

aisle9

PARTNERSHIP OPPORTUNITIES

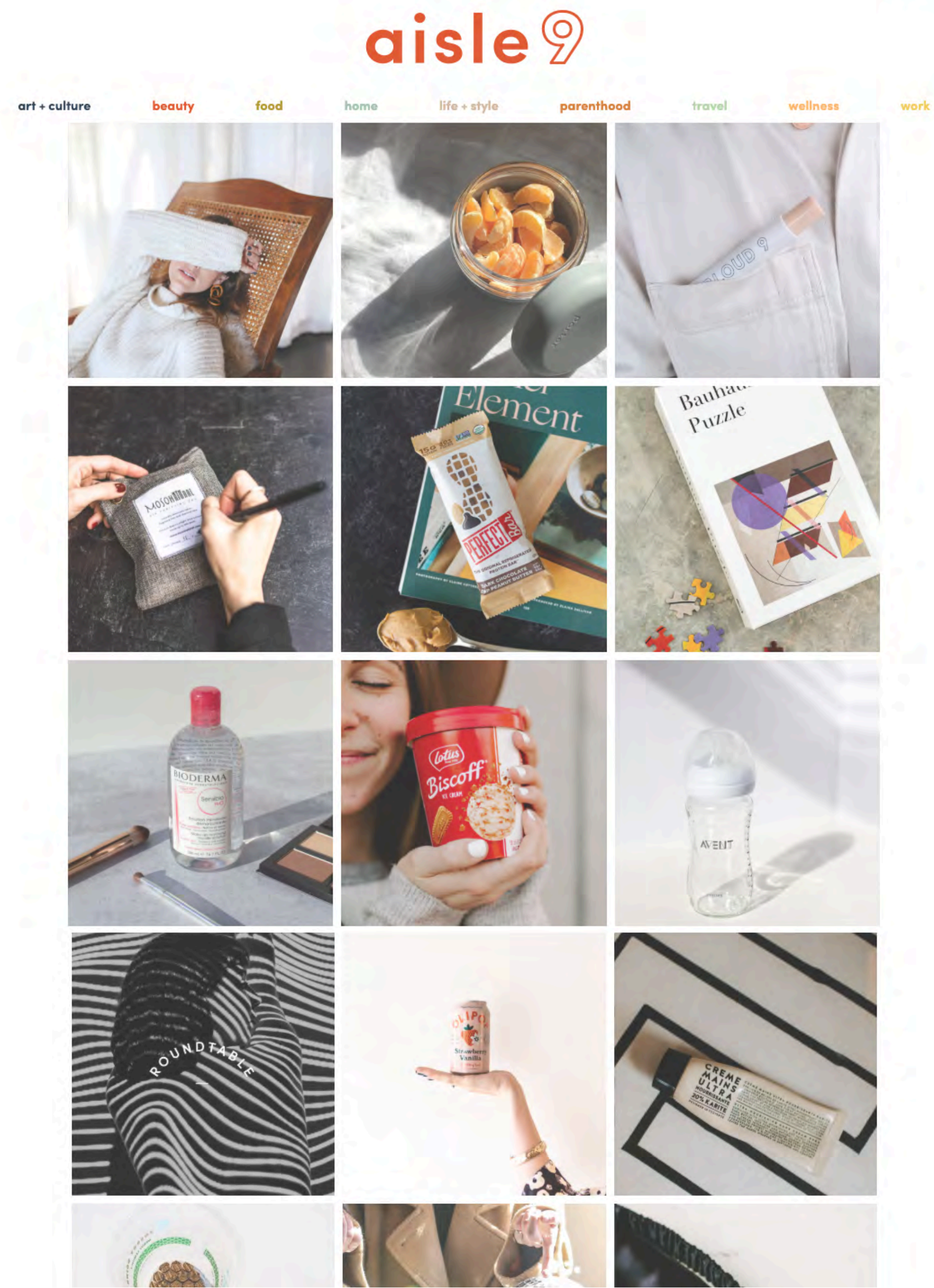


WHO WE ARE

Aisle 9 is a digital platform made for women seeking inspiration + curated products to elevate their daily lives.

We're all about showcasing new finds — whether it's a new product, a new use for an item you already have, sparking a conversation across an online table, or sharing stories of noteworthy women.

We all lead a fast-paced life — luckily, Aisle 9 does the work of discovery, making the search for new products + inspiring content easy.



*A curated guide for shopping smart —
made for the woman on the fly.*

WE KNOW WOMEN

We showcase a lifestyle that is attainable, inspiring, and thoughtfully curated. We do the work of discovery, making shopping exciting and easy for our audience. We act the part of a best friend + guide, offering pro tips, advice, and real feedback from shoppers to give them the best experience of products.

OUR AUDIENCE



9.7K
followers



448K
monthly viewers



12K+
followers



15K
monthly page views



9.8K
unique monthly visitors



3K
followers



2.5K
subscribers

THE AISLE 9 WOMAN

Forward-thinking woman from mid-20s to early 50s. She is mindful of her budget but still wants to live a beautiful life. She is multi-dimensional — a professional, a mom, or both — but even though she leads a fast-paced life, she wants to be inspired.



Short On Time

This woman is busy + on the go. She wants a quick way to see the latest + greatest in products, trends, and inspiration. She enjoys hitting the high points and finding her next favorite things while scrolling Instagram

Short On Budget

This woman knows you can still live beautifully on a budget. She is always looking for alluring, affordable products + dupe versions of premium items.

Short On Inspiration

This woman is looking for inspiration everywhere she goes. She loves following accounts that spark her curiosity + imagination. She loves the quick, beautiful imagery on instagram as well as digging into the long-form content on the website.

OUR CONTENT



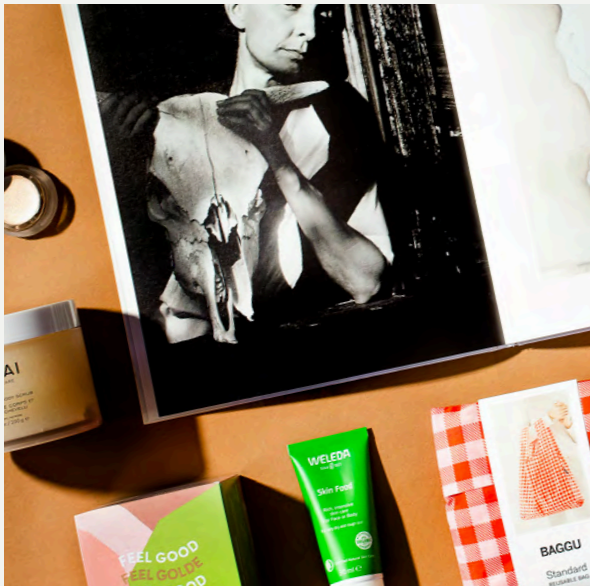
PRODUCT FEATURES



ROUNDTABLES



SEASONAL EDITS



GIFT GUIDES



THE PRODUCTS

- ✓ Under \$200
- ✓ Elevate the Everyday
- ✓ Attainable > Aspirational



BRAND SOLUTIONS



BRAND PHOTOGRAPHY





CUSTOM BRAND PHOTOGRAPHY

Elevate your brand's image with a professional photography shoot by Aisle 9.

Get photography for your items tailored to your brand's needs, complete with 20 high-res photos and lifetime digital usage rights.



- ✓ 20 original high-res images
- ✓ Lifetime digital usage rights – think advertising, social media, newsletters and website collateral

LEARN MORE →

SPONSORED CONTENT



SPONSORED CONTENT

Connecting Women x Products

Our readers come to us for the latest product finds + recommendations.
Make your brand one of them.

LEARN MORE →

- ✓ Published article on Aisle 9 about your product or brand
- ✓ Custom product photography with opportunity for digital rights
- ✓ Social syndication

TO NOTE:

In an effort to continue fostering trust with the Aisle 9 readership, all products are first tested + vouched for by our editors before partnering.



\$350

SPOTLIGHT

- ✓ Your product included in one of the following

GIFT GUIDE

SEASONAL EDIT

STAFF ROUNDUP

\$650

BASE

- ✓ 5 Custom photos for lifetime digital use
- ✓ Featured article published on aisle9.com
- ✓ Press for your media page

\$1500

PREMIUM

- ✓ 15 Custom photos for lifetime digital use
- ✓ Featured article published on aisle9.com
- ✓ Syndication on our media channels: Instagram Stories, Pinterest, and Newsletter
- ✓ Press for your media page

DIGITAL DEMO





WHAT IS DIGITAL DEMO?

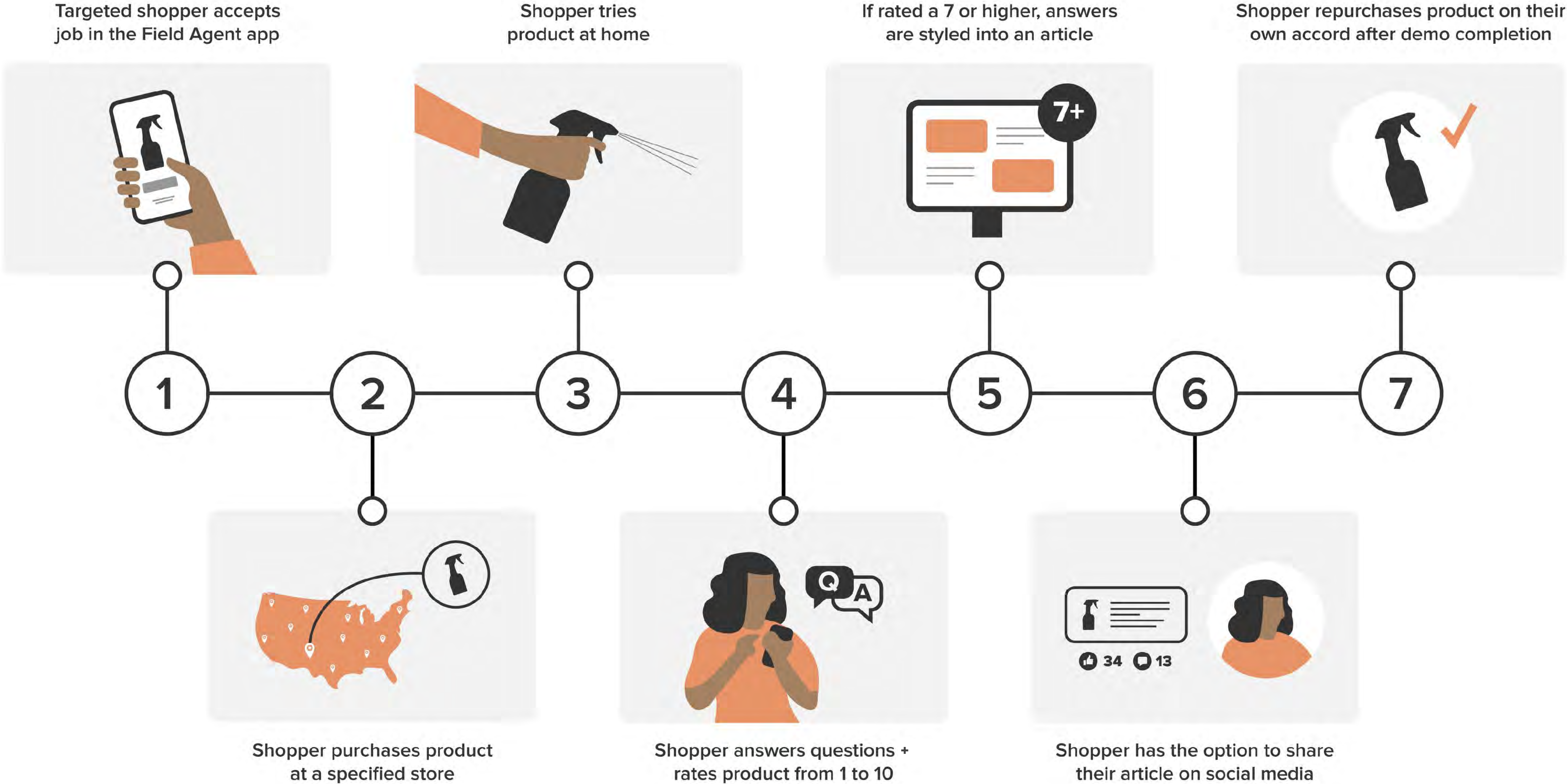
Getting product off the shelves + into the hands of your target audience.

The quickest, simplest, most engaging + scalable way to drive purchase, trial, and repeat purchase of your product.


LEARN MORE →





- ✓ Access to 1.6MM shoppers at your fingertips
- ✓ Guaranteed sales lift + first-time purchase
- ✓ Tracked repeat purchase behavior
- ✓ Interview real women at scale about your product



DIGITAL DEMO IRL




art + culturebeautyfoodhome life + styleparenthoodtravelwellnesswork

 ABOUT

Breakfast In A Flash

In Partnership with Just Crack An Egg



We talked to Miranda from NC.

Here's what she had to say

↓

REAL SHOPPER

INTERVIEW



BISCOFF ICE CREAM



OLAY REGINERIST WHIPS



DUCK WINDOW KIT

WHAT'S INCLUDED

- ✓ Custom Product Photography + Digital Photo Rights
- ✓ Featured Article Published On Aisle 9
- ✓ Driving First-Time Purchase + Retail Sales Lift
- ✓ Interviews With Real Women At Scale
- ✓ Social Sharing

Which pairing did you prefer?

I loved the pairing of the egg with breakfast sausage and veggies. It was a delicious addition to my morning routine!

How did it fit into your morning routine?

The Just Crack An Egg starters made my normally rushed breakfast routine a breeze. I had a healthy breakfast ready in less than 5 minutes.





“

“Digital Demo is a unique way I can reach highly relevant and engaged audiences to drive not only first purchase, but it’s also a way to increase the repeat purchase rates of our new innovations.”

JOSH BRUNS

*Associate Director, Shopper Marketing, Walmart
The Kraft Heinz Company*

AMBASSADOR PROGRAM



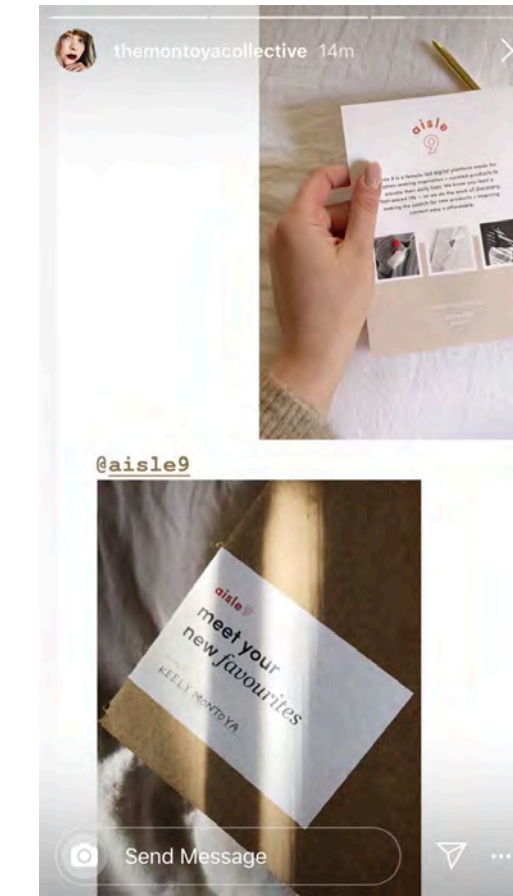
THE AISLE 9 AMBASSADOR PROGRAM

Each quarter, we enlist a select group of women to pull up a seat at the editor's table, trying a curated box of new + upcoming products for the site, and giving their real, honest feedback.

- ✓ **Get your product into the hands of influential women** with their own communities + social followings.
- ✓ **Watch these ambassadors share** with their IG communities about Aisle 9 and the products they're most excited to try.



@jojohanson | 118K



@keelymontoya | 11k

\$500+

TIER 03

- ✓ Brand supplies desired product samples to be included in the Aisle 9 ambassador boxes

\$1500+

TIER 02*

- ✓ Desired product samples included in the Aisle 9 ambassador boxes
- ✓ Featured article on Aisle 9
- ✓ Custom product photography

\$2500+

TIER 01*

- ✓ Desired product samples included in the Aisle 9 ambassador boxes
- ✓ Ambassadors highlight your product in their Instagram stories
- ✓ Featured article on Aisle 9
- ✓ Custom product photography
- ✓ Social syndication
- ✓ Opportunity to be featured on site homepage or Instagram grid for additional opt-in
- ✓ Gifted 5 original images taken by Aisle 9
[photo credit required]

**In Tier 01 and Tier 02, you have the opportunity for your article to be circulated in the Aisle 9 newsletter, social channels, and organically . . .*

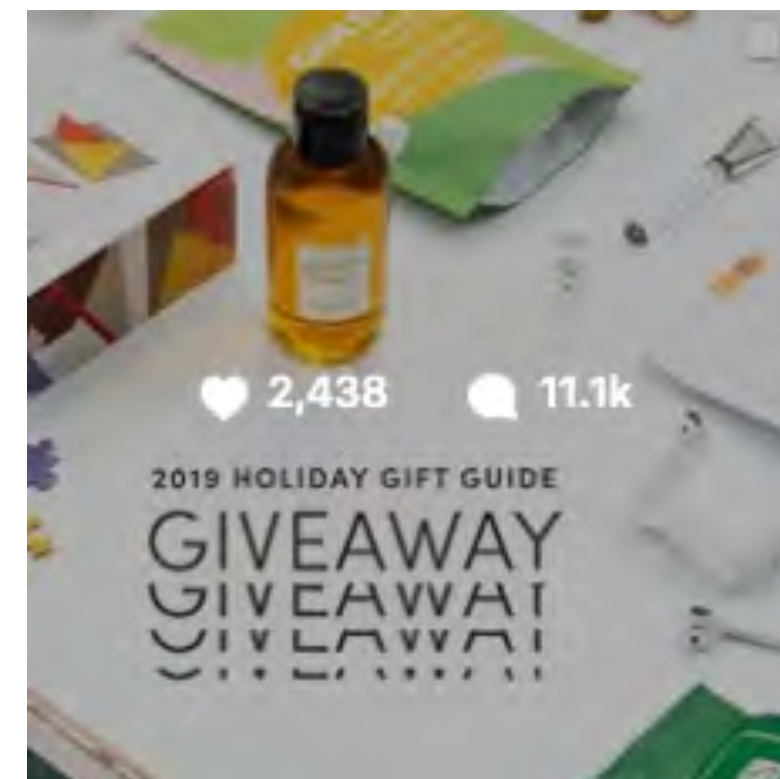
HOSTED GIVEAWAYS



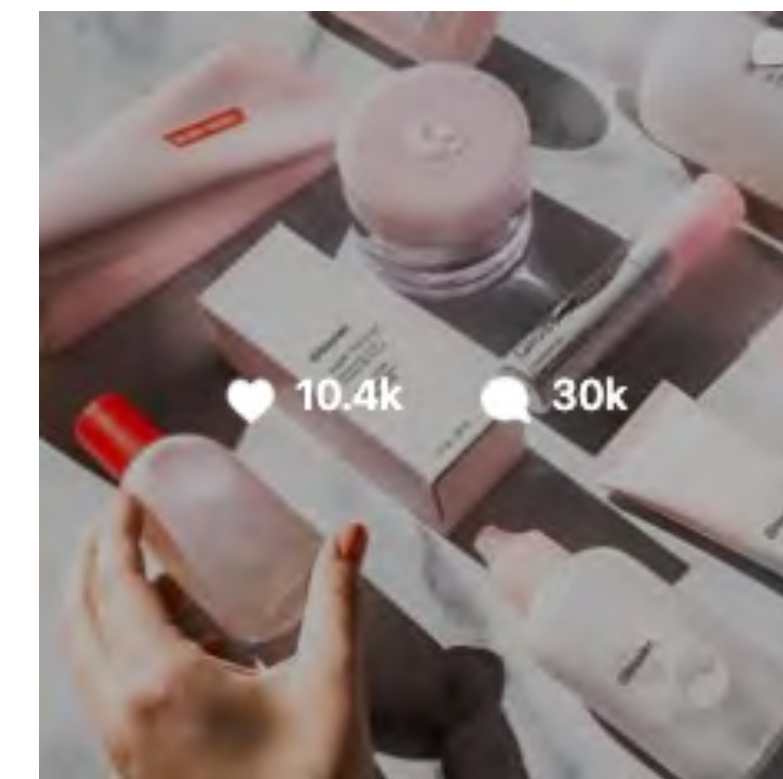


AISLE 9 GIVEAWAYS

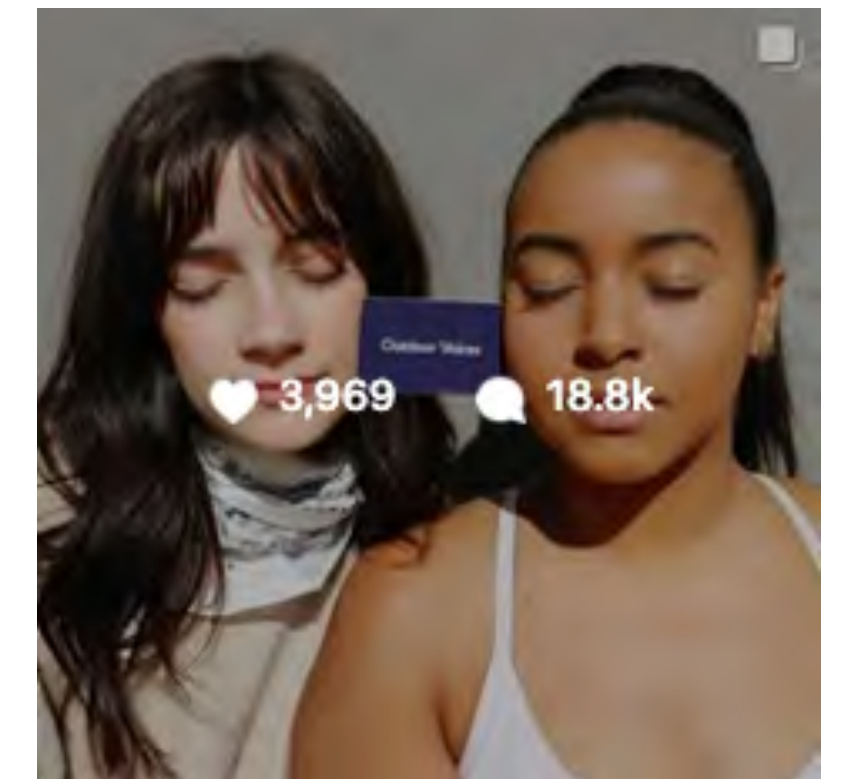
Getting products we love into the hands of our readers.



HOLIDAY GIVEAWAY



GLOSSIER GIVEAWAY



AISLE 9 X OUTDOOR VOICES

\$500+

seasonal
GIVEAWAYS

Our seasonal giveaways include products that we have highlighted on the site — through this package, you have the opportunity to include your product in the mix.

SUMMER GIVEAWAY

HOLIDAY GIVEAWAY

\$1500+

partnership
GIVEAWAYS

Formal partner giveaway where rules include following both of our accounts. Aisle 9 maintains creative direction of post, copy, and photography.

OUTDOOR VOICES X AISLE 9

EVENTS IRL



SPONSOR AN EVENT

SPONSOR AN EVENT

Connecting with women in real life.

We love hosting events: whether a panel discussion, happy hour, or low-key meetup in order to help make genuine connections with our readers. There are a handful of ways to get your brand or product in the mix.

Get in touch about sponsoring
or donating to our next event.

HAPPY HOURS

SEASONAL DINNERS

THEMED EVENTS

PANEL DISCUSSIONS



We've helped brands *move the needle* in store and online

OUR CLIENTS

KraftHeinz

P&G

 Nestlé



Gerber

OLAY



Downy

ORIGINAL
PHILADELPHIA

HERSHEY'S

align
PROBIOTIC

3M

Silk

CLAIROL



Kotex

DANBON
OIKOS

Pepto
Bismol

Ore Ida


GEVALIA

Snuggle

BAILEYS

Purex

HORIZON
ORGANIC

NOT YOUR
MOTHER'S



beetnik

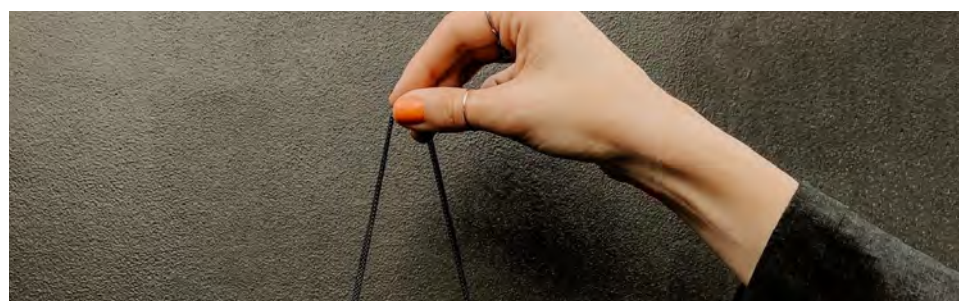
EST 1949
HAPPY
egg
CO

HEX
PERFORMANCE

“It is our mission to spark conversation + create connection on Aisle 9. In a digital world where women are inundated with products, we make it personal. These products are part of our own lives and become part of our narratives in the way we use them and share them with other women.”

ANNA E. COTTRELL

Editor in Chief



aisle9

Anna E. Cottrell

Editor In Chief, Aisle 9

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