



THE MERIT
club

MEDIA PACK

About us

Established in 2017, The Merit Club is an online membership club with a mission to be that guide and hub of inspiration for busy women. A go-to place for discovering quality places to visit, finding inspiring speaker talks and networking opportunities, where women can connect and network outside of their usual circle.

Membership to the Merit Club provides an array of special perks and treats.

It offers women an opportunity to enliven their schedules and elevate their lifestyle while connecting them to a striving community of women. They can choose to join either of the Lifestyle or Business memberships and also have the option to join both with the Joint plan. Every month we bring members new perks, events to network, introduce them to new brands, luxury members' clubs, female experts and unique places in London, so that they can discover and broaden their horizon, while benefiting from little extra perks too.

We know they are busy, so we help them relax and allow them to get involved to whichever degree they wish.



Objectives

*"Adding a little sparkle
to your week-day"*

We want to invigorate week-nights and make the process accessible and easily accomplished. Signing up is simply about having the right attitude and ambition, with the enthusiasm to broaden members' engagement to new ideas, spheres and activities.

With our round-the-clock work diaries and hectic social calendars, it's often difficult to invest any time in ourselves and discover new things, even if they're right within our grasp or just at our doorstep.

That's why a Merit Club membership will enlighten women to new and regular experiences that are going on around them including unique and interesting things to do, listen to or read about. All adding a little sparkle to their week days.

We are here to uncover those hidden secrets every woman should know about at the touch of a button.



Members

Members

AGE:

60% **19%**

Are: 25-34

Are: 35-44

LOCATION:

87%

London

- 1) South West London
- 2) East London
- 3) South East London
- 4) West London

**AVERAGE
NEWSLETTER
OPEN RATE OF 30%**

INTERESTS:

- 1) Career & Business building, discussions and talks
- 2) Wealth & Lifestyle enhancements, networking
- 3) Health & Vitality and awareness
- 4) Fun & Nights out, private members clubs
- 5) Art & Workshops, expressing creativity
- 6) Reading & Debating
- 7) Sex & Relationships, love advice

OCCUPATIONS:

Finance/Legal/Corporate	42%
Director/Owner	22%
Interiors/Fashion & Beauty	10%
Coaching	8%
Wellness & Health	6%
Arts	6%
Medical Professional	4%
Education	2%
Events	2%

Our members careers include Doctors, Lawyers and Solicitors, Stylists, Actresses and Models, Bankers, Personal Trainers, Artists and Interior Designers, Coaches, Teachers, Students, Event Planners, Government workers and Entrepreneurs and Business Owners.

Audience

Website

AGE:

50% **19%** **17%**

Are: 25-34

Are: 35-44

Are: 18-24

USER SPLIT:

80% New visitors

20% Returning visitors

TRAFFIC:

- 1) Organic search
- 2) Direct
- 3) Referral
- 4) Email



UNIQUE PAGE VIEWS: 20,000+ / month

Social Media

SOCIAL FOLLOWING:

6,500+

Followers

LOCATION:

70%

United Kingdom

10% United States

AGE:

41%

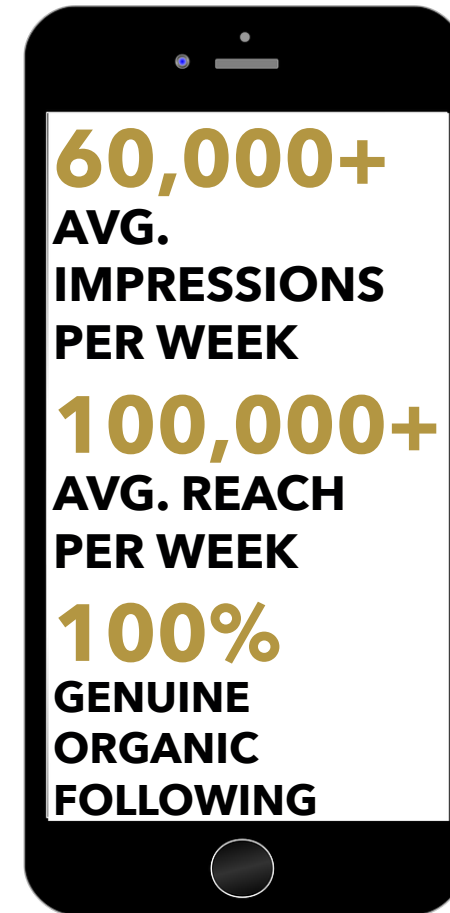
Are: 25-34

27%

Are: 35-44

16%

Are: 18-24



GENDER:

92%

Female

How can we help?

How can we help?

So now that you understand more about who The Merit Club is, our statistics, our readers and members, how can we help you with what we know?

1 Loyal and engaged following

We have a loyal and engaged following across a mix of our social media platforms and email, where we showcase our Partners and advertising partners regularly. Our features on new brands and partners receive good traffic and engagement on our social media channels.

3 Promotion across multiple platforms

We try to cross-promote through our social channels as much as possible. We also have a variety of different emails that go out to our multiple bases (members, event attendees and newsletter registrations). Our website is fluid and forever changing with new content, pop-ups and giveaways. We have the ability to target two different audiences at one time (members and non-members), including an exclusive members only area.

2 Understanding of our audience's needs

By asking our newsletter audience and members interests at sign-up, we gather insight about what topics are of value and importance and can tailor our offering to this. This also allows us to segment our database to ensure our offering is as targeted as possible and that our audience get more offers, brands and content of what they are truly interested in.

4 Constantly creating a community

Our members are important to us and we want to make them feel part of an online community. By asking for their social handles we can connect with them further. Our events also ensure we get to meet our community face-to-face, allowing us to get to know them further and create real friendships and trust.

What we can do?

We don't take a one-size-fits-all approach with our members or our Partners. Each brand has a unique offering, outlook on business, speciality, audience and requirements. Therefore we like to be able to work with you to establish how best to portray your brand and offerings to our audiences and members.

We offer a number of Partnerships including (but not limited to):

Features

We create bespoke features on brands on our website. This includes a comprehensive portrait of the brand along with the brand offering. We can link this through to your website (ideally with a little perk for our members!)

Dedicated Brand Newsletters

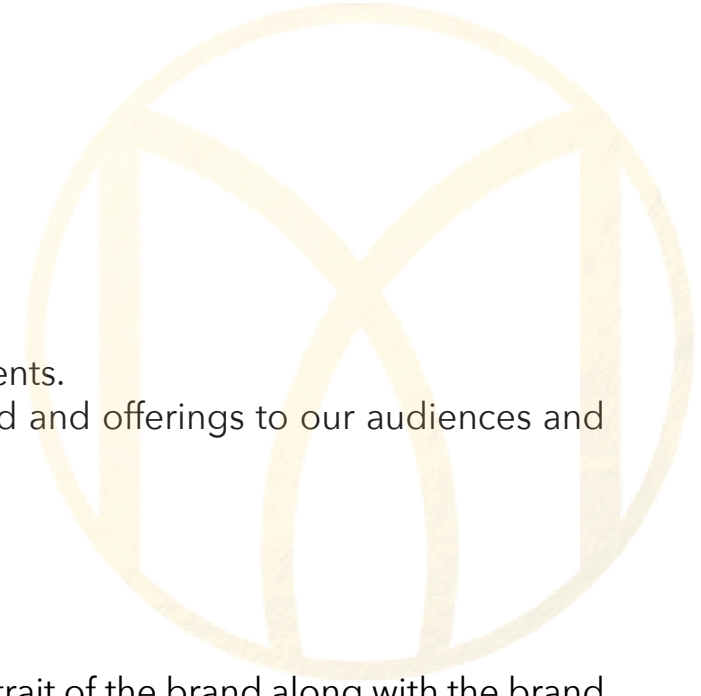
Our in-house design team can create a custom newsletter announcing our Partnership with you and your brand. This can be reflected in our other newsletters, on our website and throughout our social media channels.

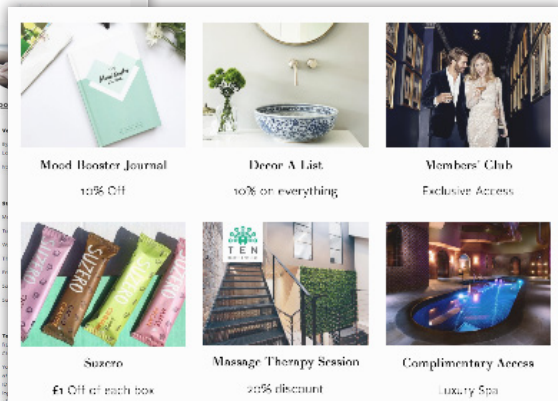
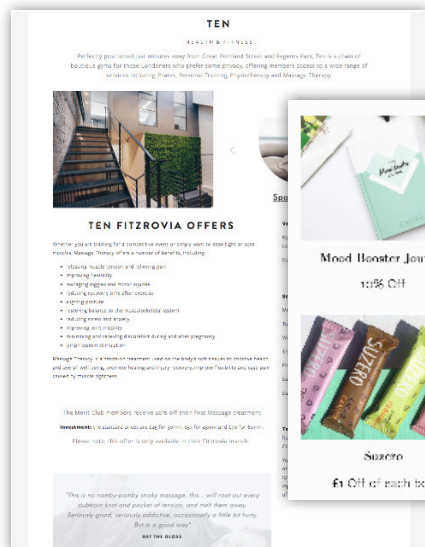
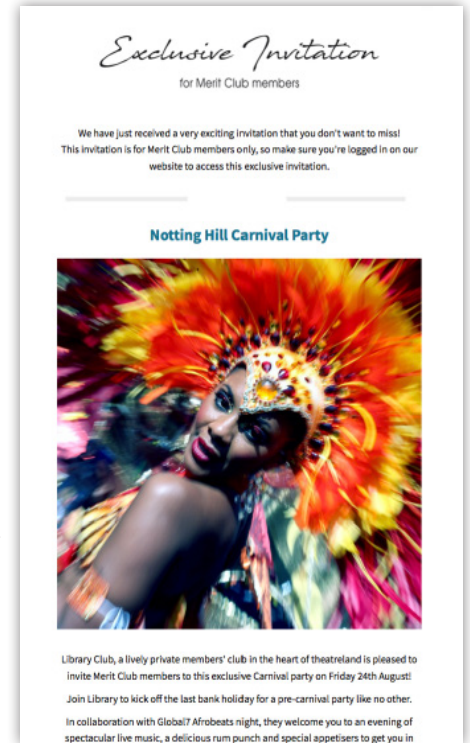
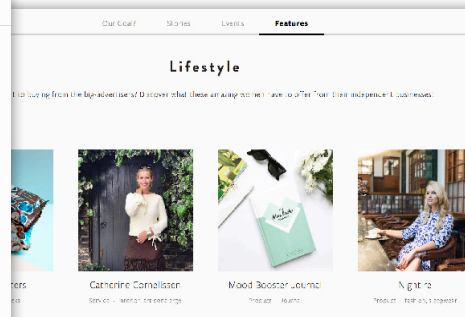
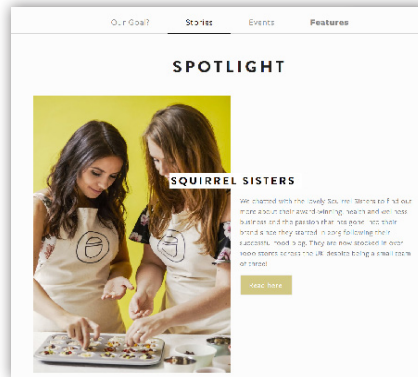
Event Speaking and Sponsorship

We hold regular Coworking days (every other week) throughout the year and we also host Merit Club events. There is an opportunity at these events for your brand to have a speaking slot with your branding and literature available to our members. Our attendees will also receive a goody bag, which can be sponsored by a brand to include their merchandise and/or giveaways.

Membership Sponsorship

We are always on the lookout for quality brands to offer to our members. We offer our members the opportunity to receive a free gift when they sign up to our annual membership, which can be one of your products.





Events

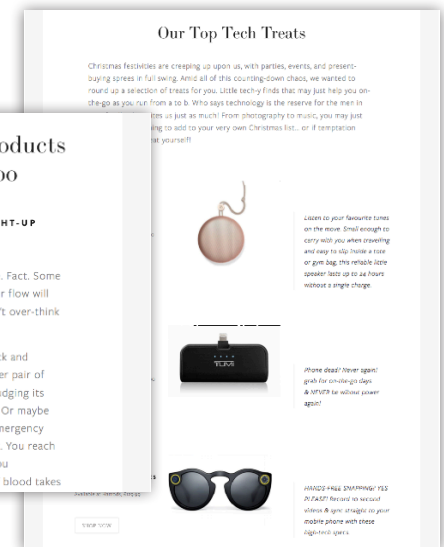
Community

Newsletter

Member Offers

Content

Social media



Brand Advertising

SERVICES	DETAILS	COST
Dedicated email to 3k+ Subscribers	Dedicated email delivered to The Merit Club subscribers and Members including: <ul style="list-style-type: none">- content- high res imagery- promotional offers- brand story	from £50
Social Media Campaign to 7k+ following	Awareness driving social media campaign made bespoke to your brand and goals. High res imagery and content required.	from £200
Dedicated features page	Dedicated features page to fit your brand on our website including back links + Complimentary feature in our members' Monthly Newsletter	from £100
Feature on our 'Highlights' page for Members and logo on Headline Partners	Dedicated banner linking to brand feature page.	from £50
Event Sponsorship	Sponsorship of a number of our events including brand logo and website and presence leading up to and at event.	from £300
Dedicated Blog / Review	Review of your service, interview with the founder or blog piece as a recommendation	from £100

Elevate your advertising campaign with **The Merit Club's** advertising and brand awareness options.

We can raise your brand profile and introduce you to a network of inquisitive women looking to try new products, concepts, services and ideas.

Events

SERVICES	DETAILS	COST
Dedicated Event page	Dedicated event page to fit your brand on our website including back links. High res imagery and content required.	£30
Weekly Newsletter	in addition to the Event Page Feature	£20
Dedicated email to 3k+ Subscribers	Dedicated email delivered to The Merit Club subscribers and Members including: <ul style="list-style-type: none">- content- high res imagery- promotional offers- event details and link	from £50
Social Media Campaign to 7k+ following	Social media event campaign made bespoke to your brand and event. High res imagery and content required.	from £200
Event Attendance	A representative of The Merit Club to attend the event + social media stories and feature in our Weekly Newsletter the following Monday	from £100

Get the most out of your event with **The Merit Club's** 'Elevate your event' options.

We can help you to promote your event, launch, class or talk with our range of marketing and promotion options.

Collaborations

Partnerships



ALBERT'S

ballymore.

Devonshire Club



L'ESCARGOT

Depuis 1927

ECOWORLD

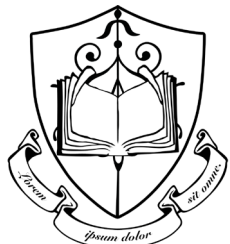
CREATING TOMORROW & BEYOND



TEN

HEALTH & FITNESS

ONE ALFRED PLACE



LIBRARY



The Royal Institution
Science Lives Here

THE
LONDON
ESSENCE
Co.



Sweaty Betty



THE LANESBOROUGH
Club & Spa
LONDON



TRAMP
LONDON





THE MERIT
club
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ADVERTISING: advertise@themeritclub.com

www.themeritclub.com