



**GIRLIEGIRLARMY**

THE GLAMAZON GUIDE TO CONSCIOUS LIVING



Girlie Girl Army is your one-stop resource for a ferociously progressive, urban-minded approach to cruelty-free living.

We don't carry picket signs, we carry designer clutches. We don't preach, we polish. Our message is simple: You can live large and still make a positive impact. You can be eco-conscious and elegant.

Our website is packed with the what's-what and how-to on what some might glibly call "green living," but our bulletin ain't soaked in patchouli, and it's definitely not asking you to become some sort of hygiene-shunning hippie. We're here for the sake of providing the before-it's-current pulse of conscientious living, fresh and fierce to your Inbox weekly.

It's by and for people who fancy fashion without the fiendishness of animal testing or skins, and who want to indulge and promote the best life possible, for themselves, their babies, their pets, their stomachs, and their inner-circle.

That sound like you?  
Then click, you gorgeous dummy, and join the Girlie Girl Army!



Subscribers and readers of GirlieGirl Army are tech-savvy, forward-thinking, and hip, while remaining individual.

They're as likely to whip up their own chickpea masala as they are to peruse ELLE magazine for next season's trend. They're blabbermouths, too, (in the good way) and will tell their friends about the darling dress they saw on sale or the article on the dark underbelly of wool production that they read online.

Most of all, they're open-minded and eco-conscious, while never sacrificing personal taste for simple trend following.

Specifically those at the Westland Hallmark plant—the animal-agriculture industry. If approved on November 4, the Act will come into effect on January 1, 2015. While PEACA focuses on practices that are natural...

## ABOUT GIRLIEGIRLARMY

### ETHICAL STYLE ICONS Chloë Jo Berman & Joshua Katcher

HE'S A TREND-SETTING vegan who grew up eating brisket, liver, and eggs, and she's a foxy girl who's a down/animal activist who was raised in a conservative kosher household and recently went on a protest of fur. If you don't know the duo by name, you will soon, because they're Apple-based purveyors of animal-friendly cool are about to blow up—in all the right ways. Chloë's popular Girlie Girl Army newsletter—now in its third year—delivers fashion-forward tips and recipes, humor, and do-it-for-the-animals advice to hungry subscribers around the globe, and she's making her on-screen debut with her very own "Hot Green Girl."



#### A Green Girl's Guide

What makes Berman the ideal host for her forthcoming "Hot Green Girl" television show? Well, while conceptualizing with industry types, she came across a disturbing trend: a distinct lack of media-darling, prone, well-versed green experts. "You can't be some bimbo and try to talk about dual-flush toilets or sustainable produce," she insists. Here are a few green tips that even the newest Glamazon can grasp:

- ➔ **Bust out your bike.** It's summer, which means you're officially out of excuses for driving around doing your errands. Your newfound shapely legs might make you a contender to be the next Hot Green Girl (or Guy).
- ➔ **Go low-flow.** Dual-flush toilets—which have two flush settings, one for each bathroom-time bodily function—use less than a gallon of water for flushing liquids away.
- ➔ **Grow your own!** If you've got a kitchen windowsill, you've got room to grow organic herbs like oregano, basil, rosemary, and thyme. Go green and curb your consumerism in one fell swoop!

a moral-scruples perspective. It's hard not to have your heart moved at some stage in your process."

According to Berman's upcoming work schedule, people's hearts are being moved in record numbers, and they want more. At press time, she's in production with a major network for a show titled "Hot Green Girl," which, Berman says, "will make you pass out laughing, craft your lil' heart out, cook like a madwoman, and get you the latest in eco-fashion tips before anyone else." She's been talking with an agent about a book deal, too, and even finds time to host a weekly show on one of Philadelphia's top morning radio shows. Add to that already-impressive resume her latest title: that of Event Coordinator at Farm Sanctuary. With a life packed full of animal-friendly tips, Berman





# WHAT IS AN ECO GODDESS?

Our subscribers are loyal, upwardly mobile, creative, and socially conscience trend setters. Our list has been garnered on a grass roots level for the past fifteen years, which is why we rarely have removals and have such a devoted fan base. In addition to spreading the word about your business by advertising with us, you'll also get the chance to be seen by the numerous magazine editors, writers, celebrities, and tastemakers who read our newsletter and website regularly. Consumer product sales seem to flourish after a blast from our girlie camps. If you have any questions, please contact us! [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com)

If a product is eco friendly she is:

More likely  
to buy it:

65%

Somewhat more  
likely to buy it:

34%



## WHAT IS AN ECO GODDESS?

# She's Responsible

When asked about her favorite hobbies, our readers get dirty, literate, and moving, may it be their fingers to their keys or their bodies in motion.

Gardening 30%

Fitness 58%

Reading/Writing 81%

Playing/Seeing Music 64%

Cooking 59%

Crafting/DIY 43%

Blogging/Surfing Online 43%



WHAT IS AN ECO GODDESS?

## She's Creative in body and mind

Of our readers:

51%

are college  
graduates

26%

have attained a post  
graduate degree







## WHAT IS AN ECO GODDESS?

### She's Smart

We reach a broad, colorful class of savvy consumers who both know what they like, and like to know what else is out there.

GirlieGirl Army appeals to a ever-widening swath of women from diverse cultural, social, and economic backgrounds. Advertisers with us are offered a unique opportunity to acquire the attention of whip-smart deal hunters by multiplying the manners in which it dispatches content.

In addition to waiting for readers to click over to our site for content, we employ weekly newsletters, exclusive sponsored content, facebook posts, twitter blasts, pinterest images, and RSS feeds that go straight to our readers. And because we're always looking to clue in our devoted divas, we send out informative emails, too, assuring them that they'll be the first to know when a sale, new product, or an event pops up in their town. No other publication offers more depth, insight, immediacy, or insider info on the snowballing movement toward green grandeur than GirlieGirl Army.



# WHY YOU SHOULD ADVERTISE TO ETHICAL GODDESSES, AND THEIR LIKE-MINDED SISTERS

*"GirlieGirl Army is the go to place for all things green, compassionate, and stylish. I love reading up on all the latest and greatest on the site and newsletter. Chloé Jo and her team are slowly changing the world for the better. It is something I look forward to reading every week!"*

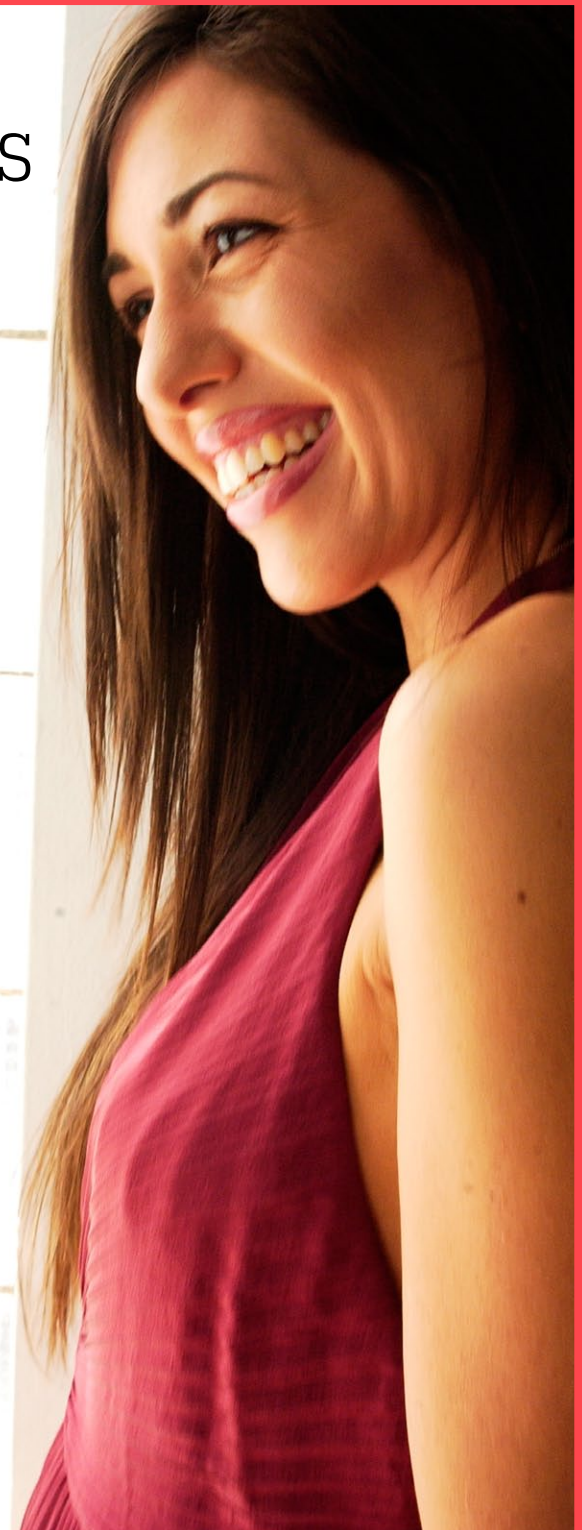
Emily Deschanel  
Actress

*"GirlieGirl Army is like a secret portal of everything green and gorgeous where vegan compassionistas from around the world congregate to make sure we look and feel our best while we suit up in our pleather catsuits to conquer the world."*

Simone Reyes,  
"Running Russell Simmons"

*"Chloé Jo has made Girlie Girl Army into a hip, current, and ethical resource. It's the green & vegan scene made sexy and a little bit rock & roll."*

Rebecca Carter  
Co-Founder, Ecorazzi





*"I have been a soldier in the GirlyGirl army for a while. Mostly I joined for the information on events, but over the past few months though, I have been trying out the recipes and learning about veganism. I have been making very small changes, but changes nonetheless. This morning I realized that it has been more than a month since I have had any eggs or meat. I have been experimenting creating desserts and recipes my kids would eat. They are 2, 4, and 6. I created these coconut- cacao mouse 'cakes'-- the first grade bought them out first at the bake sale. My son was so proud and I was happy to know at least the got one really good healthy, conscious snack. Thank you very much for the information you provide. You have changed my perception of the world and vegans. My husband, from Chicago who is addicted to Bbq is even beginning to believe. Keep up the great work! You've no doubt saved many lives- human and animal- but thank you for saving my families! Cheers"*

**Michelle Holmes**

Reader

*"Every time I visit girliegirlarmy.com I'm floored by the depth and passion behind each post. Chloé is a fierce advocate for all beings on this planet and I'm so grateful for the work she does every day."*

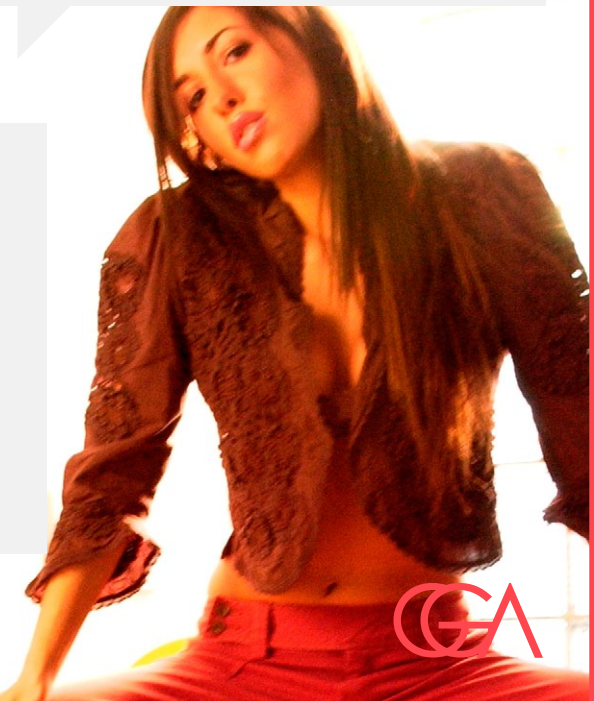
**Kris Carr**

Actress, filmmaker, New York Times best-selling author of "Crazy Sexy Diet," motivational speaker, wellness coach

*"I could on about GirlieGirl Army for ages – and Chloé's brilliant approach to making activism sexy. Let me just say this – I cannot wait to have kids so that I can put my glamazon green mama learnings into practice!"*

**Erin Schrode**

Co-Founder, Teens Turning Green





*"GirlieGirl Army proved to be the perfect advertising venue for my business--[dailyworth.com](http://dailyworth.com). Chloé's readers are passionate, engaged and receptive. I will definitely be marketing with her again in the future."*

Amanda Steinberg  
DailyWorth

*"This Glam- Goddess and her minions will keep you on your gorgeously painted toes and make sure they are pointed in the right direction. In the know on all there is to know about the eco-green/vegan movement, the news, styles, people and products, Chloé makes it fun and accessible. She was one of the first to be onto and promote Olsenhaus vegan footwear to her GirlieGirl Army and it has been nothing short of *Supercalifragilisticxpiatidocious!*"*

Elizabeth Olsen  
OlsenHaus Shoes

*"GGA and its uber-fabulous General-Queen leads a growing posse of highly influential prospective customers: web and media-savvy young women who are thinking with their hearts as consumers. I can't think of a better way to reach this audience than by joining them."*

Madeleine Shaw  
Lunapads



*"GirlieGirl Army is the New York Times, Huffington Post and Google of Health! It's the go-to resource for all things vegan - news, food, fashion and animal compassion. No one does it better (and looks better doing it) than GGA's fearless leader Chloé Jo Davis! Thanks, Chloé, for being the one who brings it all together for us!"*

**Marilu Henner**

Actress, Activist and New York Times Bestselling Author

*"GirlieGirl Army is a force to be reckoned with. Their promotion of SKINNY BITCH has proven invaluable. Keep your eye on this up-and-comer!"*

**Rory Freedman**

best-selling co-author of SKINNY BITCH

*"GirlieGirl Army is always an awesome read. I get amazing fashion finds and inspiration and moving quotes all in one. Also amazing vegan recipes! There's nothing else like it!"*

**Princess Superstar**

Recording Artist

*"Where else can you get delicious recipes, score major deals on great items, learn about new Eco friendly trends and read informative articles? This newsletter is the only email I subscribed for that I actually read!"*

**Melody Clark**

Reader





## EDITORIAL

Girlie Girl Army is your Green & Cruelty-Free Guide to Glamazon Living.

With over 30,000 subscribers, and 50,000-300,000 hits per Month on our site GirlieGirl Army is a call to arms for badass baby boomers and head turning young Mommies, who want to save the planet from hacky sack and doom at the same time.

Socialites, vegan vixens, the car pooler in lipgloss next door, smart sustainable minded gents with chapeaus, and anyone who wants to do their ethical part to save the universe, without sacrificing their monthly facials will heart our weekly newsletter and daily blog that give you tips on fashion, food, and fun.



We cannot return any items sent to us, nor can we ensure coverage. Everything you read about in GirlieGirlArmy.com has been tested and loved by us, or it doesn't pass GO. We do not accept cash, dancing girls, or expensive handbags as payment for being featured in a GirlieGirlArmy editorial blog. And if goes without saying that we would never share or sell our subscriber list to anyone. And to be clear (in case you are blind as a bat and missed it somehow) we are a cruelty-free site and will only review vegan products that have not been animal tested. In the case that we choose to mention your product or service, its up to you to read the newsletter and blog (be sure to sign up if you aren't a subscriber) to note your mention.

Can be made via check (with at least a week's clearance before desired item goes live), cash, or [www.paypal.com](http://www.paypal.com). If using PayPal – please add paypal's fee – and send payment to [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com)

Additional questions can be directed to Chloe at [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com)

## EDITORIAL POLICY



# LISTING OPTIONS

## Banners

Web based marketing via banner ads to our savvy readers is a truly effective strategy. Our click through rates and clients input show us that letting our readers know about your event or product proves to be a stronger advertising angle than print. Banner ads, leaderboard ads, skyscrapers, large square ads are available on any page of your choosing.

We accept static and animated gif and jpg ads, as well as flash. Some currently available sizes; 180x150, 120x240, 160x600. GirlieGirl Army offers a number of banner sizes and placement options, from as small as 100 x 50 to larger than 160 x 600. We can accommodate most any promotions for our sponsors, so please contact GirlieGirl Army at

chloe@girliegirlarmy.com for more information on advertising options and opportunities. \*All creative must approved by GirlieGirl Army. Our in-house design team can create your banner ad for you for a price determined by them depending on your needs.

## Exclusives

If you would like to run your promotional program exclusively via a sponsored email alert; we have the following lists (or entire database) available for blasts: Atlanta, NYC, Philadelphia, Los Angeles, and an LGBT list. A stand alone email can be as long as you like, with up to three attachments or images. We will share sample options with you and help you with content.

We will always list our furry friends in need!! Please submit 1 line of text only with a link to photos online , as well as location and contact info to [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com). There is NO fee for these listings, and they are posted without question. Example of ideal listings are available on our homepage.

Orlando, FLA: 1 year old black and white female Australian Cattle Dog with the best ever Bat Ears!! Pix here. To rescue call (407) 254-9140 or Email: [Debra.Villella@ocfl.net](mailto:Debra.Villella@ocfl.net) and mention my Ani.: WD38.

## Cheapskates

You give us a discount or contest of some sort, and we list in the special one-per-week discount section of our site and newsletter. For a weekly fee on this incredibly popular page; you receive a one time shout out on the newsletter and a week of listing on our site. To be live on our Cheapskates page, you must make a 4 week commitment, and offer a discount of over 20%.

<http://girliegirlarmy.com/cheapskates/>

## Non-profits

For non-profit and charitable organizations: We are more than happy to list you pro bono pending space availability. We do ask that you clearly list our website address and banner (available here:

<http://girliegirlarmy.com/advertising/>) as Friends, Sponsors, or Corporate Partners – with a link to our site and short description of our site – of your event in return for the listing. Please send 1 line of text only to [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com).

For details on custom advertising packages please email [chloe@girliegirlarmy.com](mailto:chloe@girliegirlarmy.com).





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