

# Style *lush* TV

F A S H I O N N E W S



MEDIA KIT 2019

@StyleLushTV



@StyleLushTV



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WWW.STYLELUSHTV.COM

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## ABOUT STYLE LUSH TV

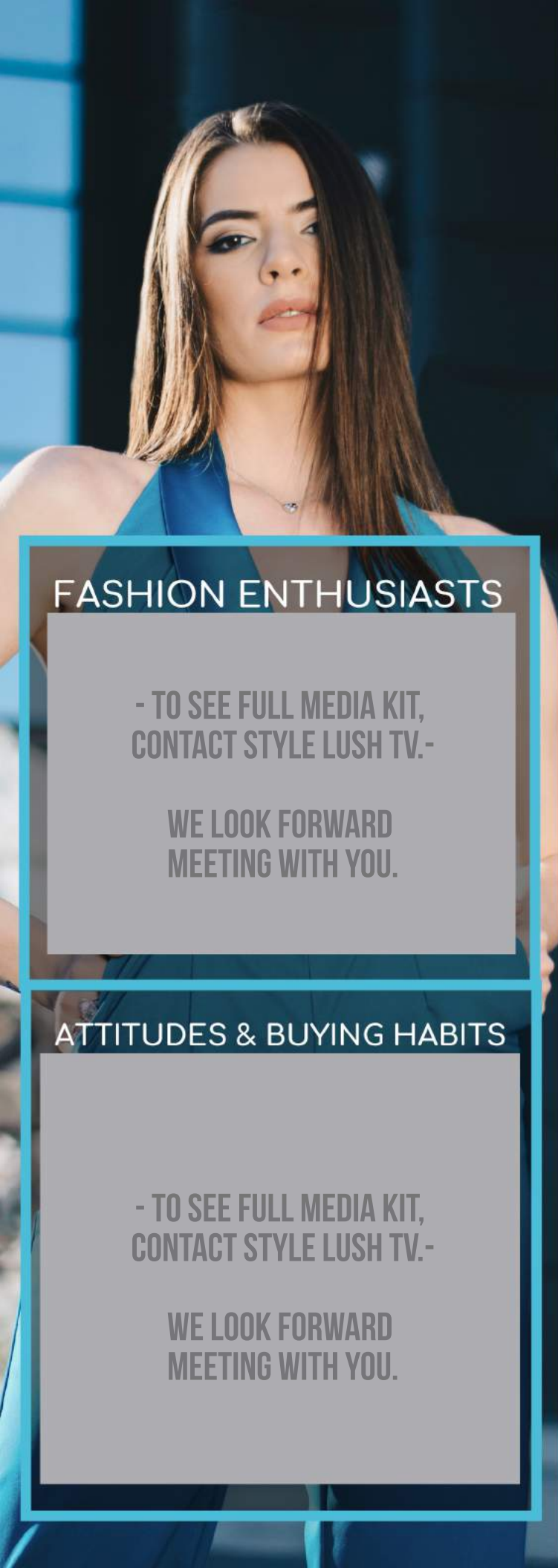
Style Lush TV was founded in Hollywood, California in 2010 by San Antonio native, Burgundy Woods. After four successful years of pioneering, molding and managing the new industry of online fashion media with brands like MySpace, Inc. and her own company, Style Lush TV came to San Antonio, Texas, and in 2014, dedicated itself to the local fashion scene and its positive growth. Style Lush TV is, at its source, a fashion news company and is the first and only online fashion network of its kind. It aims to parallel professional high fashion reporting next to features about the local fashion community in its respective market.

Headquartered in San Antonio, Texas, Style Lush TV's current "local" fashion news stories feature San Antonio and its neighboring Texas cities, bringing awareness to world-class fashion talent while allowing the audience to stay on the pulse of what's trending in high fashion news and pop culture.

Throughout its years, Style Lush TV organically expanded into advocacy. Today, as an extension of this advocacy, the brand's leadership launched the state's first non-profit dedicated to the positive growth of the Texas fashion industry. The Texas Fashion Industry Initiative 501C3 aims to bridge our Texas fashion professionals and create opportunity. Locally, TFI produces the City's leading fashion events that are in direct response to the needs of a growing fashion economy, such as the San Antonio Fashion Awards, Look Local Night, Fashion is Art and Beauty Sphere. The relaunch of an official fashion week is also occurring in 2019 for San Antonio. FASHION WEEK SATX strives to bring awareness to emerging and seasoned fashion artists giving them a platform to showcase their talent and brands. Educational classes for fashion students, aspiring entrepreneurs or anyone who wishes to expand on their professional knowledge is also made possible through the Texas Fashion Industry Initiative 501C3.

## THE BIGGER PICTURE

As the leading advocate for the positive growth of the San Antonio Fashion Industry, Style Lush TV strives to bring awareness globally to our San Antonio Fashion Community and our neighboring Texas cities by showcasing our world class fashion talent next to quality high fashion news. We do this through traditional stories, video news & entertainment, elite fashion events and quality educational experiences. We partner with those whose mission parallels ours and the City of San Antonio in the areas of arts & culture, downtown development and economic competitiveness. We do this in an effort to reach shared goals for the future of a thriving San Antonio and an even stronger Texas. We strive to directly impact the San Antonio Fashion Community positively which in turn, serves the greater good of a Texas fashion industry. Our elite city partners include: Centro/Downtown San Antonio, The Center City Development & Operations Department and their OPEN Downtown Popup Shops Organization, The San Antonio International Relations Department, The City of San Antonio and its Arts & Culture Department, SA2020, Southtown The Arts District, and Councilman Roberto Trevino of District 1. Through our efforts, we are mission focused, committed to a vision beyond ourselves and believe in Texas as a global fashion & style destination.

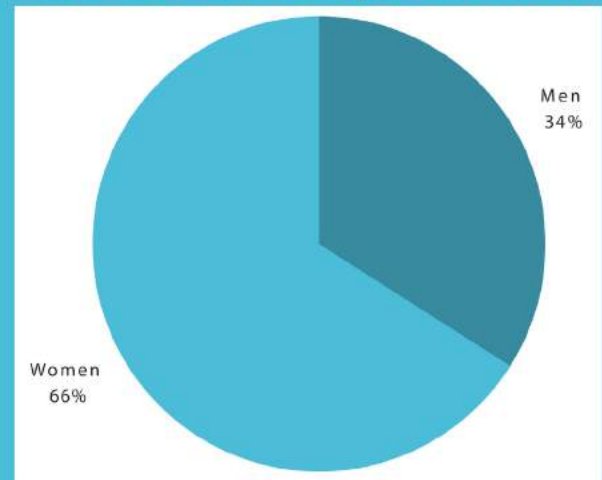


# Style *lush* TV

MAKE OUR AUDIENCE YOURS

\*52K MONTHLY UNIQUE VISITORS

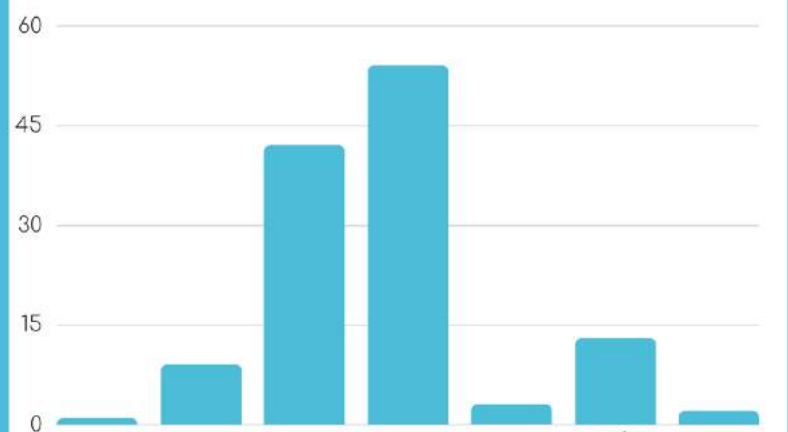
\*13K WEEKLY UNIQUE VISITORS



## FASHION ENTHUSIASTS

- TO SEE FULL MEDIA KIT,  
CONTACT STYLE LUSH TV.-

WE LOOK FORWARD  
MEETING WITH YOU.

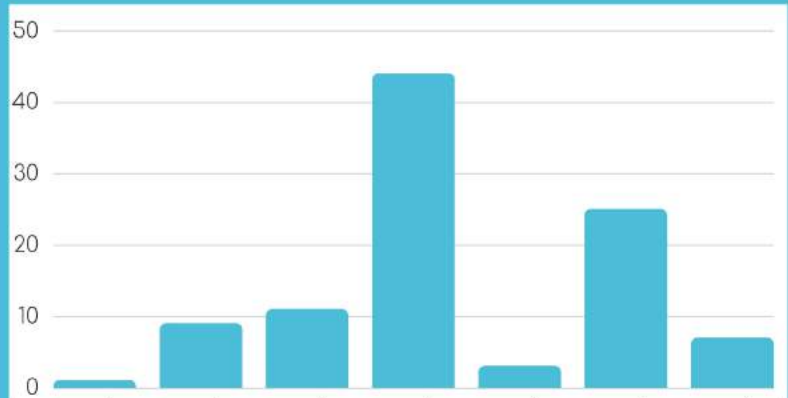


- TO SEE OUR AGE DEMOGRAPHICS CONTACT US -

## ATTITUDES & BUYING HABITS

- TO SEE FULL MEDIA KIT,  
CONTACT STYLE LUSH TV.-

WE LOOK FORWARD  
MEETING WITH YOU.



- TO SEE OUR GEO DEMOGRAPHICS CONTACT US -

## INCOME

OUR ANALYTICS SHOW TWO MAJOR  
INCOME BRACKETS

- TO SEE OUR AUDIENCE  
INCOME BRACKET CONTACT US -

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## ACTIVITIES & HOBBIES

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## DIGITAL AD PACKAGES & SPECIFICATIONS



Premium Space Banner Ad  
\*1150px x 150px

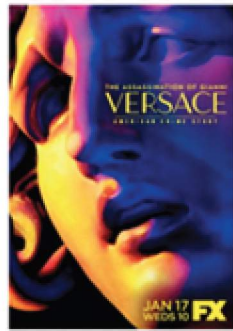
**TREND TALK**  
**REBECCA MINKOFF VISITS SAN ANTONIO AND WE TALK TRENDS!**



THE "IT" COLOR OF THE SEASON? **REBECCA MINKOFF'S ANSWER MAY SURPRISE YOU.** We've got the on camera interview, featuring highlights from her Shop & Sign Event, insight into her new collection and her favorite fashion trend of the moment!

Filmed Onsite At: [Neiman Marcus | La Cantera](#)

I NEED this Rebecca Minkoff jacket in my life!



InstaSTYLE

### PREMIUM SPACE BANNER AD

- Contact us to get details. -

### HIGH IMPACT SKYSCAPER

Skyscraper  
\*350px x 500px

\*All ads to be designed by the client.  
Style Lush TV offers ad design at a \$75 additional charge.

# Style *lush* TV

## ADVERTISING PACKAGES

These are our two most requested packages. Each individual advertising item is discounted when purchased as a package and has proven to be more effective when combined. All packages are customizable according to your business goals. To receive the full media kit, rates and details, contact us to schedule a meeting.

### POWER CAMPAIGN PACKAGE (Designed for fashionable events advertising)

Includes:

- video & featured write up
- clickable advertising
- copy inserts
- social media

### BRAND AWARENESS CAMPAIGN (Most popular. Designed for powerful long term advertising)

Includes:

- video or priority interview video & featured write up
- clickable advertising
- copy inserts
- social media

\*Ongoing relaunch of post during campaign

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