

WWW.SOUTHERNLACED.COM

SOUTHERN LACED



MEDIA KIT



SOUTHERN LACED

SOUTHERN LACED is a media outlet featuring celebrity interviews, articles, and press releases about the entertainment industry. SOUTHERN LACED recognizes individuals who inspire communities through literary and visual arts, theater, music, singing, design, and dance.

ABOUT US

SOUTHERN LACED was founded in 2014 by Kelly Stone, who is an author, speaker, and social media and digital marketing strategist. In 2018, GET LACED... LET'S TALK! Podcast, was added to the media outlet on www.southernlaced.com. In 2020, Southern Laced launched LAC3D.

1.5K

twitter
followers

10K

instagram
followers

15K

social media
subscribers

1K

facebook
followers

SOCIAL MEDIA

335,000

reach

370,000

impressions

15,000

subscribers

25 - 45

average age

CONTACT

Kelly Stone

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www.southernlaced.com

SOUTHERN LACED

“

*Getting Laced on
Life, Love, Arts,
Inspiration &
Real Life People...*

”



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CELEBRITY INTERVIEWS INCLUDE:

Calvin Richardson, Mathew Knowles, James Mtume, Tawatha Agee, Ayanna Gregory, Collin Abraham, Jekalyn Carr, Lalah Hathaway, Stokley (of Mint Condition), Stephanie Mills, Dru Hill, Cheryl Fortune, Pastor Troy, Urban Mystic, Trick Daddy, Silkk "The Shocker" Miller, Frédéric Adjewanou, JWonn, BLUSH, Daniel D., 95 South, Mr. Collipark, Mara Hall, John Best, Akin Ayodele, Donell Jones, Juliann Johnson, LaMorris Williams, Tandra Cherie, Tony T. Yarber, Dawn Richard, Robert "Kool" Bell, The Shindellas, K. Michelle, Golden Brooks, Sevyn Streeter, Kai Ture' and Angela Robinson.

SOUTHERN LACED

EDITORIAL CALENDAR

01

JANUARY, FEBRUARY, MARCH

SOUTHERN LACED 7TH ANNIVERSARY
BLACK HISTORY MONTH
POWER COUPLES
MOST INFLUENTIAL PEOPLE TO WATCH IN 2021
CELEBRITY SPOTLIGHT

02

APRIL, MAY, JUNE

MOTHER'S DAY SPOTLIGHT
FATHER'S DAY SPOTLIGHT
THE BEAUTY ISSUE
MONEY MATTERS
CELEBRITY SPOTLIGHT

03

JULY, AUGUST, SEPTEMBER

FASHION ISSUE
SUMMER VACATION
BOOKS
CREATIVE PEOPLE IN BUSINESS
CELEBRITY SPOTLIGHT

04

OCTOBER, NOVEMBER, DECEMBER

GIFT GUIDE
HIGHLIGHTS OF 2021
MOST INFLUENTIAL PEOPLE OF 2021
CREATIVE ARTS HIGHLIGHT
CELEBRITY SPOTLIGHT

GOLD PACKAGE

01

1 Half Page ad includes 1 Month of advertising on SOUTHERN LACED website.

\$400

SILVER PACKAGE

02

1 Quarter Page ad includes 1 Month of advertising on SOUTHERN LACED website.

\$200

BRONZE PACKAGE

03

1 Eighth Page ad includes 1 Month of advertising on SOUTHERN LACED website.

\$100

PRINT ONLY PRICES (UNAVAILABLE)

Half Page - \$300
Quarter Page - \$150
Eighth Page - \$75

04

TAKE FIVE

WITH SOUTHERN LACED



A \$49 FEATURE INCLUDES:

- FIVE QUESTION INTERVIEW PUBLISHED ON WEBSITE
- SONG OF THE WEEK FEATURED ON PODCAST
 - ONE PHOTO
 - ONE LINK

