



Carter Hall
lifestyle



Media Kit

Information Deck 2020



Hey There!

Hi, I'm Stephanie! As a registered dietitian nutritionist and fitness professional, I would love to partner with your company or brand to help grow brand awareness, while delivering key evidenced-based nutrition information. As a dynamic communicator and collaborator, I'm able to work with PR, marketing and communications teams to develop consumer-specific messages through writing, speaking, media and social media.

I founded Carter Hall Lifestyle to redefine what it means to Live Nourished. We enjoy partnering with brands that align with our brand philosophy of lifestyle balance: maintaining a healthy relationship with food, committing to daily physical activity to improve health and longevity, and prioritizing self-care and sleep to maintain our mental health.

I look forward to hearing from you on your vision as to how we can work together. You should find all the information you need to work with Carter Hall Lifestyle in this media kit.

Stephanie Nicole Carter, MS, RD/N

Founder + CEO Carter Hall Lifestyle

Our Offerings

At Carter Hall Lifestyle, we're not just a free online resource helping individuals achieve lifestyle balance, we're health care professionals, education, fitness professionals, and community leaders in functional nutrition, exercise, and general well-being.

The Website

The mission of Carter Hall Lifestyle is to provide evidence-based content and services that can be used to balance one's life within the area of functional nutrition, fitness, and wellness. Ninety-percent of our content is free. We use only the best and most current SEO practices to continue to strengthen our domain authority.

The website is relaunching in phases during the month of August and will include new vibrant layouts for our curated recipes and programmed workouts. New content will be released weekly including new recipes, workouts and evidenced-based articles. Additionally, those on the Carter Hall Lifestyle email list receive a weekly newsletter outlining what's new on the site.

Online Education Programs

The Collective by Carter Hall Lifestyle, will be launching Labor Day 2020. The Collective is an exclusive, year-long program that will provide its members with a practical, holistic and functional way to finally build a solid foundation of healthy lifestyle behaviors. Members will be provided with

- Member exclusive articles reviewing and commenting on the latest trends and research in nutrition, fitness, and wellness
- Weekly metabolic meals plans with included recipes & batch cooking plans, shopping lists, and preference/ allergy swaps
- Weekly 30 minutes workouts
- Monthly small group wellness coaching with Stephanie
- Daily affirmations and weekly guided meditations
- Private member only Facebook group

Private Practice

Stephanie, a board certified registered dietitian, fitness professional and wellness coach, helps clients find a more holistic approach in achieving their health and wellness goals. She focuses on functional nutrition, exercise science and mental health to help you optimize her client's health and wellbeing by looking at all aspects of their life, addressing factors such as nutrition, movement, stress, sleep, and relationships. Her purpose is simple - to provide clients accountability and support in their effort to maintain long-term healthy lifestyle changes.

The Website

Wellness requires that we look beyond only employing healthy eating practices and engagement in routine physical fitness and go deeper into exploring self-reflection and mindfulness as it pertains to our daily lives. Our objectives are to provide visitors content in three areas. Within the area of nutrition, we provide evidenced-based content exploring current trends and research in health and wellness, while also providing services that help support self-efficacy and self-management within healthy eating behaviors.

By incorporating physical activity via featured video workouts, we are encouraging all visitors to increase their daily activity in order to feel good, support weight management, and prevent chronic disease. Because the mind-body connection is essential in maintaining balance and alignment in one's life, Carter Hall Lifestyle also focuses on providing daily guided meditation and content outlining the benefits of making space for self-care.

New Posting Schedule as of August 1, 2020

In Preparation for Membership Launch

Monday: Blog Post

Tuesday: Nutrition, Fitness or Wellness Article

Wednesday: Featured Workout

Friday: Featured Recipe/ Meal Planning Schedule

Saturday: Lifestyle Suite Post



The Stats

5,000 +
monthly page views

2,000 +
monthly unique
visitors

88% / 12%
new users vs
returning users

29.5%
direct visits

11.8%
social media

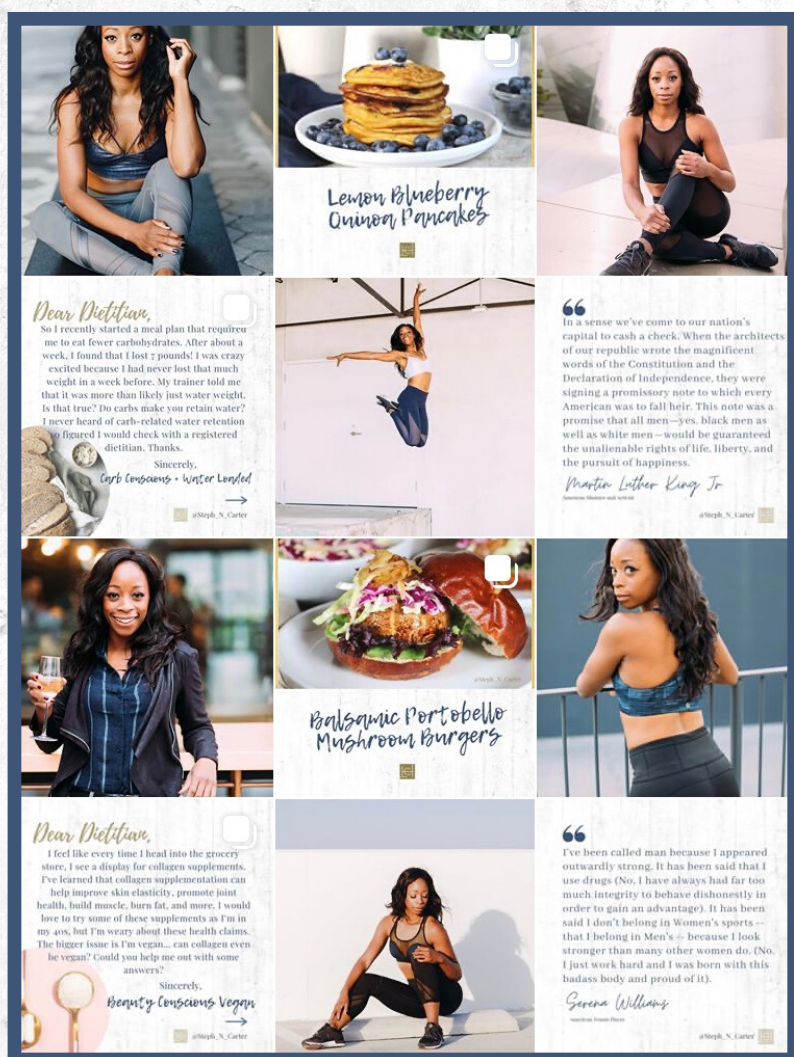
2K
email subscribers

It's A Celebration Every Time We Link Up

As with the content on the website, we pride ourselves on closely examining current trends and research in health and wellness to provide expert analysis and review.

While Carter Hall Lifestyle's social media profile will be launched with the refresh of the website and launch of the membership program, Stephanie's personal social media profile is growing and widely recognized in the health and wellness industry.

When working with Carter Hall Lifestyle, you can expect high quality, engaging content and thought provoking captions and copy. We provide high quality, professionally shot and styled images that are expertly edited to showcase your product or service in its best light, fully aligned with your brand identity.



@Steph_N_Carter

Social Media

3.6 K +

Instagram Followers

3.5 - 8%

engagement rate

15 K +

weekly impressions

500 +

average story view

Carter Hall Lifestyle will be building a strong social media presence beginning August 1st, 2020 with the following posting schedule.

Average Posts Per Day

Twitter - 1 per day

Facebook - 3-5 per day

Pinterest - 25+ per week

Instagram - 1 per day

You Tube - 1 per week

LinkedIn - 1 per day

Starting Rates

Our Rates for Services

As experts in nutrition, fitness and wellness, we'd love to work with your brand or service to help build brand awareness, brand synergy, and overall brand quality.

As a leading authority in health and wellness, Carter Hall Lifestyle prides itself on maintaining standards and ethics that prevent us from delivering a subpar product or partnering with a competing product. We value long-term relationships, manage expectations about terms and exclusivity.

Carter Hall Lifestyle Website

Recipe Post - \$500

Educational Post (Evidenced Based Article) - \$1500

Product Review - \$300

All include 1-3 high resolution images

Social Media

Instagram/Facebook Post - \$360

Instagram/ Facebook Story - \$360

Pinterest Board - \$150

YouTube Video - \$200

Content Syndication

Add on: Full social syndication for the recipe and/ or article post -- starting at \$3,000

On Going Partnership Package

Special packages available for 6 to 12 months, rates depend on services in package.

Spokesperson/ Ambassador/ Media

Please email partner@carterhall-lifestyle.com to speak with Stephanie about your media information. Our starting day rates for media — \$3,000 per day + travel can be integrated into the **On-going Partnership Package**

Video + Content Creations

Commercial video — starting at \$5,000 with license terms

*all prices are subject to change depending on the scope of work, term, and exclusivity. These discussions will take place prior to any agreement or contract.

Our Readers

86% / 14%

female + male
readers

US/CAN/UK/AUS

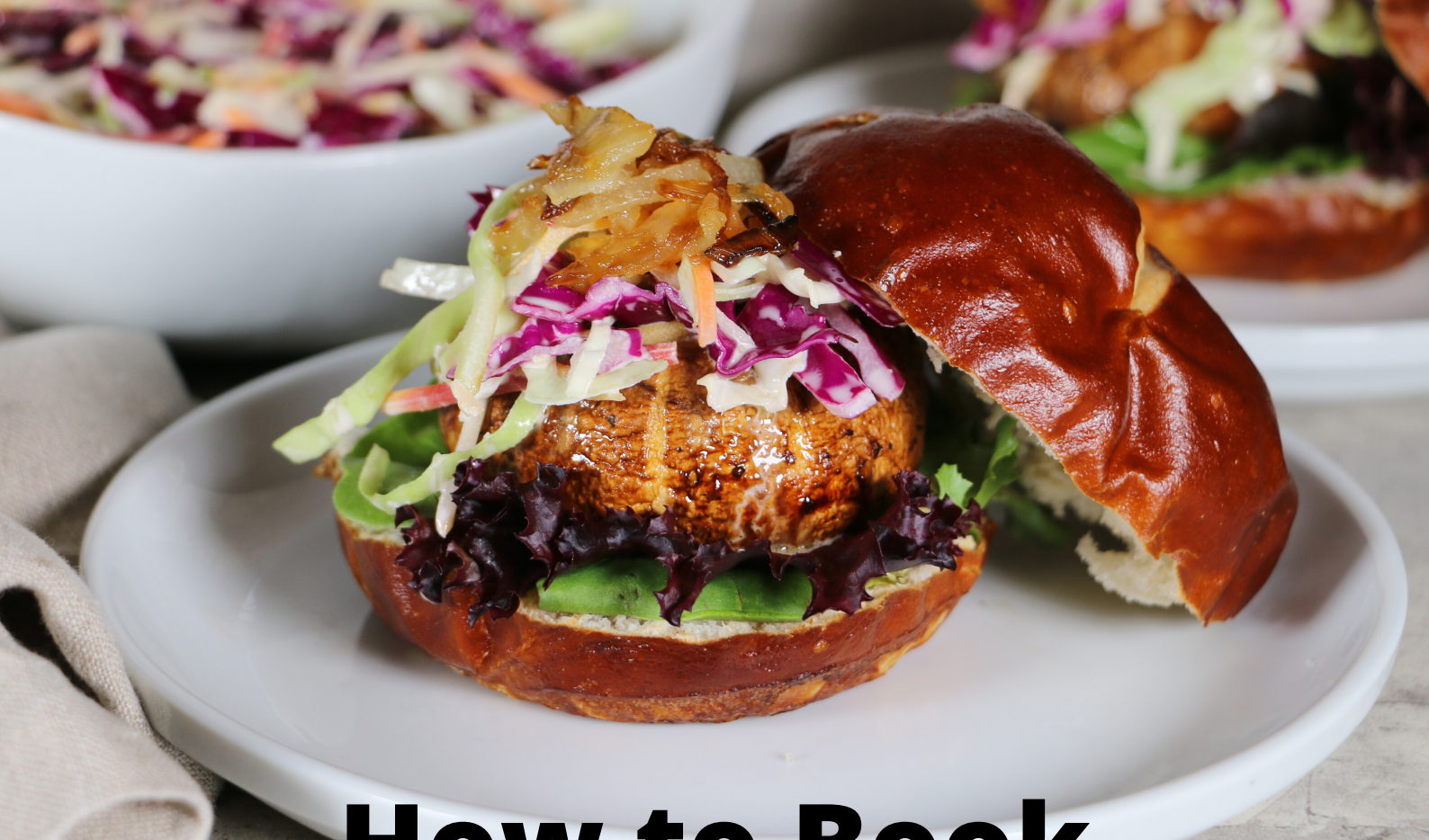
where they live
(mostly in US)

25 - 44

age range

Carter Hall Lifestyle readers are highly engaged, inquisitive and intelligent individuals and medical and fitness professionals, who enjoy visiting both the website and social platforms frequently. Our readers prioritize their nutrition, fitness and general well-being in an effort to find lifestyle balance.





How to Book

EMAIL US!

I look forward to hearing from you on your vision as to how we can work together. All collaborations are on a first come, first serve basis. Email **partner@carterhall-lifestyle.com**, to inquire as to how Carter Hall Lifestyle can collaborate with your brand or service. Please include the product or service, the website, and what you envision for the sponsorship, timeline, budget, and any other helpful information.

Please allow 7-10 business days for a reply. I look forward to working with you!

Instagram:

@Steph_N_Carter,
@CarterHall_Lifestyle

Facebook:

/Stephanie.N.Carter1
/CarterHall.Lifestyle

Twitter:

@Steph_N_Carter
@CHLstyle

Website:

CarterHall-Lifestyle.com

Launching August 2020

Pinterest
YouTube

Past Partnerships

Food &
Nutrition

furthermore/
from Equinox

URBAN REMEDY

Jiant



good
CULTURE

