

Carmindy.com

Media Kit



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About Carmindy

Carmindy.com is the official site of celebrity makeup artist *Carmindy* providing tips, information and guidance on beauty and lifestyle from Carmindy.

Carmindy is a renowned makeup artist and author of two top selling beauty books published by Harper Collins, *The 5 Minute Face* and soon to be released by Center Street, *Get Positively Beautiful*.

Carmindy stars on TLC's popular "What Not to Wear" TV show watched by millions of viewers and fans and recently launched a new make-up product line, Sally Hansen Natural Beauty Inspired By Carmindy.

Carmindy's work can be seen world wide in leading magazines, photos and fashion shows including *Cosmopolitan*, *Elle*, *InStyle*, *O*, *Essence*, *Self*, *Lucky*, *Seventeen*, *Marie Claire*, and *Glamour*. Her clients include Maybelline, Sephora, Clariol, Aveeno, CoverGirl, Almay, Bath and Body Works, among other leading brands.





Audience

Carmindy.com's audience is a highly targeted and loyal user base interested in beauty, skincare, style and fashion. The audience consists of fans and women interested in gaining information and insight from Carmindy. The site is designed with a prominent and exclusive space for advertising ensuring that your ad message is not lost or negatively impacted in the clutter of competing ads.

- Over 26,500 user sessions per month
- 164,500+ page views per month
- 5.5 minutes average user session
- 6+ average page views per user session
- 30,200+ opt-in subscribers to monthly eNewsletter

Demographics

- 99% are females (55% single, 45% married)
- 60% are under 45
- 57% HHI of 55K+
- 23% HHI of 35K - 55K
- 74% made purchases online in the last month



Source: Carmindy.com audience survey September 2008



Web Site Banners

Leaderboard Banner

-728x90

-Max. File Size: 50K

(Rich Media: 100K)

-Homepage & Run of Site

Rectangle Unit

-180x150

-Max. File Size: 50K

(Rich Media: 100K)

-Homepage & Run of Site

The screenshot shows the Carmindy Makeup Artist website. At the top, a green Leaderboard banner contains the word "Leaderboard". Below it is a navigation menu with links: Home, Books, Products, Consultations, Portfolio, Video, Philosophy, Biography, Newsletters, Contact. The main header features the "Carmindy Makeup Artist" logo and a "From TLC's What Not To Wear" badge. On the left, there is a "Tips & Techniques" sidebar with a list of articles and a "Newsletter" sign-up box. The main content area includes a "Welcome" message, a "Featured Article" titled "Prom Season Glamour" with a small image of a woman, and an "Announcements" section for "Sally Hansen Natural Beauty". At the bottom, a green Rectangle banner contains the word "Rectangle". The footer includes the copyright notice: "© 2008 Carmindy LLC. Designed by VisualMax."



eNewsletter

There are currently over 30,200 opt-in subscribers to Carmindy's eNewsletter. Each monthly issue includes one or more articles and announcements written by Carmindy, product recommendations and a very popular user Q&A section where Carmindy answers subscriber questions.

Full Banner


-468x60

-Max. File Size: 50K (Rich Media: 100K)

Text Ad

-50 to 150 words

-Sponsored link

Carmindy's Newsletter Free 100%! 

Volume 46, May, 2008

In This Issue:

- Prom Season Glamour
- These Are A Few Of My Favorite Things
- How To Raise Your Parents

Prom Season Glamour

Wow! It's that time of year again, prom time. For all you younger ladies this is it, your time to shine and look the best you ever have. That's a lot of pressure and a lot of girls really tend to overdo it. The key to looking chic and fabulous is to think it through and stay true to yourself. Remember, years from now you will look at your prom picture and want to remember how great you looked, not how ridiculous. The first thing to consider is your current look.

What kind of girl are you? Are you Schermer? Glamorous? Rock-n-roll? Rugged? How much of playing the up and creating a "look" that mirrors your image. I suggest starting an image board. Begin cutting out photos from magazines and old books of your favorite hair, makeup and dress looks. Even pictures of places, colors, flowers and people can be great inspiration. When your image board is finished you will have an idea of a look and feel you may want to go for. Use your imagination and have fun. How does your makeup play into this imagery? Here are a few ideas. If you're a ballerina take go for the goddess look. Long flowing hair and maybe a braid at the crown can channel your inner arctic. Make sure look utterly ethereal by blending on liquid foundation, concealer, translucent powder, and then apply an iridescent shade of eye shadow on top of the cheekbones. This will give you that ethereal glow. For goddess eyes sweep the same iridescent shade under the eyebrows and then use a pale gold across the eyelid. Blend a light golden-brown eye shadow in the crease and under the lower lash line. Skip eyeliner and go for a double dose of black mascara. On cheeks sweep a powder bronzer starting at the temples and working along the sides of the face and then sweep the cheeks for a sun-kissed look. Close on lips with a peachy golden sheer lip-gloss and you're ready to rock the whole school.

Tip of Day is from Carmindy.com

Full Banner

These Are A Few Of My Favorite Things

1. Sally Hansen Natural Beauty inspired by Carmindy, Your Skin Foundation. This perfect foundation will give you the greatest skin ever. Available at www.ush.com.
2. La Femme Sparkle Quilt in #5 Quilt. The best iridescent shimmer. Available at www.elfcosmetics.com.
3. Sally Hansen Natural Beauty inspired by Carmindy Sun Glow Powder bronzer in Summer. This slightly shimmering bronzer will give you a real goddess glow. Available at www.ush.com.
4. Sally Hansen Natural Beauty inspired by Carmindy Always Perfect Liquid Eye Liner in Jet Black. This eye tipped liquid liner is perfect for precision application. Very extra chic. Available at www.ush.com.
5. Max Lipstick In Mau Mau. The right shade of glam. Available at www.cosmebooks.com.
6. Urban Decay 24/7 Eye Liner Pencil in Zero. This gel eyeliner does on the sultry eye you're looking for. Available at www.urdur.com.
7. Sally Hansen Natural Beauty inspired by Carmindy Instant Definition Eye Shadow Palette in Storm. All the perfect shades in one easy kit. Each shade is liberally marked with guidance on application for a flawless smoky eye. Available at www.ush.com.
8. Sally Hansen Natural Beauty inspired by Carmindy Natural Shine Lip Gloss in Sparkling Champagne. The most beautiful shade of lip-gloss to pair with a smoky eye. Available at www.ush.com.
9. Sally Hansen Natural Beauty inspired by Carmindy Sheerest Cream Blush in Rose. This shade-free cream blush blends on smooth and lasts all night. Available at www.ush.com.
10. Revlon Rich Moisture Cream Lipstick in Rose Sueded #287. The sweetest shade of rose for a perfectly girly pucker. Available at www.elf.com.

Tip of Day is from Carmindy.com

Full Banner

HOW TO RAISE YOUR PARENTS
A teen girl's survival guide
By Sarah O'Leary Birmingham

Okay, all now that you have your perfect prom look down it may be time to negotiate curfew. This is a big night as you and your How to Raise Your Parents: A Teen Girl's Survival Guide. This incredible handy guide to getting what you want with Mom and Dad is what you need. I only wish I had this when I was a teen. Chapter Six deals with when the clock strikes as if you don't want to turn into a pumpkin or get into real trouble, read the chapter! I bet you will be able to add on a few extra hours the night of the prom. After all, you took so much time and effort to look like a star you need more time to let the world see it. This cool book explains how to talk to your parents, how to translate what the heck they are saying and even better, how to get out of bad situations. We have all been there. It's available at www.cosmebooks.com and it's a must have!

Tip of Day is from Carmindy.com



Editorial Review

Carmindy provides a custom written editorial product review that is an effective way for advertisers to introduce a new product or service to the audience. Editorials will be published in the monthly eNewsletter and also archived in Carmindy.com's newsletter section.

Carmindy reserves the right to decline product reviews and has full editorial discretion. Editorials will be provided to the sponsor for review and approval prior publishing

Exclusive Sponsorship Package

Sponsor will own all advertising impressions on web site and eNewsletter. Custom editorial product review by Carmindy will be written and included in the eNewsletter and archived on web site.

Package includes:

- a. Site Homepage and ROS Leaderboard Banners and Rectangle ad units.
- b. eNewsletter Full Banner ad units.
- c. Custom Editorial product review.





Ad Specifications and Policy

Type/Unit	Dimensions	File Size	3rd Party
Leaderboard (Carmindy.com)	728x90	Maximum 50K (Rich Media 100K)	Includes Pointroll, Unicast and Eye- blaster
Rectangle Unit (Carmindy.com)	180x150		
Full Banner (eNewsletter)	468x60		

Third party ad serving by approved ad servers is required.

All ad creative and redirect tags that call the third-party ad server must be tested and pre-approved prior to the campaign start date. If during an active campaign additional creative is added by the advertiser through a third-party ad server, such creative must be reviewed and approved by Carmindy.com before being placed on the site.

Ad creative served by third-party servers must adhere to the Carmindy.com ad specifications and size requirements.

Ad Policy: www.carmindy.com/adpolicy

Contact Information

For inquiries, please contact:

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