

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:**  
**21k 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](mailto: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 **\$350**, 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/](http://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, a curated collection of luxurious and socially conscious lingerie, swim, and loungewear brands. The main image shows a close-up of white lace fabric. A secondary image shows a woman walking on a city street wearing a white blouse and dark pants. The text of the post begins with a quote from the author's husband about a white lacy bodysuit. A sidebar on the right includes the author's name, a photo of the author, and a call to action to subscribe to the weekly newsletter to get all the tips and stories, with a text input field for an email address.

# Partnership Opportunities

## Sponsored Blog Post

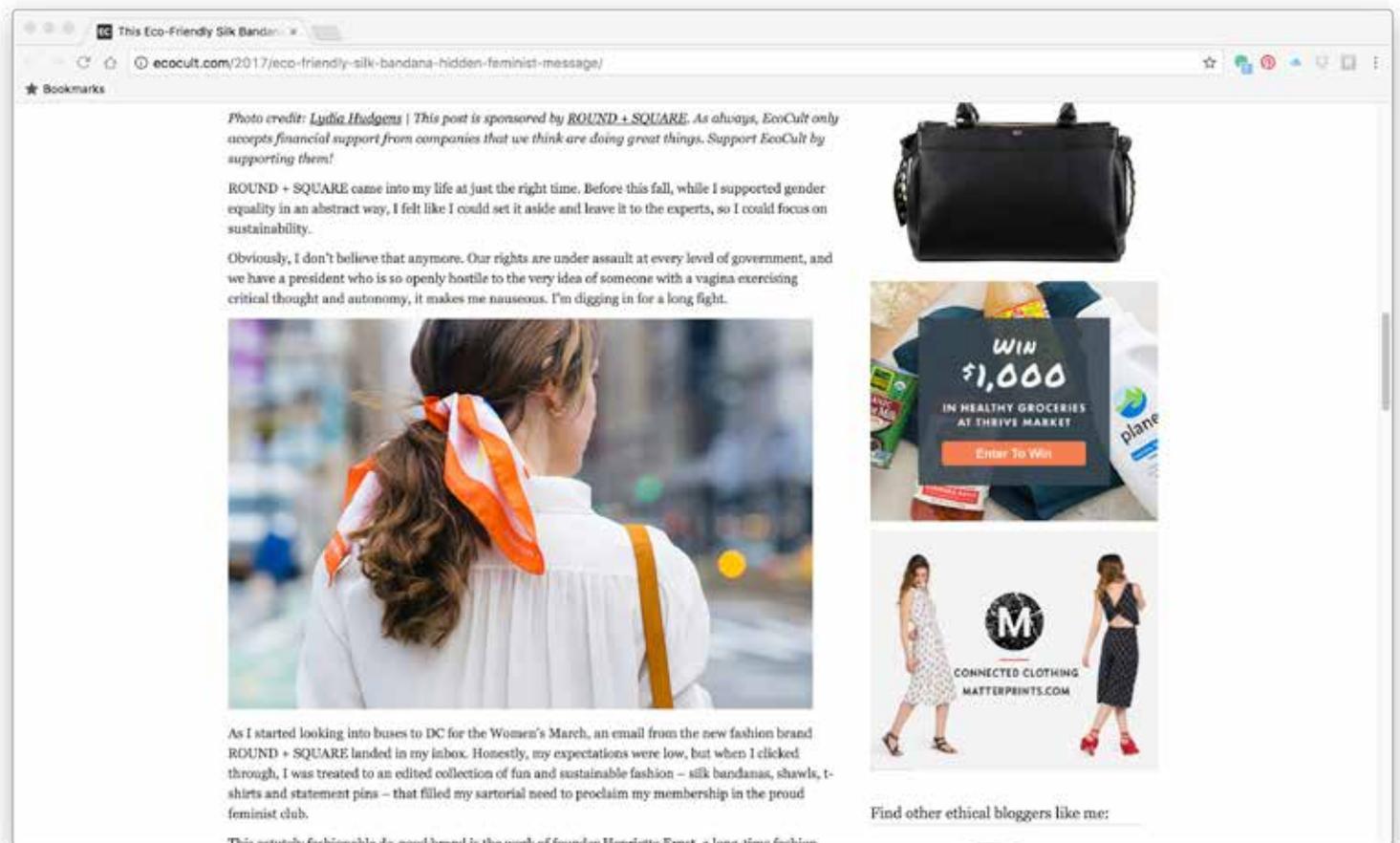
### 2. The Outfit or Review Post

You send product to me to keep for original photography. This costs **\$400 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 displaying a blog post on [ecocult.com](http://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. The post includes a photo of a woman wearing a white shirt and a yellow and orange silk bandana. To the right of the text are three 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. Below the main text, there is a caption for the photo of the woman, and a link to find other ethical bloggers.

Photo credit: *Lydia Hodgins* | This post is sponsored by **ROUND + SQUARE**. As always, EcoCult only accepts financial support from companies that we think are doing great things. Support EcoCult by supporting them!

ROUND + SQUARE came into my life at just the right time. Before this fall, while I supported gender equality in an abstract way, I felt like I could set it aside and leave it to the experts, so I could focus on sustainability.

Obviously, I don't believe that anymore. Our rights are under assault at every level of government, and we have a president who is so openly hostile to the very idea of someone with a vagina exercising critical thought and autonomy, it makes me nauseous. I'm digging in for a long fight.

As I started looking into buses to DC for the Women's March, an email from the new fashion brand ROUND + SQUARE landed in my inbox. Honestly, my expectations were low, but when I clicked through, I was treated to an edited collection of fun and sustainable fashion – silk bandanas, shawls, t-shirts and statement pins – that filled my sartorial need to proclaim my membership in the proud feminist club.

This astutely fashionable do-good brand is the work of founder Henriette Ernst, a long-time fashion

WIN \$1,000 IN HEALTHY GROCERIES AT THRIVE MARKET Enter To Win

CONNECTED CLOTHING MATTERPRINTS.COM

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 **\$250**, 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 **\$250 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

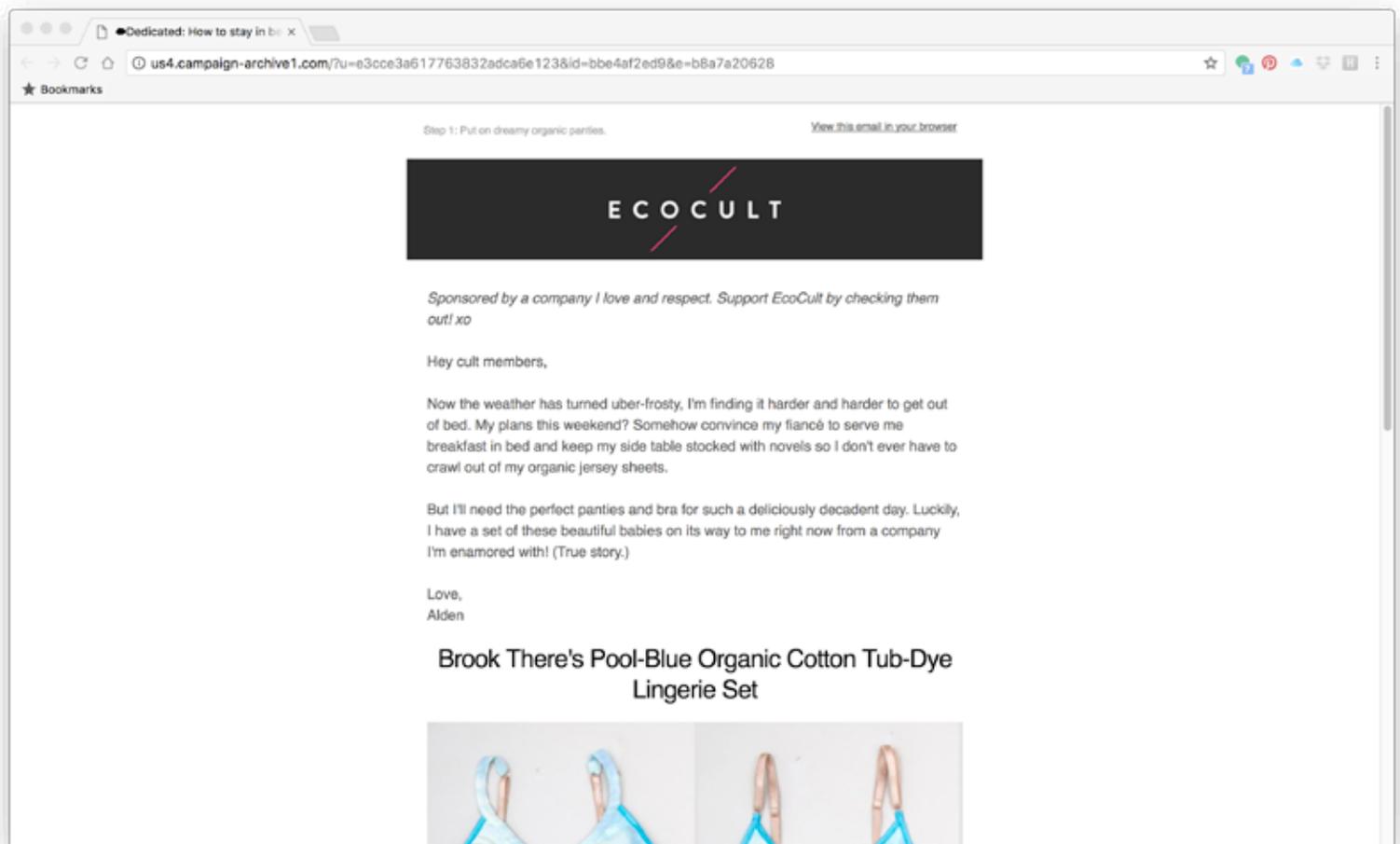
I will send out an EcoCult newsletter telling EcoCult subscribers about the sustainability and ethicality of your brand, and link straight to your website. I can also do an editor's favorites, with pictures of your products.

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](mailto:yo@ecocult.com)

