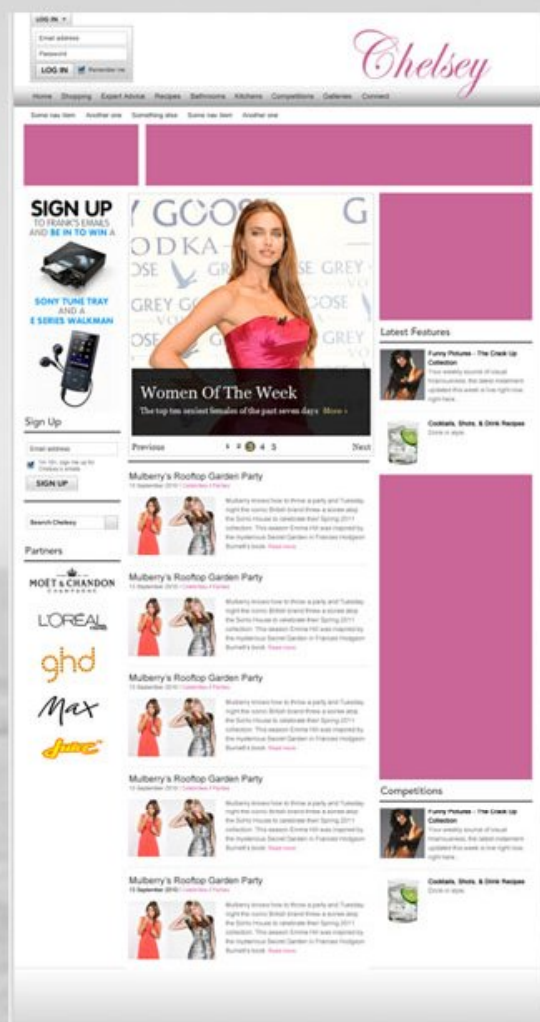




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# Chelsey



Following Getfrank's success in cornering the New Zealand 25-39 year old male market comes the launch of Chelsey. Chelsey's goal is to replicate Getfrank's success in the female lifestyle market and become New Zealand's premium online women's magazine.

To achieve this Chelsey needs to gain a reputation for quality content which we aim to do by partnering with and showcasing likeminded premium brands. We have compiled a list below of exciting opportunities and we look forward to connecting your clients with our high value audience.

## Editorial Opportunities

Chelsey does not provide any advertorial spots within our main content the only exceptions are for feature interviews or for new release Fashion & Beauty.

Feature interviews in particular provide prominent placement on the front page for the week and as our lead article in our weekly newsletter to our database of members.

This is a great way to promote your client and more so the depth of their brand, details on applying for a feature follow on the next page.

## Basic Competitions

We have found our audience highly receptive to placements when packaged alongside a competition which further creates a competitive demand for your client's goods and services.

Competitions are promoted on the right hand side and on every page of Chelsey for a minimum of one week (or 100,000+ page impressions) and included in two newsletter inclusions - one announcing the competition and the other announcing the winner(s).

Chelsey provides free of charge placement for one week, per brand, per release for prizes with value exceeding \$250 RRP.

For additional, extended duration or for prizes not exceeding \$250 RRP, ratecard value is \$500+gst via our sales agency Adhub.co.nz

## Subscription incentives:

Promoted above the fold on every page of Chelsey.co.nz, subscription incentives receive significant exposure over a month long campaign.

Further exposure is gained via inclusion in all newsletters and competition placement for existing members to enter by becoming fan of Chelsey on Facebook.

## Fashion & Beauty / Chelsey's Top 7 in Style

Chelsey showcases on a bi-monthly basis a 'Top 7 in Style', profiling the latest releases in cool for our audience. We also have established a 'Fashion & Beauty' zone on Chelsey to present the latest in brands, products, and service releases.

Additional detail can be found on the next couple of pages on how to get involved with these initiatives.

## Correspondence

[editor@chelsey.co.nz](mailto:editor@chelsey.co.nz)

c/o Adhub - Unit 7, Level 3 Textiles Centre  
St George Bays Rd, Parnell, Auckland





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# Chelsey



## 10 Commandments for Feature Articles on Chelsey

The feature article is our premier article placement on the site – if we were a print magazine it would be our cover story

It's prominent site placement, as well as dominant takeover of the newsletter, means that it attracts a significant amount of attention.

Our readers enjoy quality content and hearing the real story behind inspirational women. The feature article is the best place for this and helps to promote Chelsey and its industry partners as market leaders.

Often this works in with interesting products and promotional material – however, we need to be about good quality content first and foremost. If it reads like an advertorial it's not content for us.

**Below are ten guidelines on how to effectively structure a feature in an interview Q&A format.**

1. Chelsey is a women's lifestyle magazine and the interview needs to be catered towards a sophisticated female demographic.
2. Interviewee's need to be industry leaders. Chelsey is a premium magazine so many of our readers are General Managers, or entrepreneurs themselves.
3. The object of the interview is to find out about the person as an inspirational role model. The company or product or service is not the value in the interview and should not be mentioned unless objectively necessary.
4. The structure of the interview needs to be
  - a. An introduction – this briefly introduces the person as well as establishing credibility.
  - b. Body – a series of Q&A's
5. The introduction is the only point in which a "product placement" can be made. This inclusion is only there to establish the credibility and give background to the person being interviewed
6. Review prior Q&A's on Getfrank for reference of style and suitable questions or feel free to email [editor@chelsey.co.nz](mailto:editor@chelsey.co.nz) if you have any questions.
7. The questions are allowed to be cheeky and a little off the cuff. This makes for something interesting to read and keeps the readers interested.
8. Images are essential and generally a minimum of 3 high res images are required. The images need to be sharp and "cover worthy".
9. The interview must be fully transcribed and edited and must be sent through to Chelsey in a "ready to publish" format (i.e no pdf's or raw transcripts)
10. Chelsey will ultimately have discretion as to whether something goes on the site.

Not sure or have questions? Feel free to give us a call and run it by us!



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# Chelsey

## Fashion & Beauty Section

Taking inspiration from [www.beautyheaven.com.au](http://www.beautyheaven.com.au) we have established Chelsey's Fashion & Beauty section to showcase and become a reference point for the latest fashion and beauty product releases.

However rather than charging for placement Chelsey will be providing inclusion of your clients write up and images in this section free of charge in return for one unit of the mentioned product to be packaged up each month for a 'win the lot' giveaway.

This competition will be used to drive traffic and interaction (on both the site and within social media) with this newly established section and the brands involved.

To have your product showcased please send your 300-500 words copy with three images to [editor@chelsey.co.nz](mailto:editor@chelsey.co.nz)

## Chelsey's Top 7 in Style

On a bi-monthly basis Chelsey profiles our 'Top 7 in Style' showcasing seven releases from fashion, to gadgets, to fine food & dining to the latest make-up must haves. Whatever it is - if it's new and it's cool it needs to be in the Top 7.

**Chelsey's Top 7 in Style is a prominent feature being;**

- positioned as the feature article on the front page of the site for a week
- positioned as the feature in our email newsletter to 5,500 members
- promoted via a separate solus email to our database
- positioned as a competition on every page of Chelsey for three weeks
- posted on our Facebook fan page and twitter account

The big driver behind this initiative is then in packaging up each of the seven items as one big prize pack which allows us to give the feature a life of its own through social media with our audience endorsing your products out to their friends who in turn visit the site and drive the awareness of the Top 7 and your inclusion further out through their networks.

If considered on form, participation is again free of charge in return for two product units – one for the Chelsey team to host clients with and/or look the part and the other to giveaway in the featured competition.

**Anything else? As a new and keen player in the market we want to make Chelsey the best it can possibly be. If you have any ideas that we haven't included here let us know!**

