

THE BLONDE & THE BRUNETTE®

agents of style and beauty

ABOUT US

Here at The Blonde & The Brunette® we're agents of style & beauty®. Recently named LV Magazine's "2014 Style Icon", NJ Goldston, The Brunette, founded her Webby award-winning site, in the Fall of 2010 from her front row seat at a Prada Runway show.

The Beverly Hills-based blog is designed to be a quick daily dose of fashion, beauty, celebrity style and life in L.A. With a stylistically diverse group of B & B, celebrity and guest contributors, who each have their own 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. We always have a bit of fun as we share it, and more often than not, we find our followers love and covet the same things.

With a global following in over a 100 countries as well as being well-known, established influencers, 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. It is now internationally recognized and read as one of the best & brightest and was recently dubbed by Barney's "The Window" as their "go to must read."

In no time at all, The B & B has become just as important as a morning cup of coffee.

NJ Falk Goldston : The Brunette

founder & editor-in-chief



As The Brunette, NJ is internationally recognized as a fashion trendsetter, style icon, and often referred to as the “Daphne Guinness of the West Coast.” NJ was recently named a “Style Icon” by Louis Vuitton and recognized as one of LA’s “Leading Ladies of Style” by Angeleno Magazine. For the past five seasons, NJ has also been a featured cast member on the #1 reality show in Belgium, Astrid In Wonderland. In 2012, she was honored as one of the top 10% viewed profiles out of LinkedIn’s 200 million members. As a fashion journalist, she has interviewed everyone from Alber Elbaz, Olivier Theyskens, Rachel Zoe, Derek Lam, Thakoon, the Missonis, Jason Wu, J.W. Anderson, Mary Katrantzou, and Giuseppe Zanotti to Milla Jovovich. She also regularly

attends and covers events such as the Met Gala as a contributor for The Hollywood Reporter, C Magazine and C Social Front. 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), a six-time Webby Judge and five-time winner, and member of 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, the Otis College of Art and Design Benefit & Fashion Committee. She’s been honored by Big Brothers Big Sisters and Aviva as the Innovator of The Year Honoree for The Blonde & The Brunette. You can often find her front row at runway shows from Lanvin, Prada, Louis Vuitton, and Chanel, sitting at her laptop at 1 AM or working with the stylistically diverse group of B&B contributors.

B&B Contributors

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



Astrid Bryan
beauty and style expert



Lauren Cheek,
the blonde



Jadan Huter
the brunette contributor



Kathryn Lebowitz
brunette contributor



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Why advertise with us?

- We continually partner with some of the most influential players in the fashion and beauty industries including, Lanvin, Giorgio Armani, Prada, Neiman Marcus, Saks Fifth Avenue, Barneys, Louis Vuitton, Ralph Lauren to ShopBop.
- We are long-time members of the prestigious invitation-only Rakutan Linkshare, Rewards Style, Commission Junction (CJ), LadyLux, Brandbacker, Resulty, Ebay and Amazon Affiliate Networks.
- Regular Contributors to top websites from Barneys, C Magazine to Saks.
- Brands continually seek and partner with us for our high-end editorial look, feel and content.
- We boast a loyal global audience with readers in over a 100 countries.
- We have a loyal following as cast members of the vijfTV network and #1 reality show Astrid in Wonderland broadcast in Belgium, The Netherlands and other European countries.
- We were an Official Honoree, in the same category as Vogue, in the 15th Annual Webby® Awards (it's the Oscars® of the Internet!)



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

Page views: 50,000 - 500,000 monthly
Uniques: 500,000
Avg. time on site: 1:54 - 4:05 minutes
Avg. pages per visit: 1.90
Alexa Rank: 61,754 (U.S.); 303,034 (world)
Top markets: U.S., Hong Kong, Belgium/The Netherlands, Canada, U.K., and France