

COUTURE

Digital Marketing Opportunities

THECOUTURESHOW.COM

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COUTURE


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Brands

The Show



The Edit: Catwalk-Inspired Looks


While Fall marks the start of sweater-weather, "cuffing season," changing leaves and back-to-school, for many, September and Early-October also kick off an (increased) obsession...

READ THE STORY

Our website has become a go-to resource for both consumers and members of the trade who want to immerse themselves in the exceptional creativity and larger-than-life personalities that make COUTURE so special.

DIGITAL BANNERS

COUTURE TV



Brent Neale Winston

New York City-based jeweler Brent Neale Winston creates jewelry that speaks to his Originality inspired by vintage jewelry, also a passion of collecting and selling collections of fine jewelry.

VIEW MORE

Selim Mouzannar

Designer Selim Mouzannar believes that optimism is his duty. Holding down a 100 year lineage of jewelry, Selim made out of his studio in Beirut, Lebanon where he...

VIEW MORE

Lynn Yeager

When Lynn Yeager is not an avid antique jewelry collector, jewelry designer, and more...

VIEW MORE

VIEW ALL


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The Show



In The COUTURE Podcast, Michelle Orman sits down with the people who make up the incredible COUTURE community to learn about their journeys, hear their stories, and gain insight into their lives and their creative processes. Each of COUTURE's designers and brands are creating jewelry with a unique point of view. Both on-trend and collectible, their jewelry is among the most highly coveted in the world, and the larger-than-life characters producing this work are funny, smart, interesting, talented, and all-around likable and compelling.

Website ads provide a simple, yet valuable way to increase brand awareness, enhance visibility, and drive traffic to your website and social media channels.


- March – July
Average 26k/month pageviews
\$2,500/month
- All year
\$19,500
**Creative must be updated quarterly*
- August – February
Average 10k/month pageviews
\$1,500/month
- Ad specs: 970x250

SPONSORED CONTENT

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
COUTURE



MAY 19, 2021

Suzanne Kalan X Jonathan Adler

WORDS BY: SPONSORED



Strategically placed sponsored content allows you to get your unique message in front of the buyers and collectors who need to know about your brand.*

**Copy/images are provided by sponsor and subject to approval by COUTURE team.*

- Hosted on theCOUTUREshow.com
- Cross promoted in our monthly Content Emails to 10k readers

\$1,500/Sponsored Content
\$3,000/Custom Content created in collaboration with COUTURE

SPONSORED CONTENT E-MAILS

COUTURE BRAND SPOTLIGHTS



Stephanie Anders

From the moment she found an earring and used it to pierce her own nose, Stephanie Anders fell in love with body modification—she was 18 years old. At that young age, she couldn't have attributed any kind of deep meaning behind her act of self-piercing, yet she knew how it made her feel and she quickly came to understand that she had stumbled upon her life's work. In the rural Iowa town and



Put your brand front and center by sponsoring one of our bi-weekly newsletters. Your message will be included in one of our Content or Brand Spotlight emails, which are sent to our highly engaged, targeted audience.

- Brand Spotlights & Content Email
10k+ readers
~46.5% open rate
\$1,000/email

COUTURE TV



COUTURE



Selim Mouzannar

Designer Selim Mouzannar believes that optimism is his duty. Hailing from a 150 year lineage of jewelers, Selim works out of his studio in Beirut, Lebanon where he partners with a team of expert artisans to bring his creative vision to life. Tune in to learn more about Selim's resolute reverence for nature and how his personal philosophy informs his design process.

Our production team will work with you to create a compelling brand video that gives viewers insight into your inspirations and creative processes. Already have a brand video? Hosting your bespoke video on our site will expand your audience reach.

- Hosted on theCOUTUREshow.com
- Sent to 10k database in COUTURE content emails
- Cross-promoted on all social media channels
- You will have full usage rights to host original video on your site and/or those of your clients

\$10,000/Bespoke Video

\$5,000/Approved, Brand-Created Video

COUTURE PODCAST



The COUTURE Podcast gives listeners an inside look at the artists behind the brand and allows both retailers and consumers to feel connected to your brand on a deeply personal level. We can interview up to 3 people at once.

- Hosted on theCOUTUREshow.com, iTunes, Spotify and all other podcast platforms
- 4,500+ downloads from 800+ cities globally
- Sent to 10k database in COUTURE content emails
- Cross-promoted on all social media channels
- You will have full usage rights to host original video on your site and/or those of your clients

\$6,000

E - BLAST

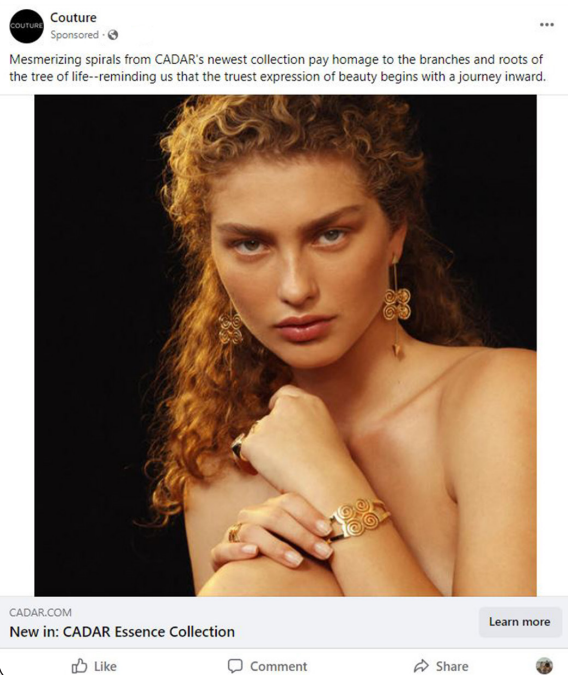


Dedicated e-blasts allow you to get your unique message in front of the buyers who need to know about your brand.*

**HTML provided by sponsor and subject to approval by COUTURE team.*

- | | |
|---|---|
| • Cornerstone
\$3,500 | • Cornerstone, General, & Press
\$6,500 |
| • Cornerstone & General
\$4,500 | • Exhibitors
\$4,000 |
| • Press
\$2,000 | • Cornerstone, General, Exhibitors, & Press
\$7,000 |

STEP PROGRAM



We design, build and launch a social media campaign through our own Facebook Ads Manager to increase awareness of your products & engagement with the COUTURE audience.

- | | |
|--|--|
| • Package 1
- 10k Facebook/IG impressions over 3 weeks
\$500 | • Package 4
- Lead nurturing sequence of 3 emails
\$9,000 |
| • Package 2
- 20k Facebook/IG impressions over 3 weeks
- 5k geo-targeted Facebook/IG impressions during the event
\$2,000 | • Package 5
- 40k Facebook/IG impressions over 3 weeks
- 15k geo-targeted Facebook/IG impressions during the event
- Dedicated email to attendee list
- Lead nurturing sequence of 3 emails
\$18,000 |
| • Package 3
- 30k Facebook/IG impressions over 3 weeks
- 10k geo-targeted Facebook/IG impressions during the event
- Dedicated email to attendee list
\$9,000 | |

CONTACT

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