

# BELONG

magazine



the art of community of blogging

01

VOLUME 01  
ISSUE 01  
BELONG-MAG 001

media kit

## **purpose**

Belong is a bi-monthly digital and print magazine celebrating the art and community of blogging, social media, entrepreneurship and beyond. Belong wants to inspire women to be authentic—to be life-giving and to encourage one another. We want women to know that they are enough, that they have a place, that they belong.

Community is the soul of Belong Magazine. We know it can be difficult to navigate the massive online world and we hope to be a map to guide women to one another.

*Photo: Caca Santoro*





Belong Magazine is a high-quality, niche magazine that offers an exclusive way to reach a large blogging and social media active audience. The readership is a group of highly-motivated, influential individuals who are making a difference in the world.

- Over 20 million women write traditional blogs
- Over 40 million adult women in the US who use the internet participate in social media, which is also a form of blogging
- 86% of consumer influencers blog
- 84% of consumers make purchases after reading about a product or service on a blog

*Photo: Sarah Sweeney*

## meet elizabeth

Elizabeth is the typical *Belong Magazine* reader.

She is a mom, friend, entrepreneur, homemaker, wife, volunteer, crafter, career woman, and more. She is a creative soul (or wants to be), always multi-tasking. She is interested in design and fashion and she likes to stay current. She is smart and thoughtful. She enjoys the simple things, but will splurge on a quality bag or a product with provenance that will last. She is health conscious but not consumed. She adores laughing with her friends and enjoys connecting with like-minded women. It's not uncommon to find her online, perusing social media or shopping. Elizabeth doesn't go anywhere without her phone.

It's her lifeline.

*Images via Pinterest. See more on the *Belong Magazine* board "Elizabeth".*





## yellow door sponsorships

As community is at the heart of *Belong Magazine*, we desire to “open doors” for our readers and sponsors alike—linking women together as they influence the world through their blogging, businesses and social media. Yellow is confident, welcoming and stands out which is what we want for our sponsors as this enable them to effectively connect with our audience. Hence, Yellow Door Sponsors.

Yellow Door is an application or invitation only community of resources for women creatives and business owners. We want our partnerships to be successful for the sponsor, magazine and reader alike.

We are committed to having our sponsors be more than just money in the bank. Yellow Door considers you a partner, not a vendor, in building our community. We review and consider each application. Just as we curate our content, we also curate our sponsors. We strive to link women to resources that are dedicated to the same things we are: connecting, inspiring and supporting one another.

Yellow Door is not confined by traditional advertising. We offer options for partners to choose what form/forms of “advertising” work best for them. We establish a creative plan with each sponsor to meet their needs.

[APPLY HERE](#)

*Photo: Better Homes & Gardens*

## **distribution**

print + electronic edition

available for purchase on [www.belong-mag.com](http://www.belong-mag.com)

currently acquiring distributors nationwide

\$12 print / \$5 electronic

# you belong

#YOUBELONG

## **contact**

for sponsorships / [sponsor@belong-mag.com](mailto:sponsor@belong-mag.com)

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