

STYLISH  
PATINA



# Media Kit

2017 - 2018

*First and foremost, I am so glad you're here!*



# Hello There!

I ' M K E L L Y M I L L S P A U G H T H O M P S O N

D.C. native Kelly Millspaugh Thompson's company Stylish Patina is where vintage meets modern in home furnishings & decor. Kelly's flair for finding vintage and antique pieces and giving them new life on any budget is at the heart of her burgeoning success. She began her business in 2011 and became a mom to twins Peyton + Liam in 2014 and to Greyson in 2017.

Her concepts center on the idea that home should be a comfortable place and design should be livable. Her innovative techniques in transforming furniture from old to new can be best experienced at her shop in Falls Church, Virginia or at her pop up shop in Mosaic District.

Kelly was hand selected to be the local Stockist for Chalk Paint® decorative paints by Annie Sloan. Chalk Paint® is the latest "hot" product in the DIY industry. She also carries additional DIY products that she uses in her own designs and recommends for those that are looking to transform their own furniture. The Stylish Patina shop is filled with a unique mix of vintage and new items and a wide variety of gifts carefully curated just for you.

For those that seek a more hands on experience, Kelly offers classes on how to use some of her favorite DIY products and design consultation. Stylish Patina melds modern function with vintage style.



# The Blog...

Kelly started blogging back in 2010 as the small business she began in her garage gradually expanded to monthly barn sales in Fredrick, MD and eventually to her first large retail space in 2013. Over time her commitment to connecting patrons to their perfect pieces has won her a strong following and a loyal customer base.

New posts are scheduled Sunday, Tuesday, Wednesday, and Thursday covering a range of topics, from interior design and home decor tips to DIY projects idea and information on how to use Chalk Paint® and other furniture refurbishing products.



## PUBLISHING SCHEDULE

*Sunday, Tuesday, Wednesday, & Thursday*

## THE STATS

197,000+  
*annual page visits*

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400,000 +  
*unique visitors*

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25.4%  
*% returning visitors*

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74.6%  
*% new visitors*

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15%  
*direct visits*

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80%  
*readers from social media  
(Facebook & Instagram)*

I N S T A G R A M



5,263+

*average posts per day: 2*

F A C E B O O K



52k +

*average posts per day: 1*

P I N T E R E S T



436.3k+

*monthly viewers*

P I N T E R E S T



6,765 +

*average pins per day: 5*

# Let's Get Social

Kelly boasts a strong social media presence. In her "keeping it real" ways, she's won the loyalty of many customers, followers, and friends. She is proud to be able to share many aspects of her life as a mom boss, from raising three beautiful children, to rescuing pups and vintage furniture.

Running a multifaceted business requires a consistent posting schedule and a strong online voice, both of which Kelly has devoted countless hours to developing and continues to make a priority.



## WHAT CAN YOU EXPECT?

*A quality, high-end, naturally lit, and styled image of your product or service. You'll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience!*

# Price List

*Prices are current as of Fall 2018*

## FEATURED BLOG POST

Featured blog posts are posted one time at the editor's discretion. Day and time can be discussed and scheduled accordingly. Product or service reviews are most common for this option.

*\$450 per post*

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## SIDEBAR AD

Sidebar ads are placed on the left hand side of the blog. Dimensions are: 300 x 250 pixels. They are the first images readers see on the homepage.

*\$250 per month*

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## SPONSORED GIVEAWAY

Sponsored giveaways are the best way to involve readers and gain interest in your product. This rate includes a blog post featuring giveaway product and info as well as social media promotion on Facebook, Instagram, Twitter and Pinterest.

*\$500 per giveaway*

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## SOCIAL MEDIA ENDORSEMENTS

Social media endorsement reach readers quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of service / product on Facebook, Instagram, Twitter, and Pinterest.

*\$750 per post*

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## SPEAKING ENGAGEMENTS

The topic, structure, and duration of speaking engagements will be tailored to your needs and your audience. From Chalk Paint® demonstrations, to a day in the life of a momtpreneur and how to start a small business.

*Prices vary depending on duration*

Who follows Stylish Patina?

WOMEN, 25 - 55, USA

*Our audience is primarily female dreamers, doers, and entrepreneurs. They are driven, incredibly hard workers, and encouragers! Most are creatives, believing in the power of community. They seek light, and they love quality!*



Hey, here's the truth:

*All posts are subject to approval and may be declined based on brand image or interest at requested time.*



How do our design services work?

*Our design services are catered the needs of each of our clients. Our involvement starts with a consultation, and if you choose can extend from implementation of the design to the actual renovation.*



# Services

*Prices are current as of Fall 2018*

## DESIGN SERVICES

Design Services are offered on an hourly or project based rate. We offer different design packages to meet your needs and budget. The Initial onsite consultation is \$100, which includes a one-hour onsite visit and follow up email with an estimate for scope of services moving forward. After the initial consultation, design services can be purchased in blocks of 6 hours for \$500.

## REFRESH YOUR SPACE PACKAGE

This is for the design loving and budget savvy client. The consult includes a one-hour meeting onsite (within a 15 mile radius) and a recap via email of our discussion. The email will be chocked full of ideas for furniture and layout for the room, shared via a custom Pinterest board. These ideas will be a product of the brainstorming we do at your site, which provide me with an understanding of the space as well as your tastes and needs. Following this, I will build you a personalized inspiration board to be shared with you via a private Pinterest board.

On the Pinterest board you will have links to furniture suggestions and ideas for your space to review and provide feedback to me on. You know your space, taste, and needs the best, which is why this process is meant to be collaborative. I am a firm believer that beautiful design and function should go hand-in-hand, which is why two revisions of the board (to be based off of your feedback) are included in this package. Once we have finalized the board you will have the direction you need to execute the plan.

If you need or want help executing the suggestions, we can work out a rate for the project. (If you live outside of a 15 miles from Falls Church additional drive time will be included.) This package is \$500 per room.

## COLOR ASSISTANCE PACKAGE

If you are looking for guidance on color selection for walls this is something I do regularly. Depending on the number of rooms you are looking for assistance with the price range varies roughly \$100/hour. This includes an onsite visit of the space and follow up recommendations via email + Pinterest board.

*For more information on our design services, visit [www.stylishpatina.com](http://www.stylishpatina.com)*

# Services

*Prices are current as of Fall 2018*

## CUSTOM PAINTING SERVICES

Stylish Patina offers custom furniture transformation services. We paint with Chalk Paint® by Annie Sloan, Miss Mustard Seed Milk Paint and General Finishes Milk Paint. Each piece is carefully painted by hand with a brush. Although we do not do factory finish/ spray painted finishes, we are able to paint for a more smooth and modern finish should you prefer it.

To receive an estimate, email us a picture of the piece, its dimensions, and your desired finish. Once the estimate has been provided, you are required to provide 50% of the deposit at the time of scheduling. All furniture items will need to be delivered to our Mosaic District Location once the drop off date and pickup date have been established. We will email you letting you know when your piece is ready to be picked up once the project has been scheduled.

Every piece of furniture is carefully painted by our staff, though it may have natural imperfections due to the hand painting process and the age of vintage furniture. We believe these "imperfections" add up to create a beautiful one-of-a-kind final product that adds to the character of the piece.

If you are looking for a one of a kind furniture transformation with character contact us at [shop@stylishpatina.com](mailto:shop@stylishpatina.com)

## ESTIMATES

Side tables : \$150-\$350

Mirrors : \$100-\$300

Desks : \$325-\$525

Bed Frames : \$400-\$600

Buffets : \$350-\$550

Chairs : \$125- \$225

Dining Tables : \$500-\$1000

China Hutch : \$450-\$750

Wardrobe : \$450-\$850

Kitchen Cabinets : TBD

*Prices listed above are only meant to be viewed as rough estimates. Our prices will vary depending on turn around time, paint finish, paint color, and the size of the piece(s).*

How can you begin your furniture transformation?

*To receive an estimate for your project, please email [shop@stylishpatina.com](mailto:shop@stylishpatina.com) and include pictures, dimensions, and a description of your desired finish.*



# Let's Team Up!

THIS IS ME - HOPE IT'S YOU, TOO!

- ✓ I am a lover of all things DIY
- ✓ I run on Amazon Prime and coffee.
- ✓ Obsessed with vintage furniture and decor ... hunting for beautiful pieces and great deals is such a thrill!
- ✓ Always rearranging and redecorating the house.
- ✓ Am so smitten with my husband, he is amazing.
- ✓ Convinced that my children are the funniest people in the world.
- ✓ Love helping people to transform their houses to homes and find the perfect blend of old and new for their space.
- ✓ Will Chalk Paint® anything that stands still for too long.
- ✓ Could spend hours and hours and every cent I have looking at and purchasing new fonts.
- ✓ Believe a home should have modern function, but a vintage soul!
- ✓ Overachiever every day of the week.
- ✓ Could spend hours on Pinterest and instagram each day.
- ✓ Believer in keeping it real, intentional, and authentic.
- ✓ Purchases all clothing from the only two places I have time to visit: Target and Stylish Patina.
- ✓ Likes to make any time, a good time ...like, always.
- ✓ Always rolls with the punches, I have really seen it all.
- ✓ Believe that comfort and fashion should always go together.
- ✓ Develop emotional attachments to every piece of furniture I find for the store.
- ✓ I jump at every chance I have to pick up a paint brush and get creative—it's hard with three kids!
- ✓ I am obsessed with the perfection found in imperfection.



*Thank you so much! I can't wait to collaborate!*



# How To Book

## LET'S DO THIS

All sponsorships, collaborations, and speaking engagements are on a first come, first serve basis. To get your product or service lined up for a collaboration, or to book Kelly for a speaking engagement, please email: [press@stylishpatina.com](mailto:press@stylishpatina.com) and include the product or service, the website, and what you envision for the sponsorship.

Please allow 24-48 hours for a reply. I'm so excited to team up with you and work together to make things happen!

703.663.8428

[PRESS@STYLISHPATINA.COM](mailto:press@stylishpatina.com)

[WWW.STYLISHPATINA.COM](http://WWW.STYLISHPATINA.COM)

## AS SEEN IN :



**WASHINGTONIAN**  
**NorthernVirginia**

