

honey good

Media Kit

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Meet Honey Good

Honey Good® is a destination for women to come together from all over the world to find a rhythm to navigate life's passages with purpose and aspirational wisdom. Together, we'll celebrate our uniqueness and never go out of style.

*honey is an icon
to all women*

honey good



**WOMEN
NEED
WOMEN**



Honey is a wife, mother, daughter, grandmother, girlfriend, entrepreneur and gatherer of women of all ages and walks of life. At heart, she is an authentic and organic storyteller. It is with heartfelt sincerity that she invites her community into her world that's abuzz with positive information. Through fashion, products, travel and lifestyle recommendations, Honey Good inspires women to live their best lives. She is an ultimate tastemaker and has built a brand that gives modern women access to her world.

FAMILY & LIFESTYLE

FASHION & BEAUTY

HEALTH & FITNESS

TRAVEL & CULTURE

**HONEY IS A STORYTELLER WHO CAN
SEAMLESSLY AND NATURALLY WEAVE
TOGETHER THE DEEPLY EMOTIONAL AND THE
HIGHLY PROMOTIONAL.**

She can tell you a three minute story of a t-shirt that will enthrall you and leave you needing to own it.

She can tell you her life story from the perspective of a bouquet of flowers.

And she can tell you a tale about a trip she took that will leave you dashing for the airport.

**SHE IS ELEGANT, WARM AND EMPATHETIC.
SHE IS REFINED BUT NOT RIGID.
SHE IS WISE BUT NOT WIZENED.**





She is not young.

She is not old.

She is timeless.

**AND SHE IS SEARCHING FOR PRODUCTS
AND EXPERIENCES WITH DEEPER
MEANINGS BEHIND THEM.**

Summary Social Media



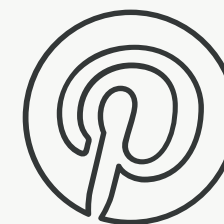
- avg. 18K users monthly
- avg. 68K page views monthly
- Newly launched redesign!



- 125K Facebook page likes
- Private Group "Celebrate Life": 2.6K women over 50, and growing every day!



- 33.8K followers
- Average audience is 45-55 year old women



- 75K+ avg. monthly views
- 2.4K followers



- 3K followers



- 12K+ email subscribers
- 29% open rate
- 3.5% click rate



- 1.7K followers
- 3.7K likes



80%

Woman
Followers

87%

Over 45

Top Cities

- NYC
- Chicago
- Los Angeles
- London
- Mexico

Interests

- Fashion
- Beauty & Style
- Life & Wisdom
- Health & Fitness
- Family & Pet
- Travel

Buying Power

- Largest demographic of household income \$100K+
- 95% control household purchasing decisions
- 75% willing to pay for quality & convenience

A La Carte and Bundle Options Available

- Blog Post Review
- Facebook
 - Post
 - Story
 - Reel
- Instagram
 - Post
 - Story
 - Reel
- Email Marketing Campaign
 - One Mention
 - Two Dedicated Emails
- Product Reviews
 - One 60 second unboxing video on one social platform
- Celebrate Life (Private Facebook group) Post
 - Photo and review



Testimonials

Sharon

"Honey, you are the most positive thinking woman! You give me hope that I can think like you. Thank you for your stories."

Annie

"Honey you are a survivor. Your struggles with Cancer and suicide in your family give me hope that I will survive."

Mary

"I love when you write stories about your ultimate concierge. You have the best marriage."

Marie

"Honey I love that you never leave the house without a spritz of your favorite perfume and your red lipstick!"

Jan

"Honey you are not a movie star or a politician. You are the real McCoy! Thank you for helping me feel visible."

Janice

"You wrap your arms around me because you care. You share your life lessons and I learn from them because I trust you. Thank you, Honey."

The Grandmother with 33,000 Instagram Followers.

HONEY GOOD WANTS WOMEN AFTER 50 TO FEEL VITAL, VISIBLE, AND CONNECTED

- Covey Club

New Women's Groups Focus on Generational Mix.

The Tyoungs bring energy, the elders history, and it's not just about career.

-The New York Times

7 Old-School Dating Rules We Can't Believe Existed.

"Women now pay for their dates, women now drive their dates, women now chase the guy," says Susan "Honey" Good.

-Prevention

CoveyClub

HUFFPOST

redbook

chicago WOMAN
chicago-woman.com

Prevention®

The
New York
Times

MICHIGAN AVENUE
MAGAZINE

R/M

Advertising & Opportunities

FRIENDS WE'VE MADE ALONG THE WAY

We find heartfelt pleasure in sharing genuine advice and personal stories on what matters most. Whether it's a thoughtful campaign that leverages our global reach or an engagement that brings our wealth of knowledge to new audiences, get in touch.

FIRST
+TONEY®

Ensure®




OLIVER'S HARVEST
By Coast to Coast Natural, Inc.

Johnson & Johnson
VISION CARE COMPANIES

sleep &
●●●● glow

IPPOLITA


Cochlear®

AARP®

 Silver&Fit®



let's work together

STEP 01:

Review our Media Kit.

STEP 02:

Email collabs@honeygood.com to discuss how we can best collaborate to increase your brand visibility and attract a new customer demographic through content. We'll also discuss what deliverables are appropriate for this partnership.

STEP 03:

If we decide this partnership is a good fit, we will schedule a Zoom meeting to design your campaign, go over contracts and finalize dates for our partnership in the Honey Good content calendar.