette who both work and live in Beverly Hills.

## Contacts

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# Why Advertise With Us?

- We were an Official Honoree in the 15th Annual Webby Awards (it's the Oscars of the Internet!).
- The Blonde & The Brunette are also cast members of Astrid In Wonderland, a reality series carried on the vijfTV network and #1 reality show in Belgium, The Netherlands and Holland.
- We have partnered with some of the most influential players in the fashion and beauty industries, including Lanvin, Giorgio Armani, Neiman Marcus, Saks Fifth Avenue, Barney's, Tiffany & Co., Prada, Martin Katz, José Eber, and Cameron Silver.
- Regular contributors for Saks POV and top retail websites.
- We boast a loyal international audience with readers in over 110 countries.
- We are members of the Linkshare and StyleCaster networks, which are exclusive to premium content providers.



## Demographics

Based on internet averages, theblondeandthebrunette.com is visited more frequently by **females ages 24-54+** who are **college educated** and view us at their **workplace**. The B&B's audience has an average HHI of **\$100,000**, representing a **strong luxury buyer following**.

## The Numbers

**Pageviews:** 50,000-500,000 monthly  
**Uniques:** 500,000  
**Avg. Time On Site:** 1.54-4:05 minutes  
**Avg. Pages Per Visit:** 1.81-1.87  
**Alexa Rank:** 61,754 (U.S.); 303,034 (World)  
**Top Markets:** US, Hong Kong, Belgium/The Netherlands, Canada, UK and France.

## Rates

Our readers have a proven track record of following and supporting brands we select and recommend.

**Editorial Post** // \$300/Post • **Editorial Post & Tile** // \$500/Month • **Small Tile** // \$300/Month • **Large Tile** // \$600/Month  
**Shopping Widget** (to be provided by client) // \$400/Month