

Shift

Sustainable living

Low waste

Slow fashion

MEDIA KIT



WELCOME

Shift is a hub for living lightly.

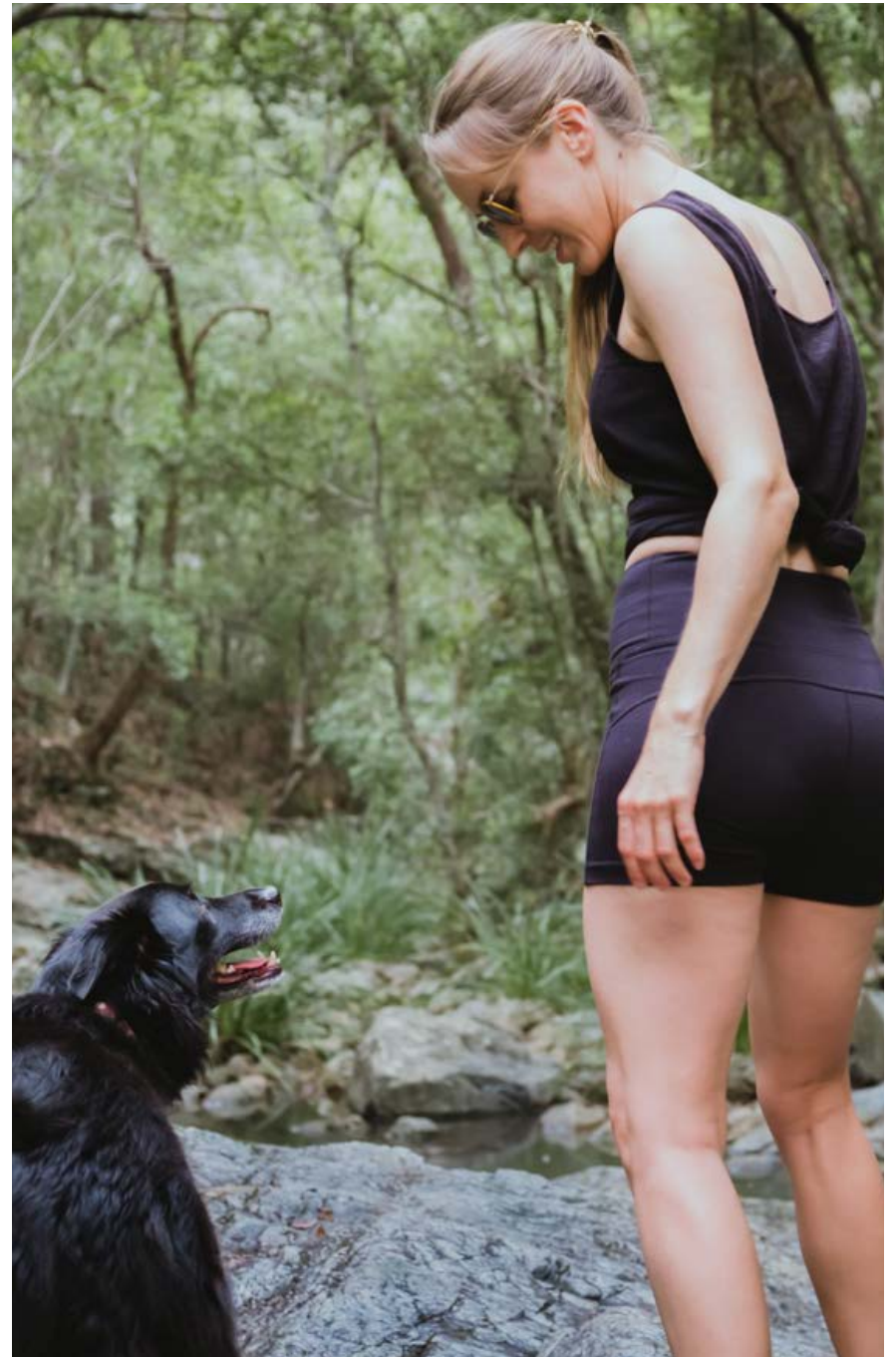
We shine a spotlight on brands putting **sustainability first**.
We share inspiring, simple ways everyone can be a mindful consumer.

Founded by communications and PR professional [Ashleigh Stallard](#), Shift celebrates the makers, the positive do-ers and responsible brands to promote slow, mindful consumption.

From maker stories and brand profiles, to in-depth sustainability articles and news, DIY tutorials and thrifty resources, the Shift ethos is grounded in showing the **beauty and ease** of conscious consumption.

Shift covers fashion & style that is slow, ethical, second-hand & fair; easy low-waste and zero-waste swaps; clean beauty, DIY recipes and tutorials; lifestyle; mindful travel; and more.

Shift is a moving word—it represents transition and evolution towards a future where **every choice is a sustainable one**.



[shiftstyle.net](https://www.shiftstyle.net)

[shift_style](https://www.instagram.com/shift_style)

[shiftstyle](https://www.facebook.com/shiftstyle)

[ashleighst](https://www.twitter.com/ashleighst)

[shift_style](https://www.pinterest.com/shift_style)

TESTIMONIAL

“This Brisbane-based blogger showcases products and brands that are helping the industry make that ‘shift’ towards more sustainable living. We’re with you, girl!”

— Good On You

Why Shift?

Values-aligned brand partnership

We only work with brands that have a strong alignment with the Shift ethos of slow, sustainable and mindful consumption. This is why our audience trusts our content and curation.

Dedicated, niche audience

Reach a ready-made and ever-growing audience interested in making more environmentally-conscious purchasing decisions.

Curious, engaged readers, ready to act

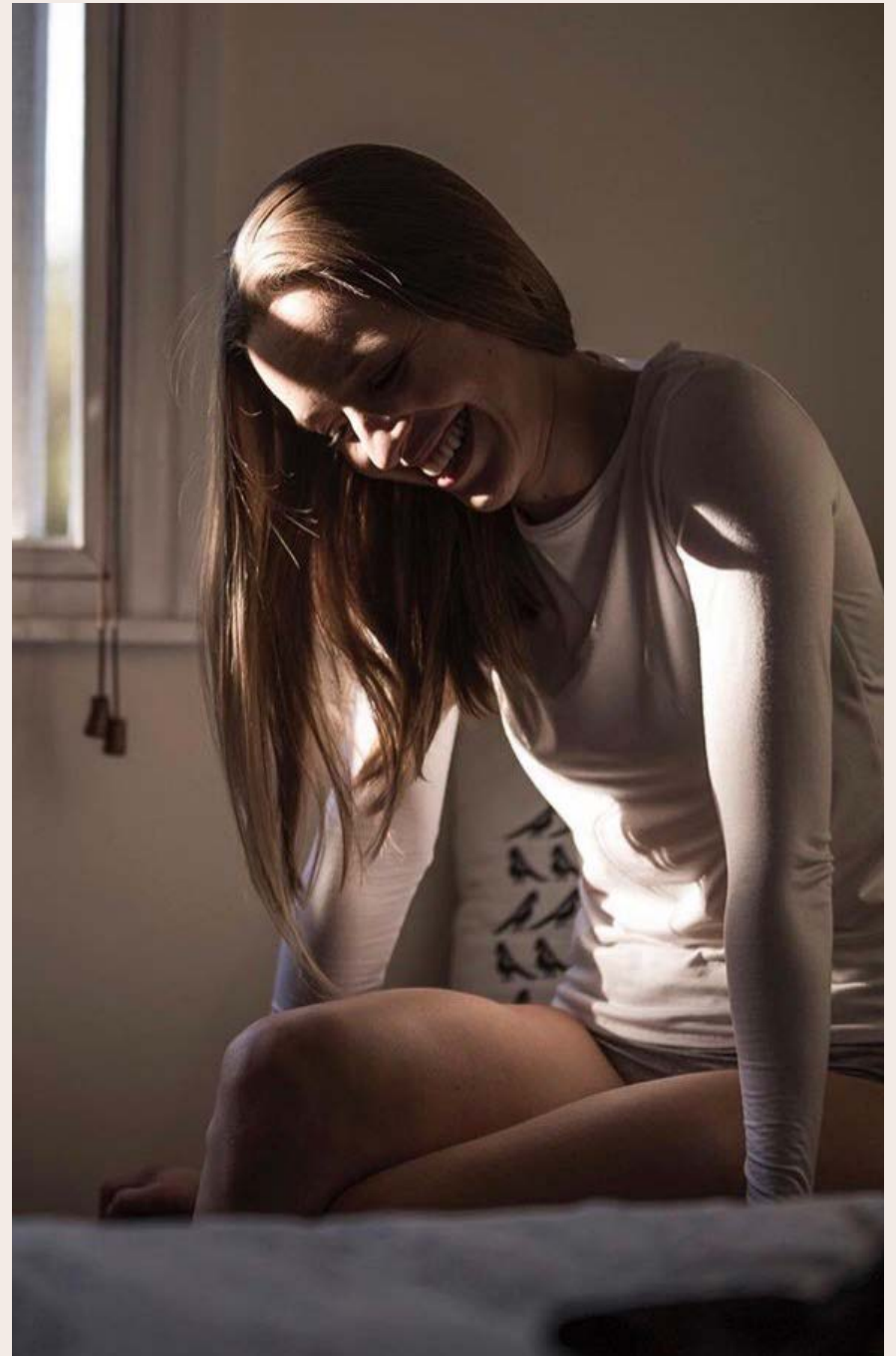
Our readers spend up to three-and-a-half minutes on the Shift website, visiting an average of two or more pages per session.

Work with a PR & communications professional

Shift founder and editor Ashleigh Stallard has a background in journalism, corporate communications and PR, with storytelling in her nature.

Content that keeps giving

Your brand's content will remain on the Shift website and on social feeds after your campaign has ended, continuing to drive engagement for your brand.



Shift's audience trusts our content and curation.

Shift is designed to be approachable and relatable, leading to an immensely dedicated following.

Proudly part of the 'micro-influencer' movement, Shift has built trust with our audience as we are dedicated to working solely with brands that truly match our slow, sustainable ethos.

With a journalism background, Ash places **storytelling** at the core of Shift. Her authentic narrative style has earned Shift an engaged audience that converts naturally into loyal customers with her brand partners.

Our preferred social platforms include [Instagram](#), [Facebook](#) and [Twitter](#), alongside our website and blog platform [shiftstyle.net](#)



“A micro-influencer’s genuine love for your product can bring you more qualified leads than hundreds of PPC ads.”

– [Twitter Business](#) ↗

AUDIENCE

Reach

The Shift audience visits and interacts on the website and across social media platforms. The below statistics give you an indication of our growing online presence, reach and demographics.

3.3k+

Instagram Followers

@shift_style

28.6k

Instagram Impressions
per month

@shift_style

86%

Female

Aged 25-44yrs

Top Locations

Australia, USA and UK

2.5

Pages per session

shiftstyle.net

3:34

Avg. Session Duration

shiftstyle.net



Who we've worked with

We love working with like-minded people and brands to help others make more thoughtful, environmentally-focused decisions to suit their lifestyle.

If your brand is focused on ethical and sustainable design, low and zero-waste, closed-loop, circular design, DIY or the next greatest sustainability movement, let's chat!

We offer product & service reviews and brand articles, sponsored social media content, website banner advertising and in-situ photography. We can also create customised editorial, video and social media content for your brand.

“Working with Ash has helped us connect and communicate with a value-aligned audience who share a passion and interest for sustainable living.”
— Mia Keating, Community Manager, Biome Eco Stores

biome®

THE VERY
GOODBRA



team
timbuktu.

NICO



GLAM
CORNER.



native
PET SUPPLY

NOURISHED LIFE



EDIBLE BEAUTY™
AUSTRALIA

THE
Goodnight
SOCIETY

dunkle authentic

undress
runways

Package 1

Product Review & Photography

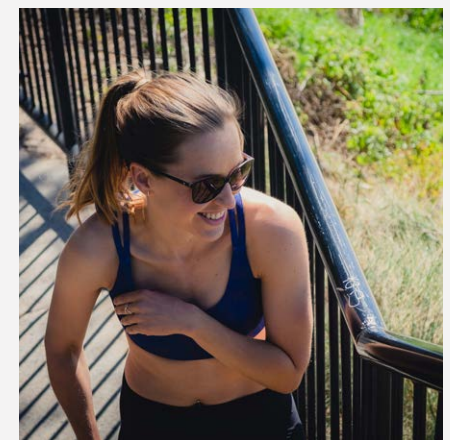
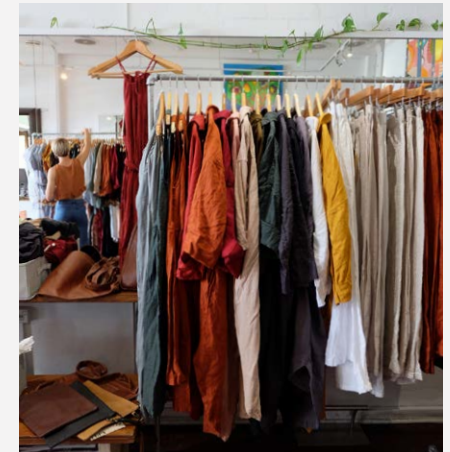
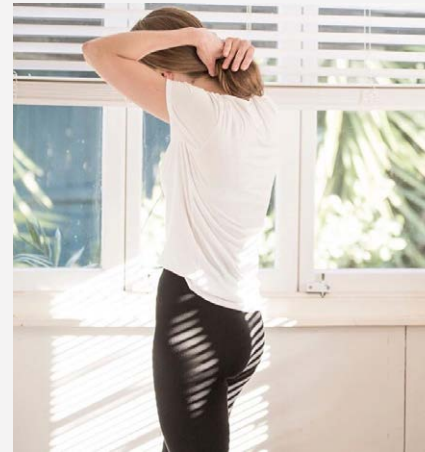
- ◇ Up to 650 word product review on the Shift website, including on 'Brands & Reviews' page (final copy at Editor's discretion)
- ◇ SEO-friendly content that remains on the Shift site and socials after campaign has ended
- ◇ Photoshoot to show product or service in organic, real-life context (images can be re-shared with credit)
- ◇ Placement as a featured post, top of homepage for minimum 7 days
- ◇ Social media promotion via Facebook and Instagram (min 1x feed post each)
- ◇ Instagram Stories with call to action to article or brand page + tagging (Stories can be re-shared to your profile)
- ◇ Option to provide a unique discount or offer to the Shift audience
- ◇ Option to upgrade to Featured or Spotlight post on website – POA

\$285 + cost of product/service

All prices in AUD, including GST

“With her insightful guidance towards sustainability, Ash has created a platform with Shift for gently influencing a more mindful way of living.”

– Molly Dunkle, founder, Dunkle Authentic



Package 2

Hero Feature Article



- ◇ We work with you on the right angle for your brand and how this can be communicated to the Shift audience
- ◇ SEO-friendly content that remains on the Shift site and socials after campaign has ended
- ◇ 600–700 word article with 2x rounds of edits
- ◇ Social media promotion via Facebook and Instagram
- ◇ Instagram Stories with call to action to article or brand page + tagging (Stories can be re-shared to your profile)
- ◇ Option to provide a unique discount or offer to the Shift audience
- ◇ Option to upgrade to Featured or Spotlight post on website – POA

\$210 Article written by Shift

All prices in AUD, including GST

Package 3

Social Media Feature



- ◇ Social media promotion of your product, service or event via Facebook and Instagram
- ◇ Instagram Stories: 2x Story pages, saved to Highlights + tagging (Stories can be re-shared to your profile)
- ◇ Product/service giveaway, unique discount or offer to audience

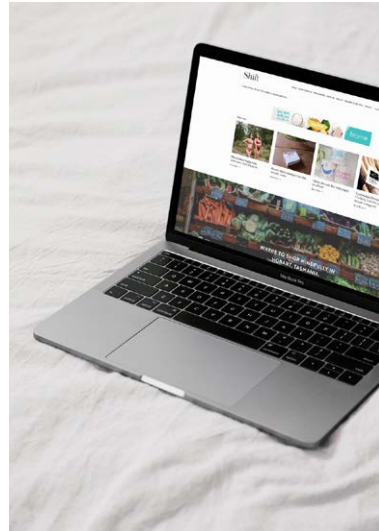
\$180 Images created by Shift

\$120 Images supplied

All prices in AUD, including GST

Package 4

Website Advertising



- ◇ Banner advertising placement on the Shift website Home page
- ◇ Banner advertising placement on Topic page, e.g. “Beauty”
- ◇ Banner artwork to be supplied by you, specs supplied on booking

SHIFT HOME PAGE:

\$120 30 day placement

\$300 90 day placement

SHIFT TOPIC PAGE:

\$90 30 day placement

\$220 90 day placement

All prices in AUD, including GST

Package 5

Site Takeover



- ◇ Product review & photography as in Package 1
- ◇ Banner advertising placement on the Shift website Home page for 30 days
- ◇ Banner advertising placement on Topic page, e.g. “Beauty” for 30 days

\$450 30 day takeover

All prices in AUD, including GST



TESTIMONIAL

“I have always been so impressed with Ash and her dedication to sustainability. She possesses the rare combination of total conviction in her ethics alongside business and marketing know-how. That’s a powerful mix and an asset to those who work with her.”

— Lis Harvey, founder, NICO



Let's work together!

Ashleigh Stallard

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 shiftstyle.net

 [shift_style](https://www.instagram.com/shift_style)

 [shiftstyle](https://www.facebook.com/shiftstyle)

 [ashleighst](https://twitter.com/ashleighst)

 [shift_style](https://www.pinterest.com/shift_style)