

MEDIA KIT 2022



# HAITIANS WHO BLOG

f @haitianswhoblog | haitianswhoblog.com

# HAITIANS WHO BLOG: AMPLIFYING THE VOICE OF HAITIAN CREATIVE.

## WHAT YOU SHOULD KNOW

01

**Haitians Who Blog is the #1 source to discover Haitian creatives, influencers, and entrepreneurs.** Through an online community, interactive and engaging content, over 2 million people across the globe engage with our brand daily.

02

**Haitians Who Blog is a free network of Caribbean creatives reaching our audience in unconventional ways that make sense and bring value to the reader.** No other community matches our quality and advertising model.

03

**Unmatched value to advertisers.** We offer our advertisers the chance to reach people of Caribbean descent through our digital, social, and events, all with one spend. A package that cannot be found elsewhere at the best price possible.

## THE NUMBERS:

HaitiansWhoBlog.com

over **40,000**  
unique visitors per month.



2M



300K



100K

Over **39,000** followers on social media and a reach of over **3 million** social decision makers.

### Events:

Over 600 in-person event attendees per year and 32,000 virtual event attendees.

# HAITIANS WHO BLOG OFFERS LONG-TERM ADVERTISING OPPORTUNITIES WHERE YOU GET IT ALL.

DO NOT CHOOSE IN BETWEEN DIGITAL AND SOCIAL MEDIA, BETWEEN ADS AND ADVERTORIALS. WITH HAITIANS WHO BLOG MULTI-MEDIA AD PACKAGES, YOU GET IT ALL FOR THE MOST COMPETITIVE RATES.

## Advertising Includes:

### Digital ads + advertorial

Digital ads are an attractive medium of advertising, and we know that! We include this in our ad packages by offering digital ad banners, online articles, and newsletter placement opportunities.



### Social Media Posts

Introduce your brand to our following and gain direct traffic to your handles. Advertisers get access to our reach of over 3M people.



### Virtual Workshop Sponsorship

Haitians Who Blog advertisers receive brand activations during our value and knowledge-based online workshop events for one price. Excluding our 3 signature events; sponsorships include logo recognition, access to over 32,000+ participants and reach a network of event attendees and digital-decision makers.

### Event Sponsorships

Haitians Who Blog advertisers receive brand activations during our 3 signature events. Sponsorships include logo recognition, speaking opportunities, tickets and access to over 600+ in-person event attendees and reach a network of event attendees.



If you're a business looking to pivot your brand in front of Caribbean decision-makers, then a comprehensive ad package is made for you. Ask us today to receive an outline of everything that's included, and how we can use our multi-medias to promote your business in a powerful, impactful and customized way at a competitive price.

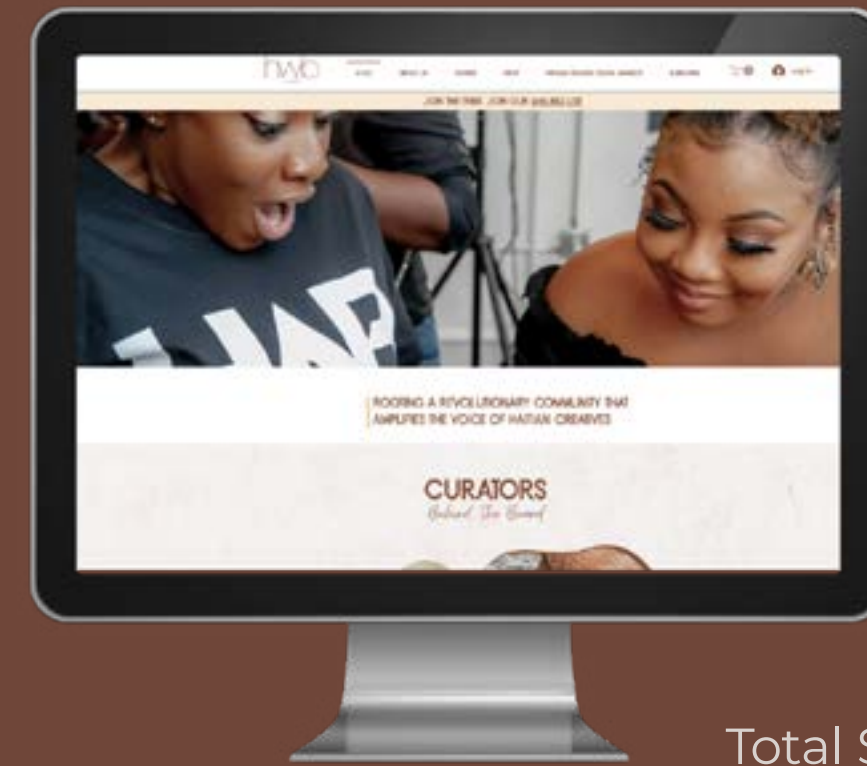
# SPECS AND RATES



## DIGITAL

### HaitiansWhoBlog.com

Visitors Per Month | 2,500  
 84% between the ages of | 23-38  
 Ratio of men to women | 24:66



## SOCIAL

Facebook | 1.7K  
 Instagram | 31K  
 Twitter | 6.5K  
 Total Social Media Followers | 39K  
 Email subscriptions | 3.1K

Social Media Ad	1x	4x	8x
24 Hour Instagram Feed Post	\$50	\$180	\$320
Permanent Instagram Feed Post	\$100	\$360	\$640
Digital Ad			
Sponsored Written Interview	\$175	n/a	n/a
Sponsored Video Broadcast Interview	\$150	n/a	n/a
Section Ad In Email Blast	\$45	\$140	n/a
Homepage Site Banner Ad	\$380	\$600	\$2500
Section Site Banner Ad	\$200	\$700	\$1200

\*Full pricing list including event sponsorship are available upon request.

**Email** : [events@haitianswhoblog.com](mailto:events@haitianswhoblog.com) to gain access to exclusive packages with discounts.

# EVENTS AND EVENT SPONSORSHIPS

Haitians Who Blog advertisers receive integrated sponsorships of all of our annual events. Sponsorship packages are available to be viewed by request.

81% of the online U.S. population trusts the information and advice they get from influencers or bloggers.

## The Haitian Creative Digital Awards by Haitians Who Blog

**32,000** **AGE 18-45**

Has over 400 entrepreneurs, creatives, and influencers recognized in over 18 categories. Each year, the awards garner over 30,000 votes on a digital voting platform and host over 600 people at our presentation of winners. The Haitian Creative Digital Awards is the Haitian community's single largest digital awards event.



## Haitian Creative Collective Summit

The Haitian Creative Collective Summit is Haitians Who Blog networking experience for creatives to learn new skills that will help them launch their ideas. Here, creatives meet like-minded freelancers, CEO's, founders, and creatives.

## Haitians Who Blog Pop-Up

The Haitians Who Blog Pop-Up is an creatives meet-up where Caribbean creatives can meet bloggers, influencers, and content creators. Brands can host an activation at our in-person or online influencer events that amplify the brand's messaging with strong visuals.



### EVENT SPONSORS GAIN:

- Increased revenue, generate sales, & bookings
- Community growth and loyalty
- Create unique shareable content
- Increased brand awareness & visibility
- Amplify messaging
- Gain Google search results

Contact  
[events@haitianswhoblog.com](mailto:events@haitianswhoblog.com)  
to gain information on our packages.