

ECO CULT

ECOCULT



Hi there,

If you're not already familiar with EcoCult, let me tell you a little bit about it!

Founded in 2013, EcoCult is the leading sustainable lifestyle, fashion, and travel blog, known internationally for reporting on and being a part of the aspirational sustainable community.

I'm Alden Wicker, the founder and editor-in-chief. You might call me an influencer, but I'm also a journalist, with regular contributions on the topic of sustainability to [Refinery29](#), [Newsweek](#), [Racked](#), [Quartz](#), [Rodale's Organic Life](#), and [Narratively](#). Take the writing skills and deep knowledge of a journalist, combine them with the beautiful, high-resolution photos of a blogger, and voila: you get [EcoCult](#)

Unique visitors: **58k per month**

Page views: **94k per month**

 **Instagram:**
20.3k followers

 **Facebook fans: 3.2k**

 **Pinterest: 2.7k**

 **Twitter: 4.2k**

Website | Instagram
women 76% | 82%
ages 18-24 29% | 16%
ages 25-34 43% | 48%
ages 35-44 16% | 23%

Top Cities

New York 9 % | 26%
London 2% | 11%
Los Angeles 2% | 7%



Newsletter subscribers: 2,600

**NYC-based newsletter
subscribers: 1,600**

30.2% open rate
8% CTR



My goal is to educate readers on the sustainable lifestyle, and promote systemic change and activism through my writing and photography.

EcoCult is always open to partnerships with companies and nonprofits that fit with these goals. In fact, I only work with brands that I think are doing good things, and that is why my readers trust me so much!

Are you doing good things that you want shared with passionate people around the world?

Let's talk!

yo@ecocult.com

Cofounder of:



A group of 70+ creatives: bloggers, journalists, vloggers, podcasters, and Instagrammers

As seen in:





As heard on:





Brands EcoCult has worked with:

- H&M
- Zipcar
- Chevy
- Nudie Jeans
- Modavanti
- Brook There
- Azura Bay
- Round + Square
- Asian University for Women
- MATTER Prints
- Mela Artisans
- ... and many more!

Speaking Engagements:

- UN Youth Delegation
- Thr3efold Fashion Revolution Day
- Fashion Institute of Technology
- StyleLend

“Selecting the right advertising partner often involves making a choice between quantity and quality, but EcoCult offers both. This website refers as much traffic to us as some national media properties, but its visitors stay longer and are more engaged with our products. By being selective and transparent about her advertiser relationships, Alden has also done a fantastic job of cultivating trust. Her audience knows that she only works with companies that she genuinely believes in, so even her sponsored posts carry the weight and value of editorial.”

Melissa Cantor, Ethica



Partnership Opportunities

Sponsored Blog Post

I (or an EcoCult contributor that I will personally edit) will tell Ecocult readers about your brand, with smart and personable writing. This can be done one of two ways:

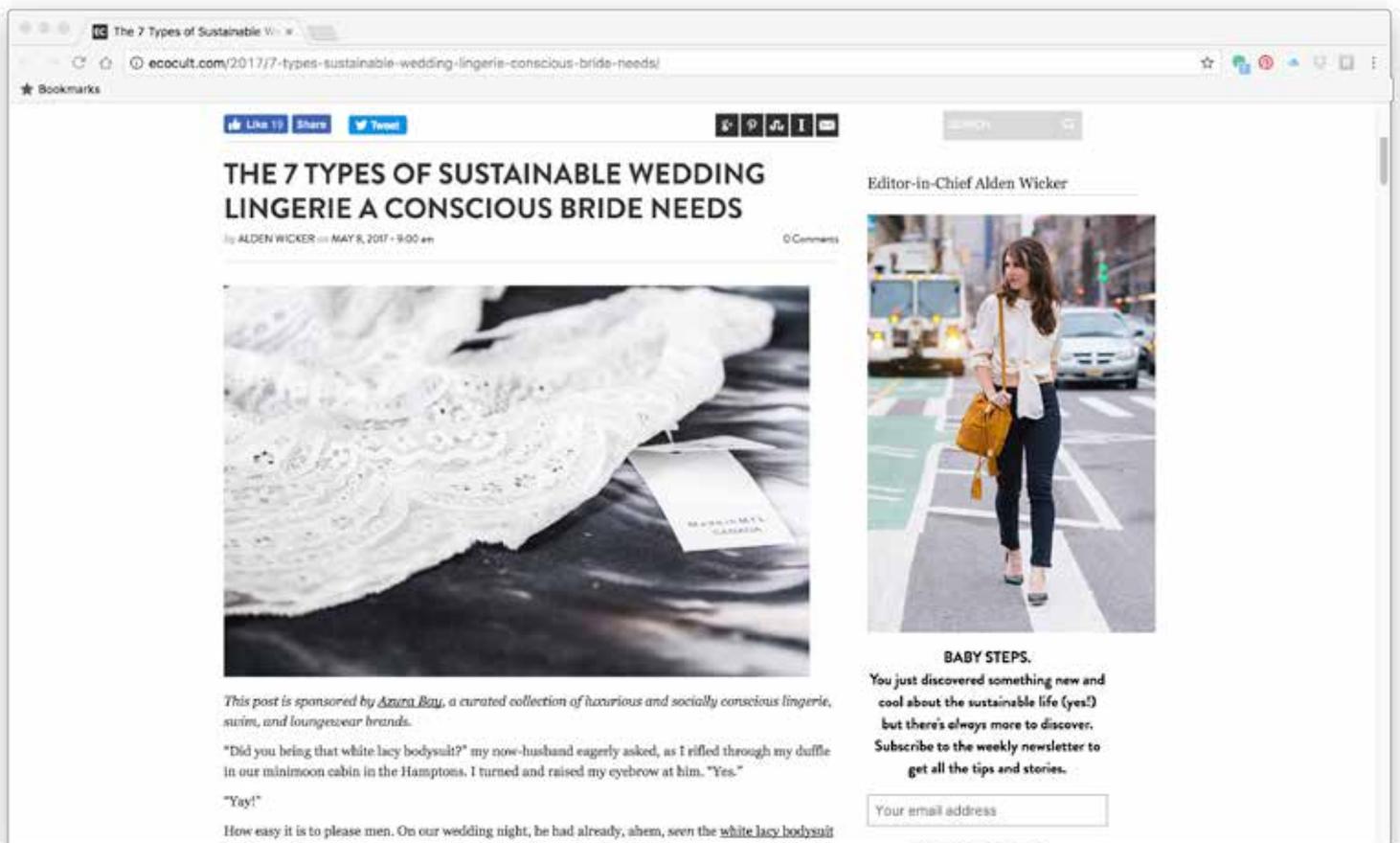
1. The Informative Post

You send over your product information and brand photos and I build a post providing information on a topic, or do a roundup of a certain product category that includes your brand.

This is a great option if you want your product to come up in the results when people are searching for your sustainable and/or ethical product category.

I might also schedule a 20-minute interview to learn more about the product category and sustainability issues, and get a couple good quotes. This option costs **\$300**, and you get:

- 1 sponsored post
- Use of up to 3 keywords that you provide
- Approval of the post copy before publication
- Promotion of the post on EcoCult's Facebook page and Twitter
- Inclusion of the post in EcoCult's next newsletter



The screenshot shows a web browser displaying a blog post on the EcoCult website. The URL is ecocult.com/2017/7-types-sustainable-wedding-lingerie-conscious-bride-needs/. The article title is "THE 7 TYPES OF SUSTAINABLE WEDDING LINGERIE A CONSCIOUS BRIDE NEEDS" by Alden Wicker, dated May 8, 2017. The post is sponsored by Azura Bay. The main image shows a piece of white lace fabric. A sidebar on the right features a photo of a woman walking on a city street, with a call to action to subscribe to the newsletter. The text of the article is partially visible, starting with "Did you bring that white lacy bodysuit?"

Partnership Opportunities

Sponsored Blog Post

2. The Outfit or Review Post

You send product to me to keep for original photography. This costs **\$350 less the wholesale cost of the product**. For example, if you are sending me silk pants that you wholesale for \$200, then my invoice to you will be \$150.

I might also schedule a 20-minute interview to learn more about your brand and get a couple of good quotes. This is great if you want to build your brand reputation with an endorsement from me after having tried it.

You get:

- 1 sponsored post
- Approval of the post copy before publication
- Use of up to 3 keywords that you provide
- 1 Instagram post
- Use of 1 hashtag that you provide
- Promotion of the post on EcoCult's Facebook page, and Twitter
- Inclusion of the post in EcoCult's next newsletter
- 3 images that you can use on your social and website into perpetuity (please tag and credit me!)

The screenshot shows a web browser window displaying a blog post on the website ecocult.com/2017/eco-friendly-silk-bandana-hidden-feminist-message/. The post is titled "This Eco-Friendly Silk Bandana" and is sponsored by ROUND + SQUARE. The text of the post discusses the author's support for gender equality and sustainability, and mentions that their rights are under assault. A large image shows a woman from behind, wearing a white shirt and a yellow and orange silk bandana tied around her hair. To the right of the text are three smaller images: a black handbag, a promotional graphic for a contest to win \$1,000 in healthy groceries at Thrive Market, and a promotional graphic for Connected Clothing Matterprints.com. At the bottom of the page, there is a link to "Find other ethical bloggers like me:".

Partnership Opportunities

Sponsored Instagram Post

I will post on Instagram telling EcoCult followers about the sustainability and ethicality of your brand in a thoughtful caption. Again, this can be done one of two ways:

1. You send over your event or brand photos for me to choose from

This option costs **\$200**, and you get:

- 1 Instagram post
- Use of 1 hashtag that you provide

Please be aware that I reserve the right to refuse to do an Instagram post if you are unable to provide me with brand photos that fit EcoCult's aesthetic.

2. You send product to me to keep for original photography

recommended

This costs **\$200 less the wholesale cost of the product**. For example, if you are sending me a beauty box that wholesales for \$30, then my invoice to you will be \$170. I actually prefer this option, because then my readers know that I've personally touched and tried your product, and that my recommendation is solid. Plus, I will make sure that the photo hews to EcoCult's aesthetic, and thus does well with my followers.

You get:

- 1 Instagram post
- Use of 1 hashtag that you provide
- 2 images that you can use on your social and website into perpetuity (please tag and credit me!)

*Want to promote an NYC event? You get a discount! It only costs **\$50**, because 25% of my followers are in New York.*



Partnership Opportunities

Sponsored Newsletter

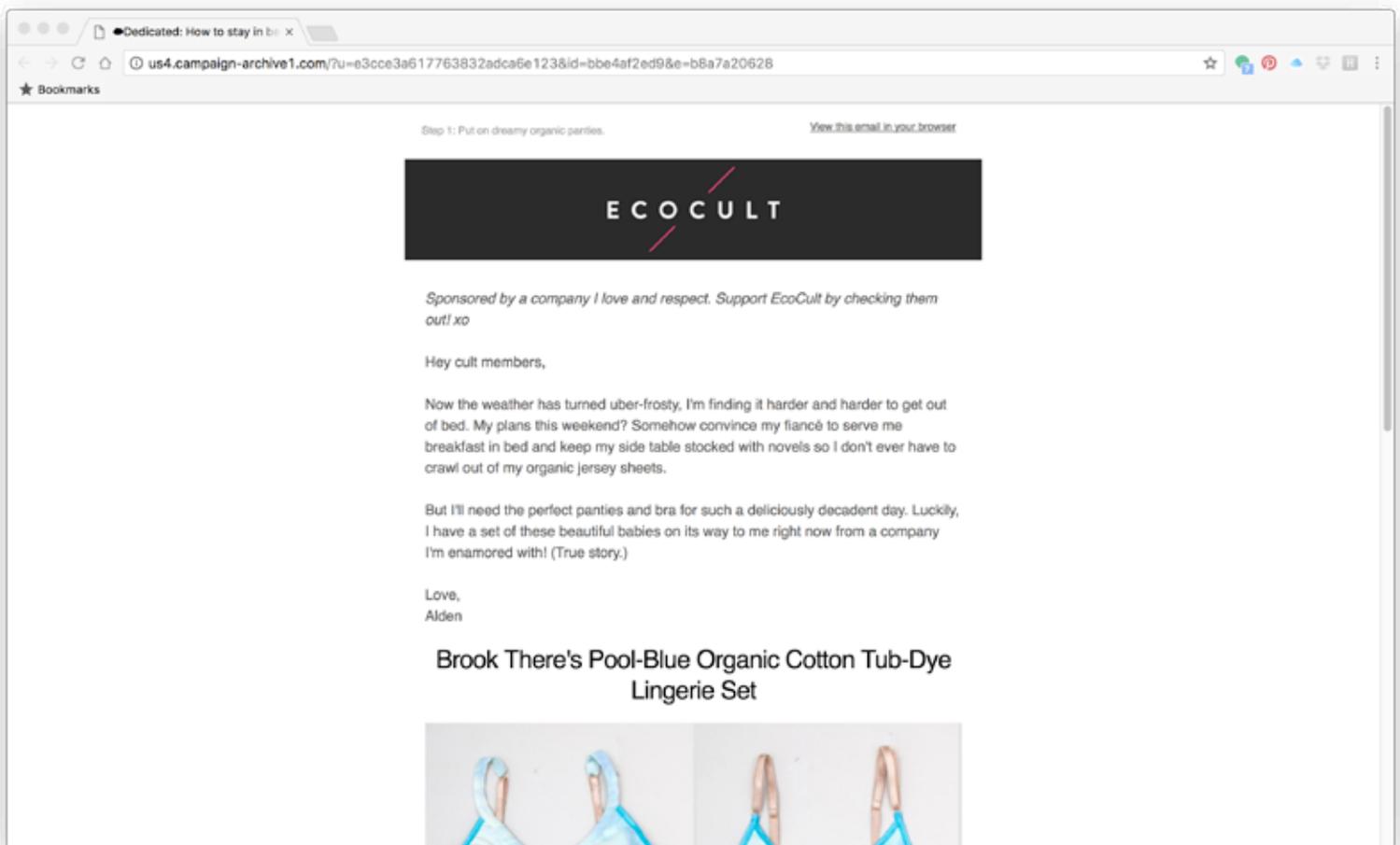
I will send out an EcoCult newsletter telling EcoCult subscribers about the sustainability and ethicality of your brand, and link straight to your website. I can also do an editor's favorites, with pictures of your products.

For this, you send over your event or brand photos for me to choose from. This option costs **\$200**, and you get:

- 1 dedicated newsletter linking to your site
- Approval of the newsletter copy before sending

Please be aware that I reserve the right to refuse to do a newsletter if you are unable to provide me with brand photos that fit EcoCult's aesthetic.

*Want to promote an NYC event? I have an NYC only subscriber list! It costs **\$150**.*



Things to note:

- Sometimes I will require a quick phone interview before confirming a sponsored post or newsletter, just to make sure you jive with EcoCult's mission.
- All sponsored posts and newsletters have language at the top in italics making clear it is sponsored. This is not only required by the FTC, it is crucial for maintaining the trust of my readers, which translates into higher conversions for you!
- Similarly, all Instagram posts have #ad or #sponsored in the caption, visible above the ...more, as required by the FTC.
- Once you approve the copy, I will invoice you.
- PayPal is EcoCult's preferred form of payment. If that is not possible, please make out checks to EcoCult, LLC. Please let me know immediately if you will be paying by check so I can plan accordingly, because that will delay publication.
- The post will go live at a mutually agreed-upon date at 9 am (sponsored posts) or between 11 am and 4 pm EST (Instagram) after payment is made. Newsletters will go out on a mutually agreed upon date at the time the Mailchimp algorithm says it will have the highest engagement.
- Because EcoCult only publishes 2 – 3 posts a week, we very rarely do several sponsored posts for the same brand. So make this first one count!

Questions? I'm available:

yo@ecocult.com

