

THE BEAUTÉ STUDY

2022
MEDIA KIT

[THEBEAUTESTUDY.COM](https://thebeautestudy.com)

THE INSIDER GUIDE TO DISCOVER YOUR *BEAUTY* *EPIPHANIES.*

The Beauté Study embraces its roots as our readers' insider guide to finding their beauty epiphanies in online categories of beauty, wellness, lifestyle, travel, education, guides, style, tech, and interviews.

We lead the way through our editorial content, personalized recommendations, trend forecasting, masterclasses, and one on one expertise from our beauté experts.

From newbie to expert, we cover beauty with a lens of discovery.



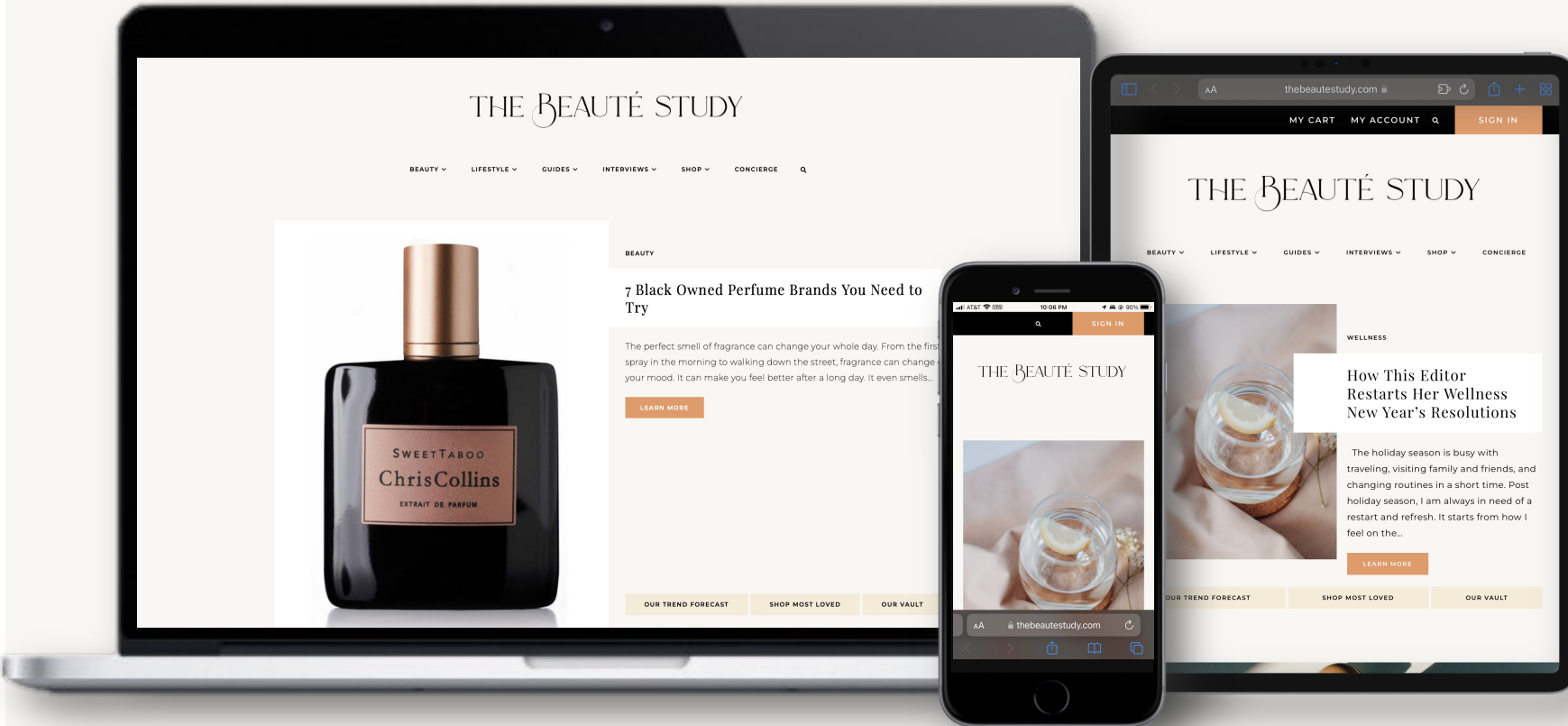
THE BEAUTÉ STUDY x QC SPA NY

“The masterclass was so informative. Sterling opened a whole new world of fragrance for me. First time, I've ever been excited about my homework!”

THE BEAUTÉ STUDY MASTERCLASS STUDENT

THEBEAUTESTUDY.COM

THE BEAUTÉ STUDY REACH.



17.7K+
PAGE VIEWS

5.5K+
UNIQUE USERS

208
SUBSCRIBERS

48%
EMAIL OPEN RATE

5%
CLICK RATE



1.7K
FOLLOWERS

2.5K+
TOTAL REACH

13.7%
TOTAL REACH



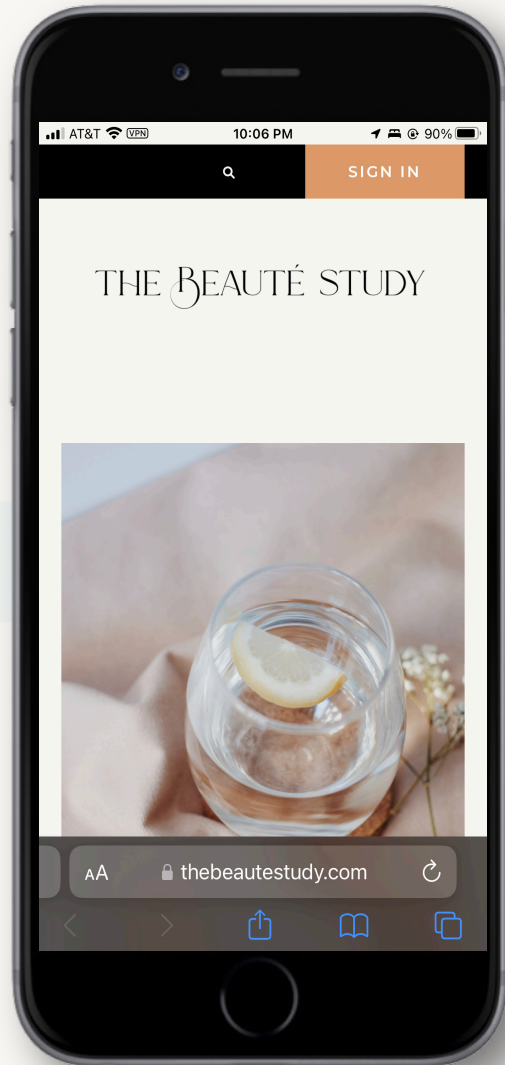
208
FOLLOWERS

112.6K+
IMPRESSIONS

99.4K
TOTAL AUDIENCE

THEBEAUTESTUDY.COM

THE BEAUTÉ STUDY AUDIENCE.



78% FEMALE
38% AGED 25-34
17% AGED 35-44

55%
LIVE IN THE US
20%
LIVE IN THE UK
TARGETING ENGLISH READERS



17.7K+
PAGE VIEWS
48%
EMAIL OPEN RATE

THE BEAUTÉ STUDY READER relies on TBS to inform and engage their love of beauty to newer heights.

THEBEAUTESTUDY.COM

THE BEAUTÉ STUDY PAST CAMPAIGNS

PAST PARTNERS

- QC TERME LUXURY SPAS
- MERIT BEAUTY
- MEJURI JEWELRY
- COCOKIND SKINCARE
- FOLLAIN BEAUTY
- PROVEN SKINCARE
- MOISTURE LOVE
- REIN BEAUTY
- THE FEMME GUIDE
- NC MAGAZINE
- GLOSSE MAGAZINE
- THE DEV AND THE CITY

PAST OPPORTUNITIES

- BRAND MEDIA (PHOTOGRAPHY, VIDEO CONTENT, GRAPHICS)
- CUSTOM BRANDED ONLINE MASTERCLASSES
- SOCIAL MEDIA LIVES & STORIES TAKEOVERS
- EMAIL CAMPAIGN (SOLO, SERIES)
- SPONSORED BLOG POST
- BRAND AFFILIATE
- BRAND TEST GROUP OFFERING
- COPYWRITING & EDITORIAL WRITING
- COMMUNITY MANAGEMENT



“We transitioned our audience to learn about the power of fragrance digitally after retail stores were shut down in the US. Our readers had questions on how to choose the right fragrance online, thus the masterclass series was born.”

STERLING JONES, FOUNDER & LEAD EXPERT

THE RESULTS

150+

ONLINE
STUDENTS

100+

CONTENT
PRODUCED

6+

DIFFERENT
COUNTRIES

4

DIGITAL
CLASSES

THEBEAUTESTUDY.COM

GET IN TOUCH

For more information, please contact us via email by contact@thebeautestudy.com.

THE BEAUTÉ STUDY

