

THE DAILY MARK

MEDIA KIT
FEBRUARY 2016

About

The Daily Mark is a beauty, tech and lifestyle destination edited and founded by Sydney-based web developer Madeleine Burke.

After discussing the lack of interesting sites that tackle more than only one topic with other twenty-somethings over a few too many G&T's, The Daily Mark was started by Sydney based designer Madeleine Burke. Now growing into a community of passionate and trendsetting girls and guys, offering the latest on anything that can make an improvement and positive impact (or *mark*) on our everyday lives.

Our articles range from beauty product reviews and how-to's to new discoveries in the fields of technology, food and entertainment.

Thank you for taking the time to learn more!



THE DAILY MARK.com.au

The Daily Mark is my perfect go to for all things cool. I love the range of topics discussed, as a beauty fiend it covers all my favourite products and beauty issues and as someone technologically challenged it introduces me to new products and apps with simple user friendly advice. Always at the forefront of new brands and trends, with an easy to read and beautiful layout it is my most recommended site and instagram account to everyone.

BRIELLEN, FASHION DESIGNER

You are wonderful! Thanks so much, your images are just beautiful. You know exactly what we need, which is always a pleasure!

ANGELA, PR for LA ROCHE POSAY

13,396

UNIQUE VISITORS

73,332

PAGE VIEWS

49.58%

25 - 34 YEARS OF AGE

93.8%

FEMALE VISITORS

33.9%

MOBILE VISITS

34,018

INSTAGRAM LOVES

2,063

FACEBOOK FANS

4,364

PINTEREST FOLLOWS

1,176

TWITTER PEEPS

Content

The Daily Mark focuses on beauty, tech, food and lifestyle. Our content includes product reviews and how-to's, restaurant and bar announcements, app reviews and style posts.

Our most popular posts include *Pricey vs Priceline* – a comparison of chemist bought cosmetics and their higher end counterpart, *App of the Week* highlighting a great new app, as well as other regulars including *Mimic The Muse*, a how-to of celebrity makeup looks, *TdM Tested* a review of local treatments and spas, *Skin School* an educational post on different skincare ingredients and the *BookLook* a regular book review.

Engagement from visitors is showing positive feedback for posts introducing new products. We use a casual tone of voice to encourage engagement and communicate a level of authenticity to our readers.



MAKING A MARK
reviews and tips

The client is so so happy with the post and thinks that you have done such a fantastic job!

EMMA, PR for YELLOW PAGES

Audience

The Daily Mark's target market are energetic females with a keen interest in new products, locations and techniques to add to their changing lives.

Ranging from students to young professionals, new mothers and older, our readership covers a wide-span of demographics, all with one thing in common – they love to learn and try new things.

They are young professional females with a love of beauty, homewares, tech and socialising.

They are influential in their social circles and are early adopters of new products and ideas.



If I'm considering something more expensive, I would definitely trawl for reviews/info on The Daily Mark before purchasing.

KATIE, BUSINESS STUDENT

Google it!

WHERE WE'RE SEEN ON GOOGLE

Brand mentions and tutorials on TdM often appear on page one of Google when searching for popular keywords. Sitting pride of place alongside brand's official sites, international publications and other online spaces ten times TdM's size.

WANT TO GET YOUR BRAND SEEN?
VIEW OUR COLLABORATION
OPTIONS ON PAGE 7.

Bespoque
www.bespoque.com.au/ -
Your unique skin care formula will be blended by one of our Bespoque expert high-performance, quality skin care ingredients and will be made to order ...

Introducing Bespoque skin care gallery - Vogue Australia
www.vogue.com.au/beauty/.../introducing-bespoque-skin-care-30881 -
Jun 16, 2014 - Bespoque skin care gives customers the power to customise cream in-store to deliver a unique blend suited to their needs.

Bespoque: skin care designed by you - Vogue Australia
www.vogue.com.au/.../bespoque-skin-care-designed-by-you-31005 -
Jun 16, 2014 - Bespoque skin care gives you the power to customise your in-store to deliver a unique blend suited to your needs.

Bespoque Skincare - The Daily Mark
thedailymark.com.au/beauty/skincare/bespoque-skincare-personalised-just-by-Madeleine-Burke - Jun 13, 2014 - Bespoque Skincare is a revolutionary (use that word lightly!) new skincare range that is as unique as you are. By its short ...

Terry White Chemists Lutwyche - Brisbane, QLD - Medi

SEARCH

*Napoleon Perdis Stroke
of Genius Foundation*

WE'RE LISTED 4TH STRAIGHT
UNDER NAPOLEON ITSELF AND
ABOVE DAVID JONES!

google Kelly Osbourne MAC Collab

Web Images Video Shopping Maps More Search Tools

About 13,300 results (0.13 seconds)

Images for Kelly Osbourne MAC Collab

More images for Kelly Osbourne MAC Collab

Kelly & Sharon Osbourne: MAC Collab | The Daily Mark
http://www.dailymark.com.au/beauty/.../kelly-osbourne-mac-collab -
Kelly & Sharon Osbourne: MAC Collab by Macys.com - Your stop for all the latest Kelly Osbourne for all 2014! Shop for Top Coat Lipgloss, ...

Kelly Osbourne MAC Collaboration Pictures - Refinery29
www.refinery29.com/2014/.../kelly-osbourne-mac-collaboration-pictures -
May 16, 2014 - Here's how Kelly Osbourne's MAC Collaboration is ...

Sharon and Kelly Osbourne: Mac Cosmetics Makeup -
www.fox.com.au/.../sharon-and-kelly-osbourne-mac-cosmetics -
May 2, 2014 - Sharon and Kelly Osbourne: Mac Cosmetics Makeup Collaboration. 400 The Entertainment Weekly Cosmetics Makeup Collaboration.

Sharon And Kelly Osbourne MAC Collection Set For June ...
www.huffingtonpost.com/.../sharon-and-kelly-osbourne-mac-collaboration -
Jun 10, 2014 - The new MAC collection set for June 2014 features a ...

SEARCH

Bespoque Skincare

WE'RE LISTED 4TH STRAIGHT
UNDER BESPOQUE AND VOGUE
AND ABOVE WESTFIELD!

Stroke of Genius Liquid Cashmere Foundation SPF 20 ...
napoleonperdis.com/.../stroke-of-genius-liquid-cashmere-foundation-spf-20 -
Napoleon Perdis: The skin that hides and feeds up SPF 20 Cashmere™. The chemistry to apply liquid ... Stroke of Genius Liquid Cashmere Foundation SPF 20 ...

Shine! Genius Liquid Foundation Grand Spectrum SPF 20 ...
napoleonperdis.com/.../shine-genius-liquid-foundation-grand-spectrum-spf-20 -
SHINE! GENIUS™ Our revolutionary foundation technology mimics the appearance of freckles ...

Shine! Genius Liquid Foundation - Napoleon Perdis
napoleonperdis.com/.../shine-genius-liquid-foundation -
Shine! GENIUS™ Our revolutionary foundation technology mimics the appearance of freckles ...

Napoleon Perdis Stroke of Genius | The Daily Mark
thedailymark.com.au/beauty/.../napoleon-perdis-stroke-of-genius -
May 23, 2014 - The Napoleon Perdis Stroke of Genius Foundation has just launched in Australia, after being launched in a few countries, including ...

Napoleon Perdis Stroke of Genius Liquid Cashmere ...
www.dailymark.com.au/.../napoleon-perdis-stroke-of-genius-liquid-cashmere -
This new highly fluid foundation with natural coverage will be launched in September ...

SEARCH

*Kelly Osbourne MAC
Collab*

WE'RE LISTED 1ST ABOVE
REFINERY29, POPSUGAR &
HUFFINGTON POST

Collaborations

We love working together with other like-minded brands to spread their word to our readers. Whether your product be beauty, tech, fashion or lifestyle related we'd love to collaborate on your next campaign.

Tailored to suit the brand and budget, sponsored content can range from social media mentions, collaborative advertorials and feature eNewsletters to giveaways and promotions and ambassadorships.

Each sponsored collaboration is treated uniquely so please get in touch to discuss some ideas for your needs and budget.

Brands We Love

WORKING WITH...

THE ICONIC

STONELEIGH™

shopandbox

Dove

Vaseline.



ADD YOUR BRAND TO THE LIST!

Get in touch!

We'd love to learn more about you and what makes you or your brand tick! Please feel free to get in contact with us via email, facebook, instagram or directly through TdM!

email madeleine@thedailymark.com.au

facebook /TheDailyMark

twitter @TheDailyMark

instagram @TheDailyMark

pinterest /TheDailyMark



The Daily Mark is really my holy grail of websites! I really love that it is more than purely a beauty website or a tech website. It's a reflective of the fact that most of us are interested in all of these areas.

EMMA, DIGITAL MARKETER

