

Divas & Dorks

INTRODUCTION

DivasandDorks.com leads the way as the premiere fashion, technology lifestyle site for women. Since 2009, DivasandDorks.com has grown from an independent blog site with focus on high profile events to a high profile online anchor of entertainment with focus on New York Fashion Week, The Consumer Electronics Show and even the Grammys & Oscars. As a uniquely-focused site of fashion and technology, many of DivasandDorks.com readers vary in ethnicity and demographics, however one commonality is the same – interests in fashion, technology and an entertainment-filled lifestyle is what makes readers come back for more and more each and every day.

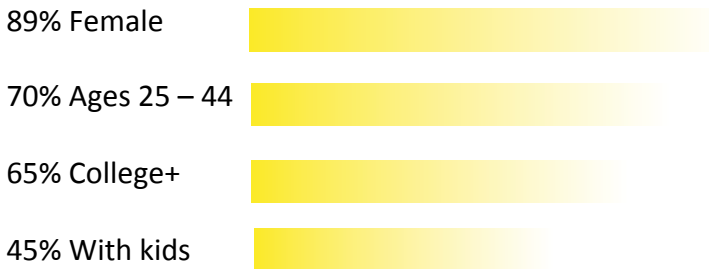
FEATURES

“D&D Fashion Mashups” Fashion & Technology pairings
“Fashion Fridays” Highlighting designers on the rise
“From Dorks To Divas” Saluting successful divas from not-so-divalicious or humble beginnings.

Daily Topics Include: Celebrity red carpet reviews, gadget reviews, social media news, lifestyle entertainment news

Additional Content Includes: Video blogs, recaps, polls

DEMOGRAPHICS



SOCIAL ENGAGEMENT STATISTICS



www.DivasandDorks.com

Website Statistics

Monthly Vistors: 64,937
Pageviews: 112,245

*Monthly average via Google Analytics, Alexa & Wolfram Alpha

FEATURED IN:

**BLACK
ENTERPRISE**
ESSENCE
fierce, fun and fabulous!

Divas Drive In Heels

INTRODUCTION

Birthered from the success as a regular feature on the award-winning fashion-meets-technology site DivasAndDorks.com; DivasDriveInHeels.com is the web's first lifestyle automotive hub online for multicultural women, by women. As the driving source of everything automotive that's important to women, we are the authority in automotive news, entertainment and more for women of distinct tastes and culture.

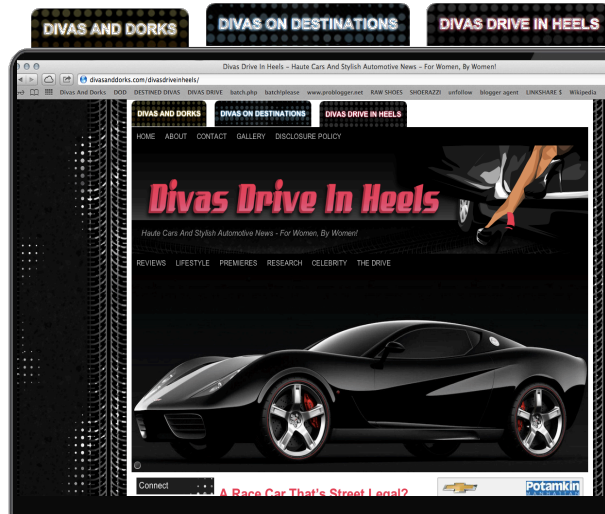
FEATURES

"In The Driver's Seat" Celebrity Auto Interviews
"The Vanity Mirror Report" Auto Style news / ratings
"Riding Clean / Riding Dirty" Auto Aftermarket trends
Daily Topics include: Auto design news, celebrity collaborations, social media news/campaigns, recalls, technology, lifestyle events, practical auto news for everyday women to use.

BRAND AMBASSADOR

Daughter. Sister. Career Woman. Girlfriend.

Tap into the influence and relationships of our brands to curate an organic experience for consumers. As a brand ambassador, event event influencer or Chateau D&D host we can create impactful experiences across all spectrums of fashion, technology, entertainment, automotive or travel to fit your needs. Let us put our 10+ year media experience to work for you.



www.DivasDriveInHeels.com



Divas on Destinations

INTRODUCTION

DivasOnDestinations.com has joined the web as a leading lifestyle travel site for women. Established in 2013, DivasOnDestinations.com has grown from a monthly feature on DivasAndDorks.com to a fully-frequently published website. As a destination site focusing all elements of travel from stay-cations to international cruises, DivasOnDestinations offers readers an alternative approach to travel and sharing travel experiences online.

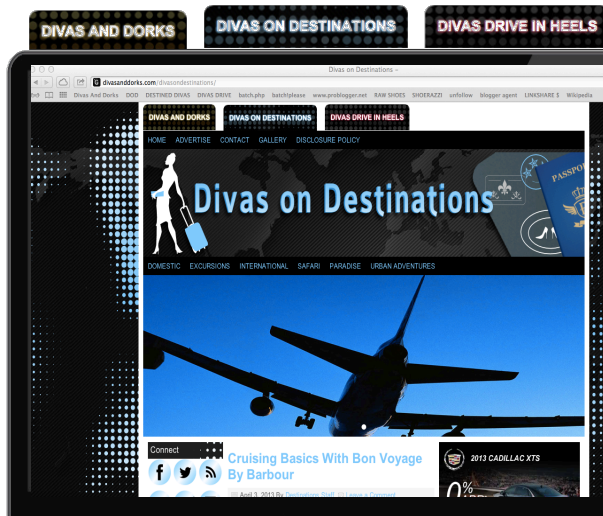
FEATURES

“Travel Trends” The latest destinations for your next travel excursion.

Girlfriend Getaways – Highlighting the best destinations on the rise for sisterly travel

Daily Topics Include: Insider travel news, hotel / resort reviews, travel news, travel tips

Additional Content Includes: Video blogs, recaps, polls



www.DivasOnDestinations.com



International
Food, Wine & Travel
Writers Association