



# MEDIA KIT

## myBeautyCravings

Beauty, Travel & Lifestyle

### Our Mission

Provide a *trustable* voice to help women discover amazing beauty products and inspire travellers to seek deeper travel experiences.

### ABOUT

myBeautyCravings is a Singapore-based Beauty & Travel Website that is *highly-trusted* by her readers. The site draws high and long-term traffic because 80% of her articles are ranking on Google's first page.

myBeautyCravings is also the **Top 5** 'Singapore Lifestyle Blog' and **Top 6** 'Asian Beauty Blog'.

### The Founder & Editor

Nicole A. Lee started myBeautyCravings in 2014 to share her honest reviews on beauty. Following her awesome Taiwan solo trip, she couldn't resist sharing her travelogues and was surprised at the warm reception. Since then, her blog has been 50:50 on Beauty and Travel.

Nicole holds a BBA(Honours) degree from the National University of Singapore and has more than two decades of experience in business and marcom. She has led production of TV infotainments, media ads and helped large organizations launch portals to reach targeted audience.



## MONTHLY WEBSITE STATS

66,000\*

PAGEVIEWS

55,000\*

SESSIONS

50,000\*

VISITORS

3.7

MOZRANK

## TRAFFIC RANK

TOP 260k

GLOBAL

TOP 2K

SINGAPORE

## ESTABLISHED

SINCE 2014

\*By Google Analytics

80%

*of Articles on**Google's First Page*

## SOCIAL



54,000 MONTHLY VIEWS



1,300 FOLLOWERS



530 FOLLOWERS



2,000 SUBSCRIBERS

WHAT MAKE US  
DIFFERENT?

1. **Readers trust us** and are ready to take action
2. **Long-term visibility** on Google Search's first page
3. **Professional experience in marcom.** We know what counts as a successful marketing campaign

Top 5

Singapore  
Lifestyle Blog

Top 6

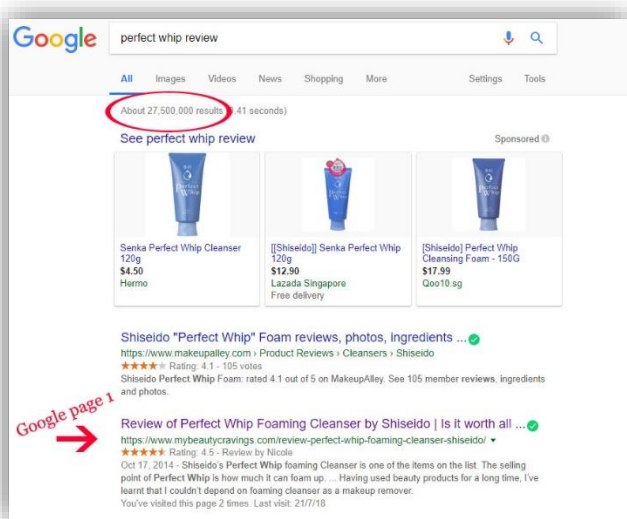
Asian  
Beauty Blog

## 8 of 10 Articles are on Google's First Page now!

Google's John Mueller said:

*"Our algorithms explicitly try to find and recommend websites that provide content that's of high quality, unique, and compelling to users."*

Other than creating unique and quality content, we also apply SEO techniques to help Google notice us. Here's our [certified SEO score](#) – it's an A.



View **live ranking** of posts we've written that are on Google's First Page now! ([click](#))

## Fast-Growth in Traffic

Global Rank: Top 500k (2018) ➡ Top 200k (2021)

Singapore Rank: Top 9k (2018) ➡ Top 2k (2021)



## Audience Snapshot:

Our website attracts mainly women who are from Singapore, US and the rest of Asia.

61% are between 25 to 54 years old. They are interested in beauty, travel, shopping and lifestyles.



## BLOG DEMOGRAPHICS

*(By Google Analytics – Jan to Jun 2022)*

- **Gender** : 60% Women | 40% Men
- **Age** : 23% (25-34yo)  
20% (35-44yo)  
18% (45-54yo)
- **Location**: 40% Singapore  
17% US  
9% Malaysia

*(By continent: 65% Asia, 20% Americas and 9% Europe)*





# WHAT OUR READERS SAY

## TRUSTABLE

"You always share such amazing & helpful tips! It's really different from what's out there IMO, because your reviews are honest...it's engaging & truly helpful...it feels like your site treats its audience like family...Keep up the great work!"

**Jessica**

"I love your lists! They're so helpful and helps me to focus on exactly what I need to buy. Thanks for all of your wonderful recs!"

**Tikkitumble**

"Thank you for giving us honest review. I google some products and found your blog...We need honest blogger like you because many others just gave a lot of fake reviews when they were sponsored."

**Brenda**

"I love your recommended posts – they're super helpful."

**Ivana**

"Thank you for the level of detail and thoughts you put into these posts. In the Instagram world, the only focus is on highly-edited picture inspiration...I've learnt more from your blog than I have reading 100 other 'inspiration' posts. So thank you."

**Sandra**

"I found you on Pinterest looking for an itinerary to Taiwan and think you are one of the **best** I saw."

**Fred**

"I hardly read these "blogs" ... but honestly this page about Okinawa is well done and gives lots of interesting points!"

**Simone**

"Thanks for the sharing! I am currently planning for my first solo trip and your post really helps!!"

**Valerie**

"I really enjoyed reading your blog as it is not self-indulgent like other new bloggers. It was informative and offer great tips...we will keep your tips in mind." **Sean**

## Recommendations

# HOW WE REACH YOUR TARGET AUDIENCE

## A) WEBSITE

1. **Sponsored Content** (e.g. info from press release)
2. **Product Review** (or services)
3. **Snippet / Text Link** inserted to existing articles (sponsored tag)
4. **Brand Endorsement**
5. **Digital Advertisement** (e.g. Banner Ads, Featured Post)

## B) SOCIAL MEDIA & FORUM

1. **Social Media Marketing**
2. **Forum Mentions** (see example: [travel](#); [beauty](#))
3. **E-Newsletter Feature**

## C) OTHER SERVICES

1. **Giveaways & Contests**
2. **SEO-Optimized Writing Services**

myBeautyCravings can offer *tailored* partnership based on client's brief.  
Contact us at [editor@myBeautyCravings.com](mailto:editor@myBeautyCravings.com) and request for a *Rate Card*.

## PAST PARTNERSHIPS

([View Sample Posts](#))

**PURITO**  
Honest ingredients by PURITO



K I M A G E  
*prestige*

**timeless**  
SKIN CARE

**gangnam**  
laser clinic



**CUTIS**  
MEDICAL LASER CLINICS

Marketing  
Affiliates to:



**KLOOK**

**amazon**

## Post-Campaign Results

We use marketing techniques to track performance and KPIs

The above companies we have worked with have our *positive reviews* shown on Google's First Page and are receiving infinite exposure and *brisk business*.

## CONTACT

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