

THE BEAUTÉ STUDY

2024
MEDIA KIT

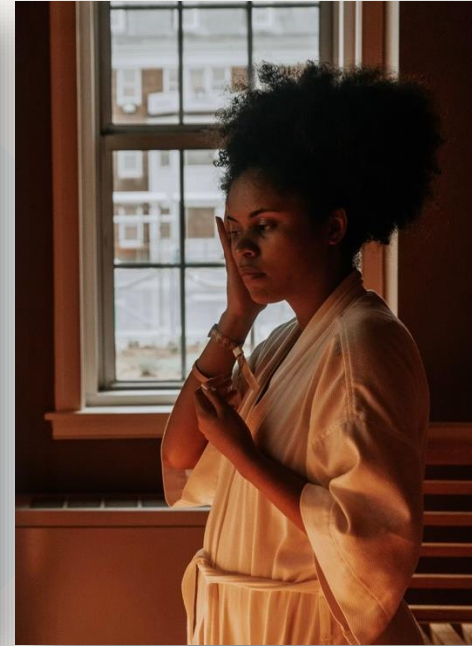
[THEBEAUESTUDY.COM](https://thebeautestudy.com)

THE GUIDE TEACHING WOMEN *THE POWER OF THEIR BEAUTY.*

The Beauté Study embraces its roots as the guide for our female readers to teach and find the power of their beauty in online categories of beauty, wellness, lifestyle, travel, education, guides, style, tech, and interviews.

Founded by Sterling P. Jones, she leads the way through of all editorial content, personalized recommendations, trend forecasting, masterclasses, and one on one expertise from the Lead Beauté Expert for the brand..

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

THE BEAUTÉ STUDY EXPERTISE.



STERLING P. JONES

Founder & Editor

Sterling P. Jones is the Editor of The Beauté Study, where she is responsible for leading the editorial calendar and creation of online educational content across all categories, brand partnerships, VIP concierge, agency side of business, and online classes. Sterling loves to write and create engaging content about the power of beauty, cultural trends, and lifestyle brands. She founded this platform in 2017 and organically grew into a trusted media blog with the support of a growing population of women growing and defining in their beauty epiphanies.

Under her leadership, the brand has worked with other brands in partnership like La Mer, Bobbi Brown Cosmetics, Mejuri, Follain, Cocokind Skincare, Moisture Love, Rein Beauty, Proven Skincare, The Beaute Culture Conference, QCNV Luxury Spa, Merit Beauty, and more. Born and raised in Atlanta, Sterling holds two undergraduate degrees in Art History and Business of Beauty and Fragrance from Savannah College of Art & Design, the perfect blend of cultural know-how. You can find her on Instagram as [@thesterlingista](#), on [Muckrack](#) and on [LinkedIn](#).

 **791**
FOLLOWERS

7,848
IMPRESSIONS

80%
ACCOUNTS ENGAGED FOLLOWERS

715
PROFILE VISITS LAST 90 DAYS
—@THESTERLINGISTA

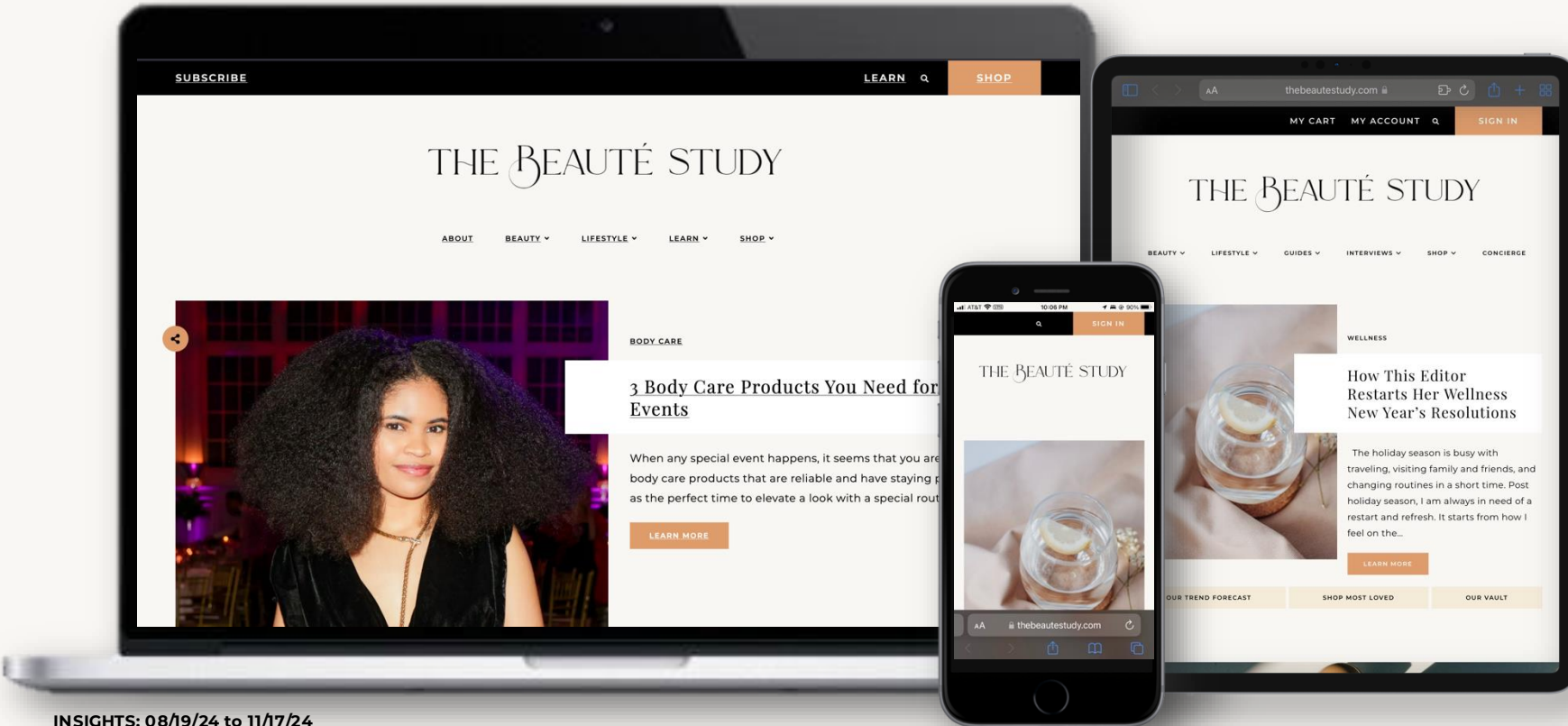
FEATURED IN

- [THE ZOE REPORT](#)
- [YAHOO'S IN THE KNOW](#)
- [COLLEGE FASHIONISTA](#)
- [DVNOASIS](#)
- [SCAD](#)
- [THE DEV AND THE CITY](#)
- [ELLE MAGAZINE](#)
- [AFRO LOVELY](#)

“In 2024, I co-authored a book with an amazing group of people in partnership with The Institute of Art and Olfaction called [The Alabastron Journal](#).” — Sterling P. Jones

THEBEAUTESTUDY.COM


THE BEAUTÉ STUDY REACH.



INSIGHTS: 08/19/24 to 11/17/24

19K+ **805**
TOTAL IMPRESSIONS UNIQUE USERS
THE BEAUTE STUDY BLOG


217 **66.66%** **33.33%**
SUBSCRIBERS EMAIL OPEN RATE CLICK RATE
THE BEAUTE STUDY EMAIL LIST

 **986**
FOLLOWERS

96%
ACCOUNTS REACHED NON FOLLOWERS

50%
ACCOUNTS ENGAGED FOLLOWERS

102
PROFILE VISITS LAST 90 DAYS
—@THEBEAUESTUDY

 **217**
FOLLOWERS

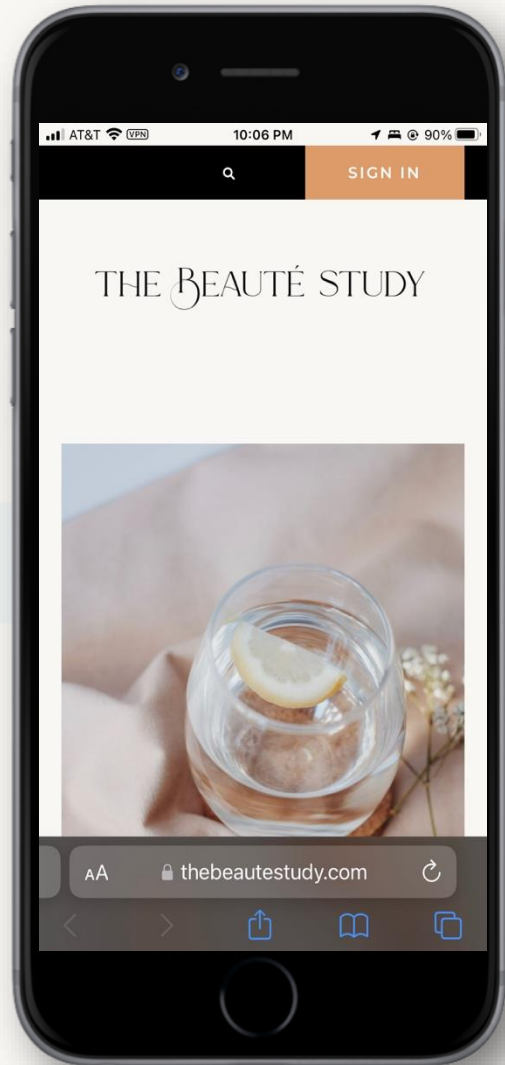
22.66K+
IMPRESSIONS

18.93K
TOTAL AUDIENCE

4.72%
AVERAGE ENGAGEMENT
—@THEBEAUESTUDY

THEBEAUESTUDY.COM

THE BEAUTÉ STUDY AUDIENCE.



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



86% FEMALE
52% AGED 25-
27% AGED 35-44



19K+
TOTAL IMPRESSIONS
66.66%
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
- BOBBI BROWN COSMETICS
- LA MER
- BUMBLE AND BUMBLE
- NEW YORK JUNIOR LEAGUE
- BECK BAGS
- UPKEEP BEAUTY
- ESTEE LAUDER COMPANIES

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



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

STERLING P. JONES, FOUNDER & LEAD EXPERT

THE RESULTS

200+

ONLINE
STUDENTS

100+

CONTENT
PRODUCED

6+

DIFFERENT
COUNTRIES

5

DIGITAL
CLASSES

THEBEAUTESTUDY.COM

GET IN TOUCH

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

THE BEAUTÉ STUDY

