

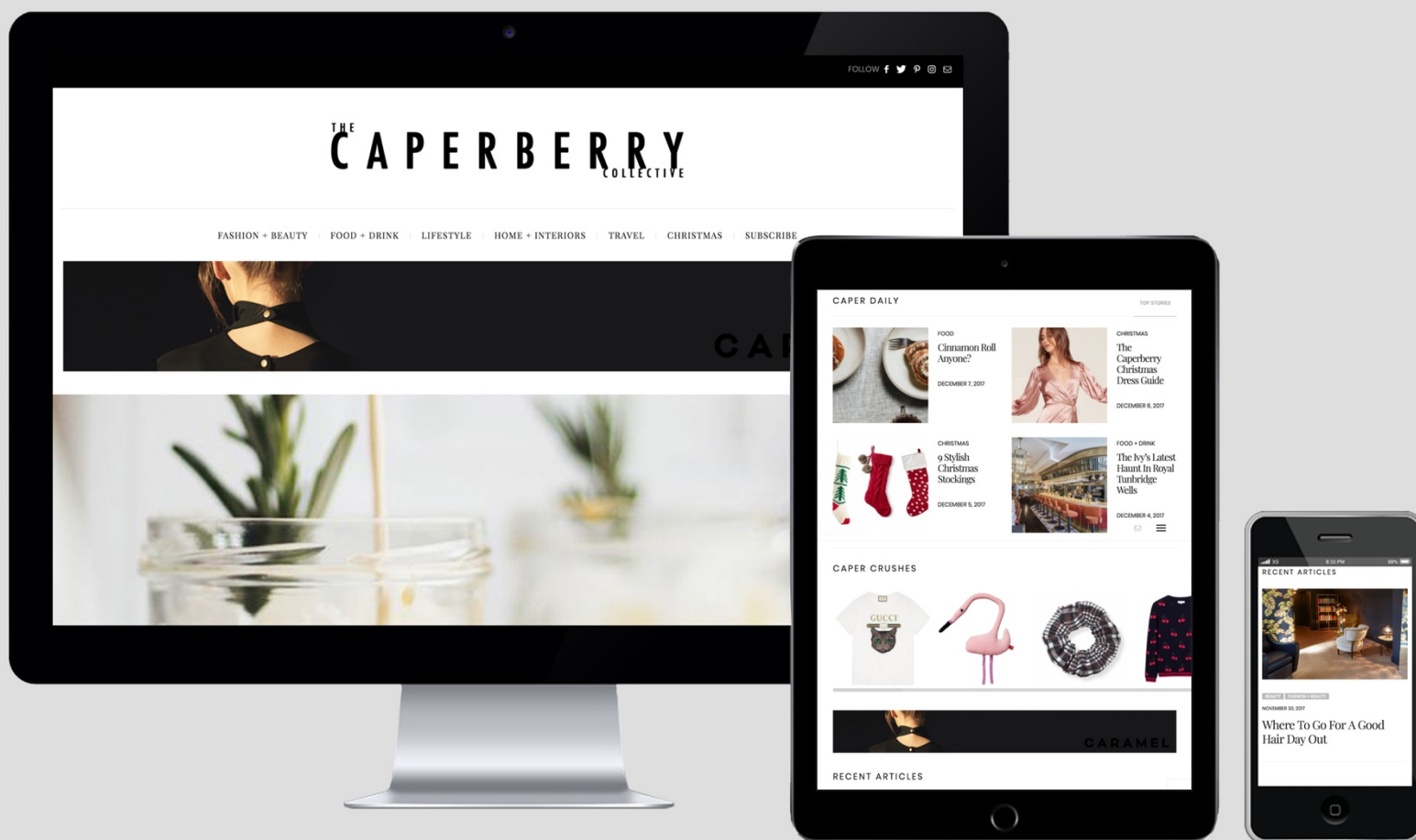
An aerial photograph of a coastal town, likely in the French Riviera. The image shows a clear blue sky, a deep blue sea with a few white yachts, a sandy beach, and a hillside covered in green trees and buildings with terracotta roofs. A semi-transparent white rectangle is overlaid in the center, containing the text.

THE  
**CAPERBERRY**  
COLLECTIVE

MEDIA PACK

Founded in 2016, The Caperberry Collective is an online magazine promoting and sharing exceptional and inspirational content. Based in London but created by an international collective of writers, image makers and creatives, Caperberry is the ultimate online destination for multitasking, creative, engaging and in-the-know women.

It is quite simply the most exciting independent magazine.



# THE CAPERBERRY READER



24 - 45

85% AGE



70% LIVE IN  
LONDON &  
SOUTH EAST




95% ARE  
FEMALE



TAKES 8 VACATIONS  
A YEAR



65% HOMEOWNERS



£65k+

INCOME PA



40% HAVE  
CHILDREN



70% WORK  
FULL TIME

CAPERBERRY FIGURES

*8 k*

SUBSCRIBERS  
TO CAPERMAIL

*2 1 6 k*

PAGE IMPRESSIONS

*3 6 k*

UNIQUE VISITS

## CAPER MAIL

Capermail is The Caperberry Collective's weekly email newsletter sent to its 8K loyal subscribers.

It includes the week's articles, the latest Caper Crush and display advertising.

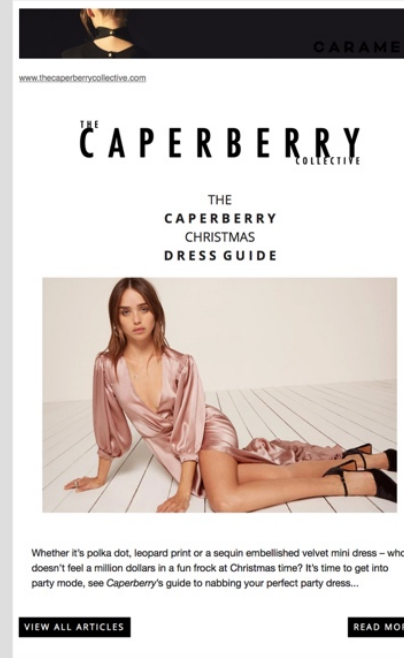
This 'must open' mail is a trusted platform for brands to reach their target audience.

## DEDICATED EMAIL

A one-off email sent to our subscriber base featuring a product or brand.

Caperberry emails are an effective way to reach and engage your market.

THE  
**CAPERBERRY**  
COLLECTIVE




CARAMEL

www.thecaperberrycollective.com

# THE CAPERBERRY COLLECTIVE

THE CAPERBERRY CHRISTMAS DRESS GUIDE




Whether it's polka dot, leopard print or a sequin embellished velvet mini dress – who doesn't feel a million dollars in a fun frock at Christmas time? It's time to get into party mode, see Caperberry's guide to nabbing your perfect party dress...

[VIEW ALL ARTICLES](#) [READ MORE](#)

FEELING FESTIVE...



[STYLISH STOCKINGS](#) [AND THE BEST STOCKING FILLER](#)




THE IVY'S LATEST HAUNT IN THE KENTISH COUNTRYSIDE

We really love the Ivy Collection, so jumped at the opportunity to review one of their newest brasseries.

From Caramelised Ruby Grapefruits to Eggs Benedict with pulled honey roast ham... Oh and those Hot Buttermilk Pancakes. Brunch anyone?

[READ MORE](#)


CAPER CRUSH



EMBELLISHED CAT-MOTIF TEE. GUCCI. £650

[SEE MORE CAPER CRUSHES](#)


WHERE TO GO FOR A GOOD HAIR DAY OUT...



In need of a little pre-holiday trim? Minutes away from the bustle of London, in a charming old school house, The Chapel combines cosmopolitan style with a homely countryside twist...

[READ MORE](#)

FOLLOW:  
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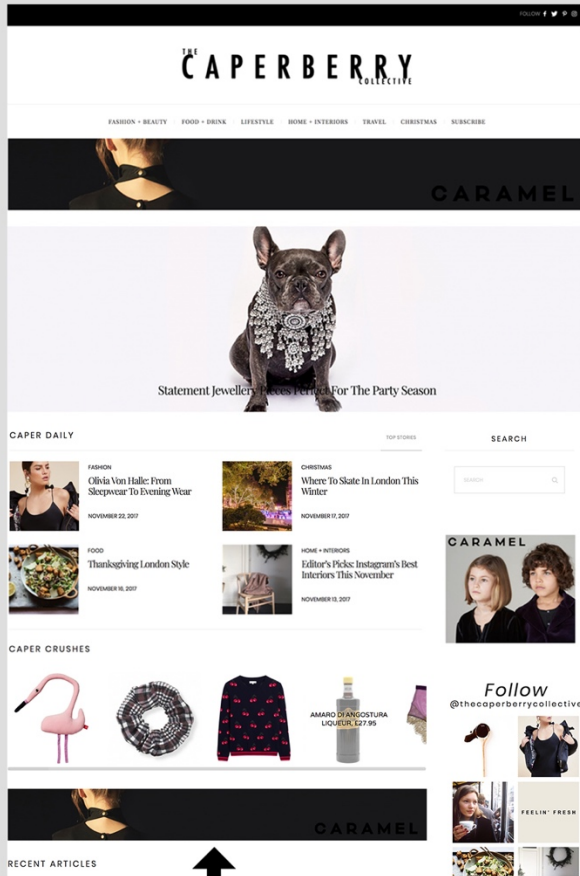
[PINK RUBY GRAPEFRUIT CARAMELISED WITH DEMERARA SUGAR](#)

SAY HELLO  
[THECAPERBERRYCOLLECTIVE.COM](#)  
[HELLO@THECAPERBERRYCOLLECTIVE.COM](#)

[f](#) [@](#) [t](#) [@](#)

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The Caperberry Collective is an online lifestyle magazine featuring articles on fashion, food, beauty, interiors and travel. We are all about bringing you news, views, profiles and products from a mix of emerging, independent and well established brands and creatives.  
Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list

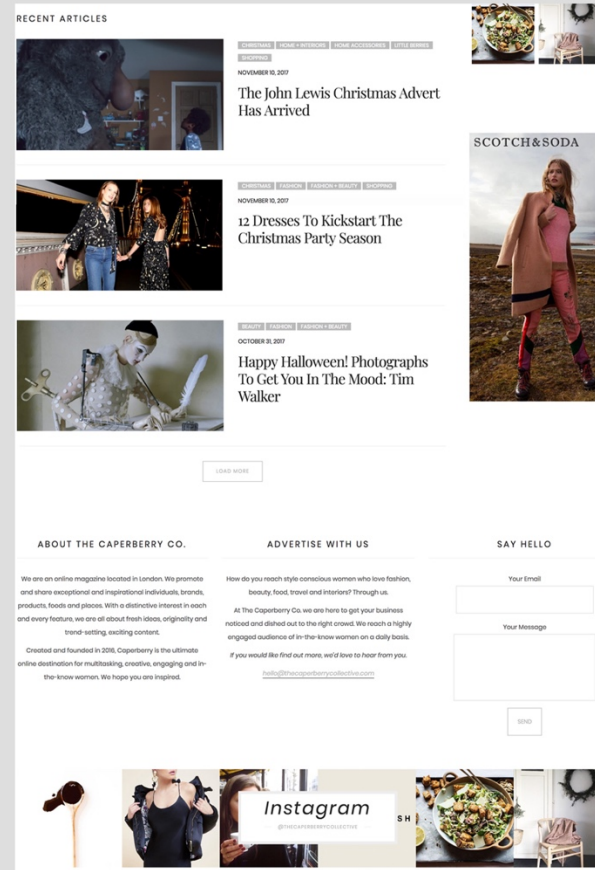
# DISPLAY ADVERTISING



← TOP BANNER:  
RUN OF SITE

← MPU:  
RUN OF SITE

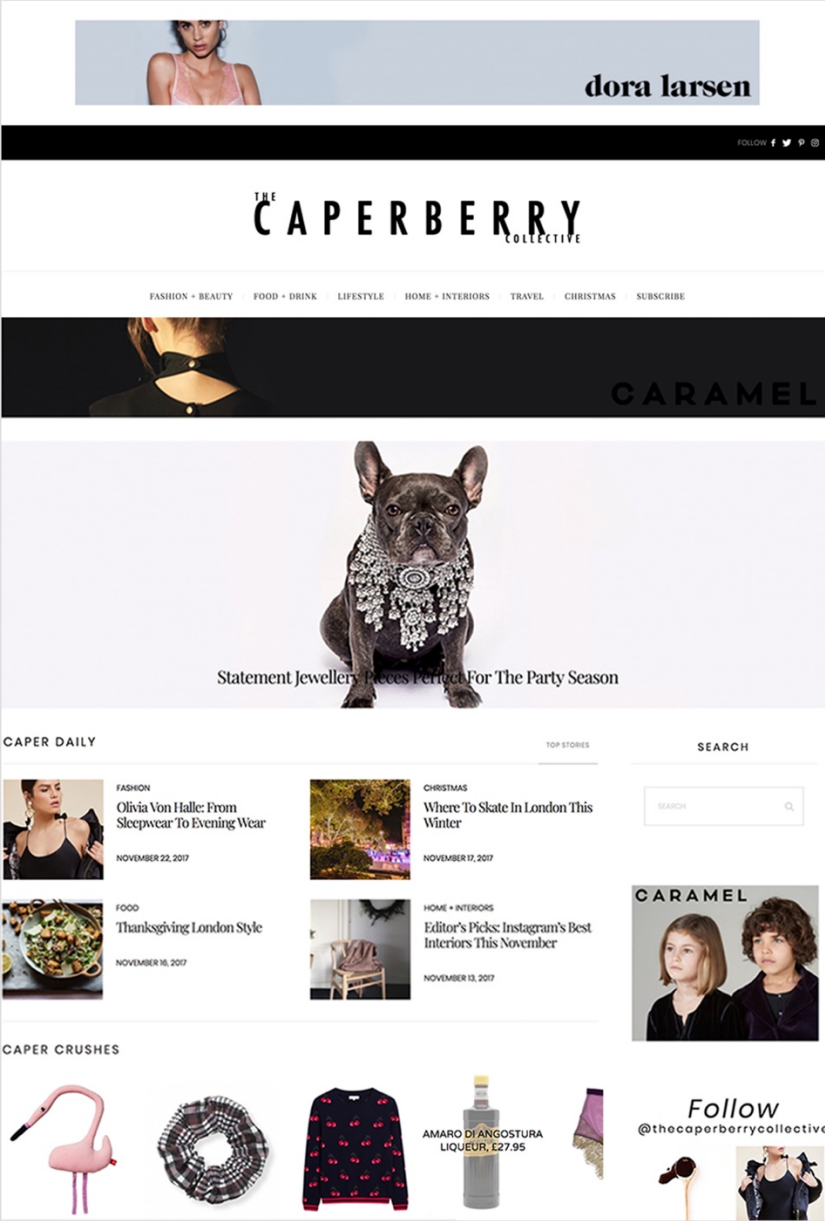
↑  
MID-PAGE BANNER:  
APPEARS ON HOME PAGE ONLY.  
IN CONJUNCTION WITH  
TOP BANNER



← DOUBLE MPU:  
RUN OF SITE

# EDITORIAL

LEADERBOARD →



LATEST FEATURE →

CAPER CRUSHES →

Dedicated/round up features added daily and occupy a prominent position throughout the week.

Caper Crushes added weekly.

## RATE CARD

### PRODUCT

### SPEC

### NET RATE (£)

#### **DISPLAY**

(All display advertising is run of site and displayed for one month)

Top Banner (also includes mid page banner on home page)

1228 X 152

£500 PM

MPU

300 X 250

£500 PM

Double MPU

300 X 600

£700 PM

Site Takeover (all of the above)

(on application)

£1200 PM

Leaderboard

1228 x 152

£500 PM

#### **EDITORIAL**

(All editorial to be featured on weekly Capermail)

Dedicated Feature

(Bespoke)

£1000

Roundup Editorial

(Bespoke)

POA

Caper Crush (per item)

(Image, details & link)

£300

#### **COMPETITION**

Competition Pop Up

(Logo, image & prize details)

£500 min prize £300

Competition Feature

£700 min prize £300

#### **MAIL**

Capermail Top Banner

1228 X 152

£300

Dedicated Mail

(Bespoke)

£500