

CONSCIOUS MAGAZINE

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March / April 2014

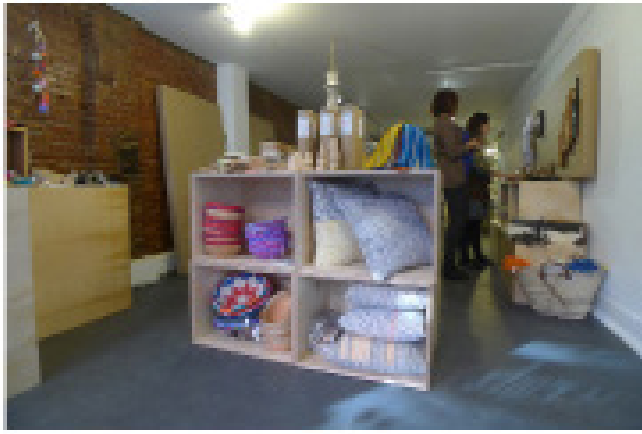
WHO Conscious Magazine + miLES Pop-Up Shop

WHEN: April 12-13, 2014.

WHERE: Lower East Side, 37 E 1st Street, New York, NY

WHAT: The Conscious Shop is an exclusive online and offline boutique featuring a collection of 20 of conscious magazine's favorite socially conscious brands.





PARTNERSHIP

HOW YOUR BRAND WILL BENEFIT AS A SHOP PARTNER

2 day storefront presence in the popular neighborhood of the LES with backyard "Conscious Lounge"

Product placement in our exclusive 30 day online shop

Dedicated company feature story attached to the online shop item

Brand exposure to CM press contacts via media preview party

Brand placement on marketing materials

Exposure to CM community via marketing, social media mentions and newsletter mentions

Exposure to miLES community via marketing, social media mentions and newsletter mention

Extended promotion during length of 30 day online shop

Access to CM's readership of socially conscious consumers

100% of proceeds from both online and offline sales

Invite to open house party

MARKETING BENEFITS FOR SHOP PARTNERS

CM newsletter mention

Logo placement (in black and white) on shop information page

Access to Conscious heavily trafficked social media community

5 twitter mentions

1(solo) Facebook feature during April 12 – May 12

1 (solo) Instagram feature

MILES MARKETING

Newsletter blast to promote Conscious Mag pop-up

Dedicated post for Conscious Mag pop-up

Promote the Conscious Mag pop-up via Facebook & Twitter

Press outreach promoting all of April/May pop-uppers

COST \$500

2 Day Storefront

1-5 "best seller" product submissions for storefront (final selection made by CM.

(Items under \$150)

Product placement in our exclusive 30 day online shop

5 "best seller" product submissions for online shop (spring collection. no price limitations)

Product information display card with company name, twitter handle and website

CM dedicated salesperson with knowledge of brand and product

CM Marketing

Press outreach

miLES Marketing

FREQUENTLY ASKED QUESTIONS

INTRODUCTION

Conscious Magazine has entrusted Sarah Stanton, Director of Collaborations to pull items for the April 12 – 13 Conscious Pop Up Shop in New York City. By doing so, Conscious Magazine assumes full responsibility for the safekeeping of all items.

Conscious Magazine is a conscious culturally focused publication featuring real stories with real impact, seeking to present social entrepreneurs, millennials, and world changers with aspirational content. Please do not hesitate to contact our team with any questions/concerns.

WHEN IS THE DEADLINE FOR PARTICIPATION?

Form and Agreement must be completed no later than Friday, March 21st

I HAVE SIGNED THE FORM AND AGREEMENT, WHERE DO I SEND MY PAYMENT?

Payment will be made via an online payment form via consciousmagazine.co/shop-partners/

IT SAYS 1-5 PRODUCTS WILL BE SELECTED BY CM. WHEN WILL I KNOW WHICH PRODUCTS WERE SELECTED?

You will be notified as soon as you submit your form and payment. We will ensure you have enough time for shipping.

HOW MANY RESTOCK ITEMS SHOULD I SHIP?

Please send 5 duplicates of each product.

WHAT IS THE SHIPPING DEADLINE?

In order to participate, items must be arrive no later than April 05, 2014

IS THE POP-UP SHOP OPEN TO THE PUBLIC?

Yes, we will send you the link to the information page so you can inform your followers

WHEN AND HOW WILL I RECEIVE MY PAYMENT FROM ONLINE / OFFLINE SALES?

All sales will be paid via paypal within 30 days of customer purchase.

WE WOULD LOVE TO BE THERE, CAN WE SEND A SALES REPRESENTATIVE?

Unfortunately, space is limited but we will have a salesperson on hand with full knowledge of your brand. You can come during open public hours as well as during our extended open house hours on Saturday, April 12, 2014

CAN I INCLUDE LOGO PLACEMENT NEXT TO THE ITEMS OF MY COLLECTION IN THE CONSCIOUS SHOP?

The Conscious Shop will be branded with the Conscious aesthetic. Please include your company tags on the items for sale

WHERE DO I SHIP PRODUCTS TO?

Store items should be shipped and received no later than April 05, 2014

Ship items to:

Conscious Magazine/ Attn: Rachael Baxter

4615 Center Boulevard, Suite 2204

Long Island City, NY 11109

Please include a return shipping label.

HOW WILL THE SHOP ITEMS BE PACKAGED WHEN CUSTOMERS PURCHASE ORDERS?

The packaging will be Conscious branded. However, you may include printed materials that we can include in the final packaging of products.

WHAT BENEFITS DO I GET WITH THE ONLINE SHOP FEATURE?

Included in the fee for Conscious Shop - As part of creating more brand awareness, we would like to feature the Conscious Pop Up Shop items on the online www.consciousshop.co. We also want to make your products available to customers that cannot make it to the NYC Shop.

HOW LONG WILL MY ITEMS BE FEATURED IN THE SHOP? WHAT WILL MY SHOP FEATURE LOOK LIKE?

(30) Days. The online shop will go live on April 12 - May 13

Each item will receive a dedicated company story feature attached to the shop item

IS THERE A SHARED PROFIT FOR THE ONLINE SHOP SALES?

No. 100% of the sales go to the partnering brand. The additional brand awareness feature on www.consciousshop.co is included in the partner price.

DO YOU CHARGE SHIPPING COSTS?

Please include shipping costs into the total of each item.

WILL TAXES APPLY TO ONLINE SALES?

Taxes are applied when a New York resident purchases an item from consciousshop.co.

WHO WILL NOTIFY ME WHEN ONLINE PURCHASES HAVE BEEN MADE?

The seller will be notified by a Conscious Representative within 24 hours of customer purchase

MULTI-MEDIA STORYTELLING

Conscious Magazine is a culturally-based daily website, print and digital magazine, and mobile app. Through narratives, collaborations and interviews, the magazine profiles socially innovative brands, entrepreneurs, and highlights conscious culture.

Conscious Magazine has interviewed high-profile names including: Actress Glenn Close, NBA Athlete Kyle Korver, MTV President Stephen Friedman, and more.

Conscious Magazine has also attended high-profile events including: Mashable Social Good Summit, UN Social Innovation Summit, Women in World Conference, and The Feast Conference.



PRINT MAGAZINE

Through a FSC certified print edition, we provide social good and inspirational content through a timeless publications for those interested in making a lasting impact in their community.

WEBSITE PRESENCE

We are continually providing social good and inspiring content through a magazine style website.

HOSTED EVENTS

There is nothing like face-to-face interactions, which is why we share and create events for inspiration throughout New York City.

COMMUNITY

Through smaller, more intimate get-togethers, we encourage conscious conversations about real world issues to help promote awareness and making a difference.

INTERACTIVE DIGITAL

Available on multiple digital mobile platforms including Kindle Fire, iOS, and Readr, our magazine content is available instantly around the world. The added integration of interactivity creates even more engaging media, which allows us to further inspire and educate our readers.

CONFERENCES

We partner with major social good conferences to provide an exclusive inside look for our readers and meet amazing organizations along the way.

MOBILE APP

Realizing that our audience is mobile, we created an app that optimizes our content for reading on iOS and Android devices.

SOCIAL MEDIA

Our social media networks provide daily inspiration through Facebook, Twitter, Instagram, and Pinterest.

ABOUT CONSCIOUS MAGAZINE

Conscious Magazine tells stories about culture, people, and community that make a difference. Through narratives, collaborations and interviews, the magazine profiles socially innovative brands, entrepreneurs, and highlights conscious culture. Conscious also hosts conversations for its community to meet and discuss ideas surrounding local and global concerns. Readers subscribe to our web stories, biannual magazine, and events. Conscious Magazine is distributed to subscribers in the US, UK, Australia, Canada, and more.

READERSHIP AND REACH

Since launching in November 2013, Conscious Magazine has 2000 in circulation and is distributed throughout America, Canada, Australia, the United Kingdom, and more.

Conscious communicates with over 54,000 Twitter followers, 4,500 Facebook fans, 1,500 Instagram followers, and 1,500 newsletter subscribers.

The Conscious website has 30,000 pageviews and 7,500 unique visitors per month, a figure that is growing on a daily basis.

DEMOGRAPHICS

Conscious Magazine speaks to and engages with a growing community of influencers, leaders, and world-changers. This community holds an ever-growing perspective to change and touch the world.

We deliver content to conscious, culturally relevant, and sociable audiences mainly living in major cities. Our audience is primarily well educated women aged between 25-34.

ABOUT MILES

miLES opens underused storefronts to new possibilities, with classes, events, co-working, and short-term space rentals. We work with residents, artists, businesses and landlords in the Lower East Side to identify, program and fill underused spaces and turn them into vibrant community hubs for working, learning, connecting, and starting up new projects. miLES is a specialty team within Level Group and is not a Real Estate Broker or an Independent Brokerage Company.

