

# THE ECO EDIT

W: [WWW.THEECOEDIT.COM.AU](http://WWW.THEECOEDIT.COM.AU)

E: [LAUREN@THEECOEDIT.COM.AU](mailto:LAUREN@THEECOEDIT.COM.AU)

## ABOUT US

THE ECO EDIT is a digital space dedicated to clean beauty. We believe that natural, organic, sustainable and cruelty-free skincare and cosmetics are a better option for you and for the planet. We've witnessed first-hand how the natural beauty industry has evolved to offer products that are not only the healthy and ethical choice, but also incredibly luxurious and stylish. The site launched in October 2016, and receives an average of 5000 monthly pageviews and 1900 unique visitors.



## ABOUT THE EDITOR

THE ECO EDIT was created by freelance journalist Lauren Dunne. Lauren spent years writing for glossy magazines and websites and tried just about every beauty product under the sun before discovering the greener side of beauty-land. After learning about the hidden nasties and potentially toxic ingredients found lurking in the vast majority of mainstream cosmetics, Lauren made the decision to change her lifestyle and her way of thinking, and created THE ECO EDIT as a digital guide for people who are looking to do the same.



## SERVICES OFFERED

- Sponsored posts - *from \$800*
- Banner advertisements - *from \$300*
- Social media shout outs - *from \$200*
- Guest blog posts - *from \$800*
- Product giveaways - *from \$200*
- Brand ambassadorship - *pricing variable*
- Custom content creation - *pricing variable*

**HAVE SOMETHING SPECIFIC IN MIND?  
CONTACT US FOR A PERSONALISED QUOTE.**

## THE AUDIENCE

Our audience is comprised of savvy, modern women aged between 25 and 45. Our readers care deeply about health and wellness, which is why they prefer to purchase natural and organic beauty products.

## HERE ARE SOME INTERESTING FACTS ABOUT OUR AUDIENCE:

- **97%** are female
- **44%** are aged 25-34
- **37%** are aged 35-54
- **70%** are from Australia
- **15%** are from New Zealand
- **50%** view our site via mobile

## TOPICS OUR READERS LOVE

- Beauty
- Wellness
- Health
- Fitness
- Veganism
- Yoga
- Meditation
- Online shopping
- Fashion
- Celebrities

## PARTNERSHIPS

We have partnered with a number of brands and online retailers. Some of our past project partners and affiliates include:



## WHAT PEOPLE SAY

“THE ECO EDIT has real integrity, impact and power. Lauren, the editor, is an extremely experienced content producer who is organised and diligent. She is able to research and put concepts into fruition in a timely and effective manner, and I highly recommend working with THE ECO EDIT.”

**- NINA WESTON,**  
owner & founder  
of Beautiful Because

**CONTACT US TODAY TO DISCUSS HOW WE CAN HELP  
TAKE YOUR BRAND OR BUSINESS TO THE NEXT LEVEL.**

**THE ECO EDIT**