

the  
**Bullet**



## Promotional Opportunities + Rates

*HOLIDAY 2020*

# The Gift of Good Messaging

'Tis the season for getting consumers' attention and we're here to make sure you give it your best shot.

At **The Bullet**, our daily newsletter will be chock full of holiday inspiration, gift guides, COVID-friendly travel ideas and physically distanced entertaining tips.

So let us help you spread your good word. Every campaign is custom-made to ensure optimal performance, so let's figure out how we can deliver your good news to our readers!



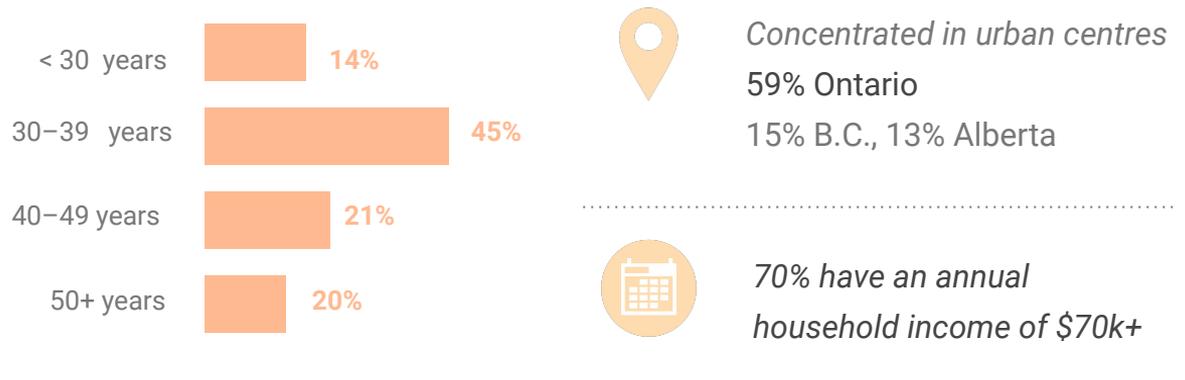
# Our Readers: It's All About Community

We do the hard work of scouring the news, seven days a week, so that our readers don't have to. Through our well-loved and well-read daily digest, you can **access our 25,000 subscribers** to build awareness and share your brand message.



**Average Daily Open Rate 20%**

**85% Female** • 43% have children under 18



# Put Your Money Where the Readers Are...

## SPONSORED POST

Promote and drive to your product or content. Includes 75 words of text plus logo. We have two formats that provide unique messaging opportunities, including the Classic Link and the Leading Link.

*\$500 for single insertion/\$1,000 for three (3) insertions*

## SPONSORED EMAIL

Includes illustrated masthead with logo; content to be custom-developed based on product and/or subject matter. Our Saturday Weekend Shot and Sunday Long Shot are most popular, and there's also opportunity to sponsor a weekday edition.

*\$2,000 for single insertion/\$6,000 for three (3) insertions*

## SPONSORED SWEET SPOT

Includes first-person account by Bullet founder Joanna Track in her weekly *Your Average Jo* newsletter. This is our most-opened newsletter of the week! Includes logo and image placement.

*\$2,500 per insertion*

## AFFILIATE PROGRAM

Create a win-win by giving us the opportunity to share the upside of driving customers to you. We'll develop the insertions and will continue to run them over a 60-day period if we see conversion.

*\$750 setup fee; 20% commission. Includes minimum two (2) insertions to run within 60 days.*

## HOLIDAY OPPORTUNITIES

### SPONSORED HOLIDAY GUIDE

Gifts for everyone on your list, along with style guides for winter and beyond. Make sure your product steals the spotlight.

*\$2,500 per guide*

### PRODUCT PLACEMENT

Our product roundups are a great way to drive awareness and inspiration.

*\$500/item*

# The Great Holiday Giveaway

Think of it as the gift that keeps on giving, to your brand and our readers! We've rounded up all the things that hit our sweet spot this year, and we're giving them away to our readers (because they've all been so damn nice).

Each day starting on Dec. 1 through Dec.15, we'll reveal a new prize in **The Bullet**, **The Weekend Shot** or **The Long Shot**. All readers have to do is click through from the email to the entry page. (Sponsored entries will include email opt-ins.) Each prize will also be promoted on our social channels, with a CTA to subscribe. We'll select the winner the following day by random draw.

With your sponsorship, your brand/product will be showcased in a custom banner with image and logo, and a brief description of the product. Each client will also receive a list of opt-in email addresses of readers who entered to win their product.

**Cost: \$999 + prizing**



# Share Your Holiday Message in Style

We are thrilled to announce that we're working with [Style Democracy](#), one of Canada's top destinations for lifestyle content and designer sales.

Through our partnership we're able to offer you expanded reach on your sponsored content programs. By developing a co-branded campaign that runs across **The Bullet** and **Style Democracy** you'll benefit through cost efficiencies on creative development and expanded reach to a broader audience. There are a variety of unique integrations to choose from including email, product placement, sponsored articles and sale/event promotion.

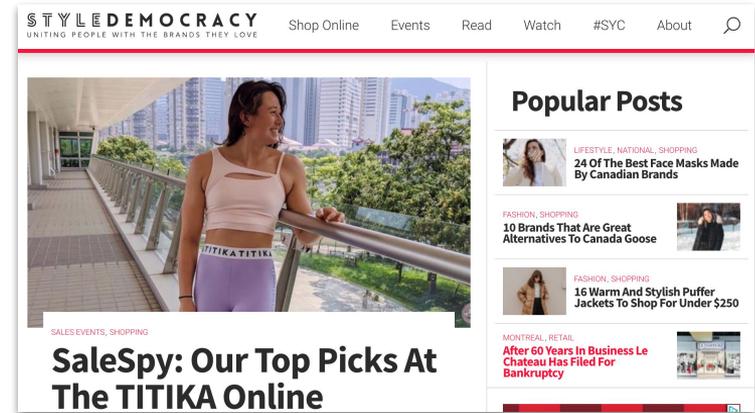
## About Style Democracy

- **90,000** email subscribers
- **400,000** monthly page views
- **69%** female, primary audience **25 to 39** years old

Gift guide inclusion, starting at \$500

Sponsored article, starting at \$2,500

Dedicated email, starting at \$3,500



## TOP 10 AUDIENCE INTERESTS

Retail news  
Shopping  
Beauty  
Technology  
Home Decor

Hospitality  
Entertainment  
Cooking/food  
Travel  
Current Events

# Sponsorship Examples

## Keeping Stock

If you've ever had a UTI (and let's face it, most of us have), you know the excruciating discomfort that comes along with it. Avoid the pain and the hassle with Utiva: a Canadian brand dedicated to helping those who suffer from frequent or chronic urinary tract infections by providing [free doctor consultations](#) Canada-wide. Utiva's unique [cranberry supplement](#) has been proven to reduce the need for antibiotics while mitigating UTI recurrences. We highly recommend having this baby in your medicine cabinet — after all, [we're in a pandemic](#), and ya just never know.

In partnership with



## Classic Link

☀️ Good morning! Today is Tuesday, October 22, 2019, [and this throne is fit for a king](#). (You may never want to leave.)

Today's edition is brought to you by:

*American Standard*

## Leading Link



Today's edition brought to you by: *Gay Lea*

☀️ Happy weekend! Today is Saturday, October 10, 2020, [and this cult product is going out of this world](#).

## Sponsored Email ([view](#) full email)



## The Sweet Spot: Lovin' the skin I'm in

I live a mostly minimalistic lifestyle (I'll happily rotate through the same three outfits), but when it comes to skincare I'll admit that I'm somewhat of a hoarder. However, I consider myself more of an open-minded dabbler than someone who falls for every enticing claim (though I have been guilty of a few poorly judged, Instagram impulse buys).

in my cabinet for hard working, high quality act is one of the new [hero ingredients](#) natologists. In skincare, stem cells are most id are packed with nutrients and proteins that to regenerate. It's been proven to keep fine 2d misery at bay. (Count me in!) It also more resilient to external factors (I don't mean aps she's increasing your lines. No judgment.) ting in your skin, this is what we mean.

(although it boasts pretty immediate results), in the long run. And as I'm approaching "mid-is skin has got a lot further to go.

ay for" and so far, so good (and smooth and cs in and already see and feel a noticeable lls and feels decadent too. And I've barely made ate it will cost me less per month than all my

For most of us, 2020 has done nothing to alleviate our furrowed brows and stress lines. But with the addition of [Biosheer](#) to my skincare routine I'm putting my money where my mouth is (literally) and turning back time (2020? Don't know who you're talking about.)

In partnership with



## Sponsored Sweet Spot ([view](#) full email)