

Plank and The Well Heeled Guru Blog Advertising

To request a media kit discussing advertising and blog or event sponsorship options in depth, please contact our sales and marketing department at sales@plankdesigns.com - there are so many fun and innovative ways any company can be part of the Plank and Well Heeled Guru communities.



Plank ⇒ a unique hybrid of fashion meets function. our Plank brand of luxe yoga products combine designer quality art with our stylish yoga mats and accessories. All Plank products are designed to appeal to the devout yogi... and anyone in between.

The well Heeled Guru ⇒ Plank's creator and innovator extraordinaire, Doreen Hing, the cheeky design mind behind the Plank concept and the author of the popular lifestyle blog, "The well Heeled Guru." Doreen's passion for fashion, trends, style and all things fresh and upgrade is apparent in her work and writing, but it's her drive and determination to share with the global community that yoga is the access to provide empowered bodies and minds for people to achieve the lives they want. The enhanced body and mind awareness that yoga provides is the foundation for heightened and tangible fitness and physical activity - anyone, anywhere, any physical condition, if you are informed and inspired, then you can take action to be the healthiest, happiest you around.

why advertise with Plank and The well Heeled Guru?

Both company brand entities. Plank the product line, and The well Heeled Guru, the audacious wellness blog, are daily lifestyle message machines, online spots where our blogging is directly associated with the Plank online shopping experience and the mutual affinity for cheeky, quirky wellness communication from The well Heeled Guru. Plank and The well Heeled Guru regularly attracts a dedicated and constantly growing international audience comprised of 21-65 year old females and males, looking for stylish, high quality yoga and accessory inspiration, emerging new design and a growing product collection they can identify with and build their loyalty. The well Heeled Guru is a particularly ideal platform for yoga lifestyle advice, share stories and discover remarkable workshops, instructors and wellness experiences all with the witty delivery author and founder Doreen Hing speaks of passionately.



who's reading our blogs?

- 99% of readers are female 60% are between 25-30 years of age
- 39% are between 18-24 years of age 75% have children
- 47% have an annual household income of \$60K+ 23% earn over \$100K+
- 41% of readers visit at least once a day 32% visit several times a week
- 9% visit several times a day

who's talking about Plank and The Well Heeled Guru?

Plank and The Well Heeled Guru since its inception in 2004, has been featured in multiple blogs and fashion websites, worn by artists and celebrities such as; Brooke shields, Mimi Rodgers, Cameron Richardson, Hayden Panettiere, and international star Bai Ling. Plank and The Well Heeled Guru is also slated to be credited in national newsstand publications like; People, Life & style, Lucky, Redbook, Marie Claire, Instyle, Yoga Journal, Brides Magazine and numerous other fashion, style and yoga lifestyle blogs.



Plank & The Well Heeled Gurr ADVERTISING OPTIONS:

Ad Tiles:

Plank and The well Heeled Gurr offer ad tiles in two different sizes on a monthly basis with a first-time minimum purchase of two months. Ads can appear on the right-hand or left side of the blog. They are sold on a first come, first serve basis. Animated .gifs are accepted.

Medium Ad option:

Above is an example of the medium ad size available on Plank and The well Heeled Gurr. These ads measure 250 x 250 pixels. They appear when readers load the home page and all other pages. The medium ads are currently available for ad space purchase. For current pricing, please e-mail sales@plankdesigns.com





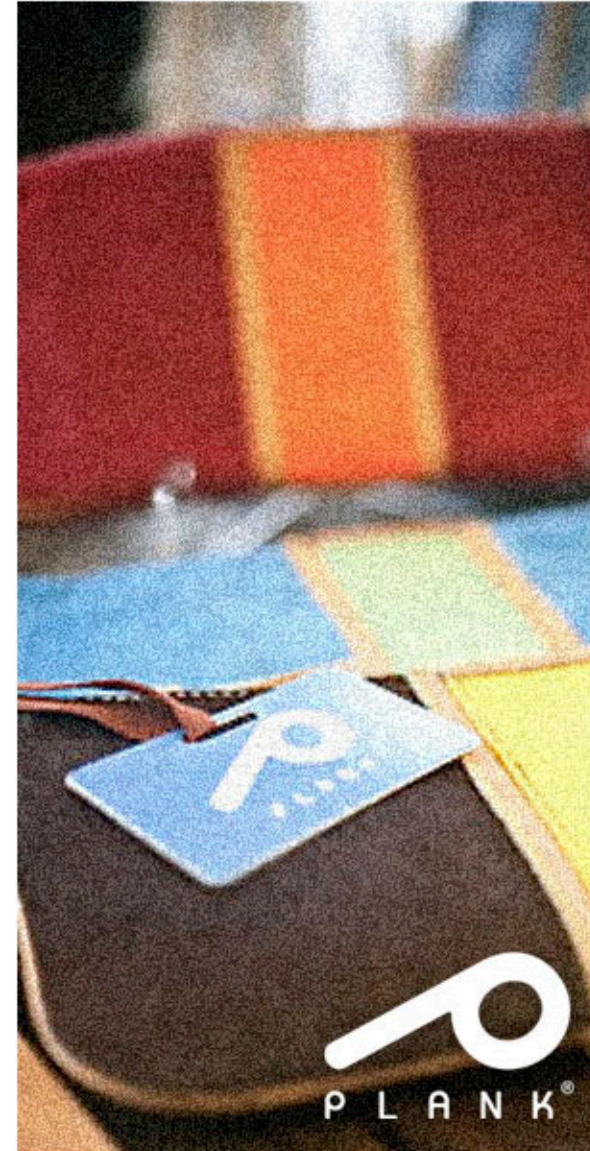
Plank & The Well Heeled Guru ADVERTISING OPTIONS:

Large Ad option:

Above is an example of the large sized ad available on Plank and The Well Heeled Guru. These advertisements measure 300 x 600 pixels. They appear when readers load the home page and all other pages. The large ads are currently available for purchase. For current pricing, please e-mail sales@plankdesigns.com

Text Link Delivered via RSS Feed:

Branded message and link to your company delivered seven days a week to our subscribers via RSS Feed; this advertising option is a flat \$100 per month on both Plank and The Well Heeled Guru blogs. Text links are most often located under our company social media banners (Twitter and Facebook).





SPONSORED POSTS:

Plank and The Well Heeled Guru is constantly searching for unique, emerging designers as we grow our "art on mat" limited editions, and information regarding proper yoga alignment, yoga lifestyle topics, wellness stories and the products and services that enhance our lives and the lives of our fans, customers and readership. The Plank blog will specifically promote periodic sales and giveaways of our own Plank Luxe Yoga mats & Accessories where your product or service could be widely received and appreciated. The progressive, stylish and wellness lifestyle products and services include in our sponsorship consideration are; but are not limited to; all eco-friendly home décor, children's accessories, soy based candles, hand poured fragrance, handcrafted gifts, original artwork, books, workshops, retreats, venues and uniquely creative boutiques and galleries.

If you have a product, design, event or service that you believe is an ideal fit within the Plank and The Well Heeled Guru ethos and style, and you would like a sponsored post or giveaway highlighting that

product/service, contact us directly via email at; sales@plankdesigns.com with details and someone will quote you current market rates.

Sponsored posts can include (1) large or (2) small custom banner ads, proper text links with RSS feed, a brief company bio, (10) branded "tweets" and an endorsement post on both Plank and The Well Heeled Guru blogs with professional editorial by Plank and The Well Heeled Guru's editorial team. All sponsorship posts are marked as such in compliance with FTC regulations. These sponsored posts act as an introduction to a product and/or service and may contain discounts, promotional codes and/or giveaways.

An Important Note: Advertising on Plank and/or The Well Heeled Guru must be relevant to readers and we reserve the right to refuse and decline any product(s) and service(s) that are not appropriate or in harmony with the ideals, values, ethos and aesthetics of our authored blogs.