



LIFE ON AN EYELASH

MEDIA KIT & RATE CARD
2021

PRELENE SINGH
Founder & Editor



A lifestyle blog started in 2016. I write my own organic content and also receive industry news via press releases that may get published if suitable and relevant to the audience .

- Beauty reviews & recommendations
- Skincare reviews & recommendations
- Travel reviews & recommendations
- Lifestyle (home decor, series, shopping picks, dance, book reviews, DIY, and wellness)
- All things food, restaurant reviews & recipes
- Fashion picks, trends and outfit ideas



My blog Life on an Eyelash

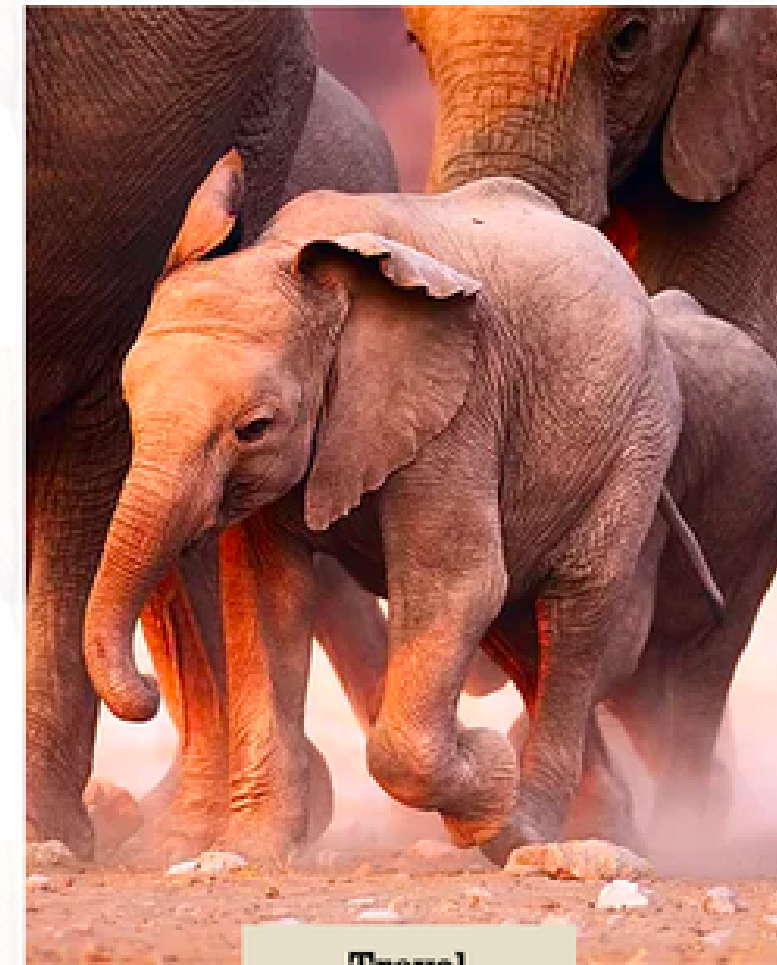
Blog Analytics & Rates



Fashion



Beauty



Travel

Analytics

5000+ Monthly Website visits
1000+ Weekly page visits
700+ monthly post views
Site sessions 200+ weekly

Rates

Published press releases FREE if relevant
Blog reviews R800.00 or on a trade exchange basis
Sponsored full length blog post + photography + FREE
Banner AD R1000.00



NEW FEATURE!

Due to popular demand we have introduced Banner ADs as a value add to our editorial coverage.

As it is a new feature to the blog, I am offering it as a FREE value add when purchasing the full-length blog post + photography option.

This will be an in-article banner AD that will live on the single posts page.

For an additional R200.00 the banner AD will also be listed on the homepage.

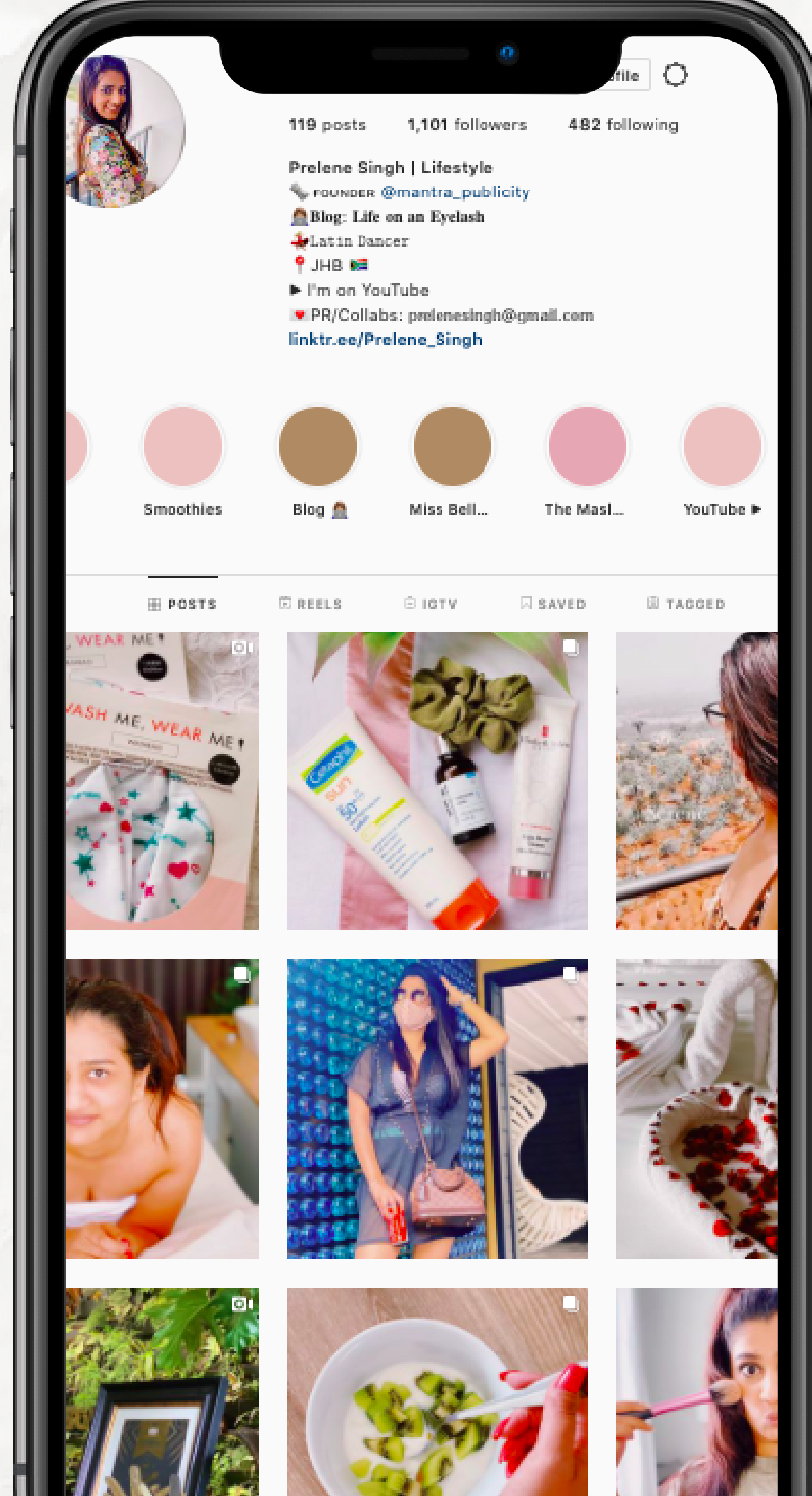
Pop me an email should you need more information or want to book:
prelenesingh@gmail.com

www.lifeonaneyelash.com

Social Media



@life_on_an_eyelash



FOLLOWERS
1.1K

ENGAGEMENT RATE
7.61%

INSTAGRAM ENGAGEMENT CALCULATOR



@ life_on_an_eyelash



1,101 Followers



@life_on_an_eyelash

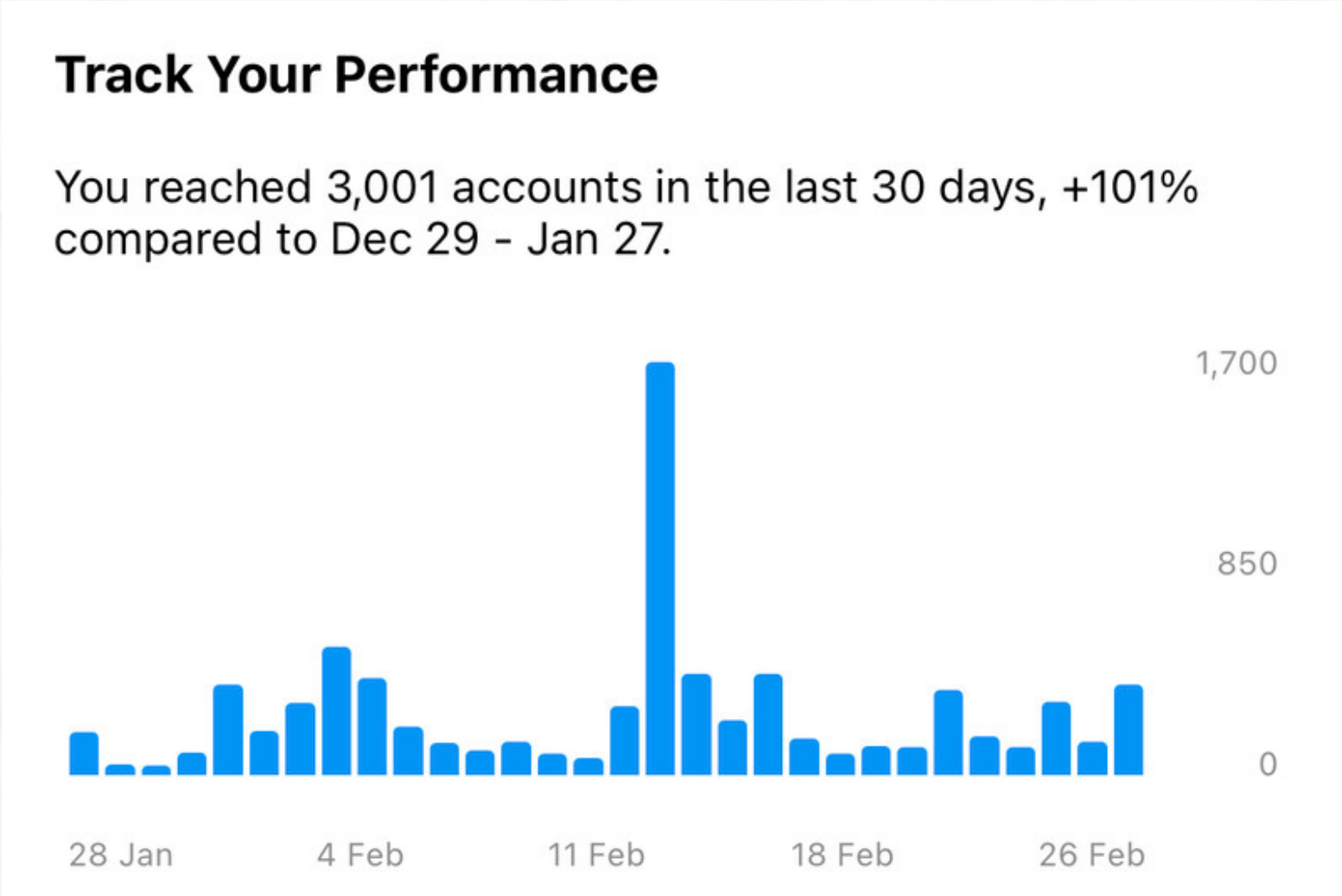
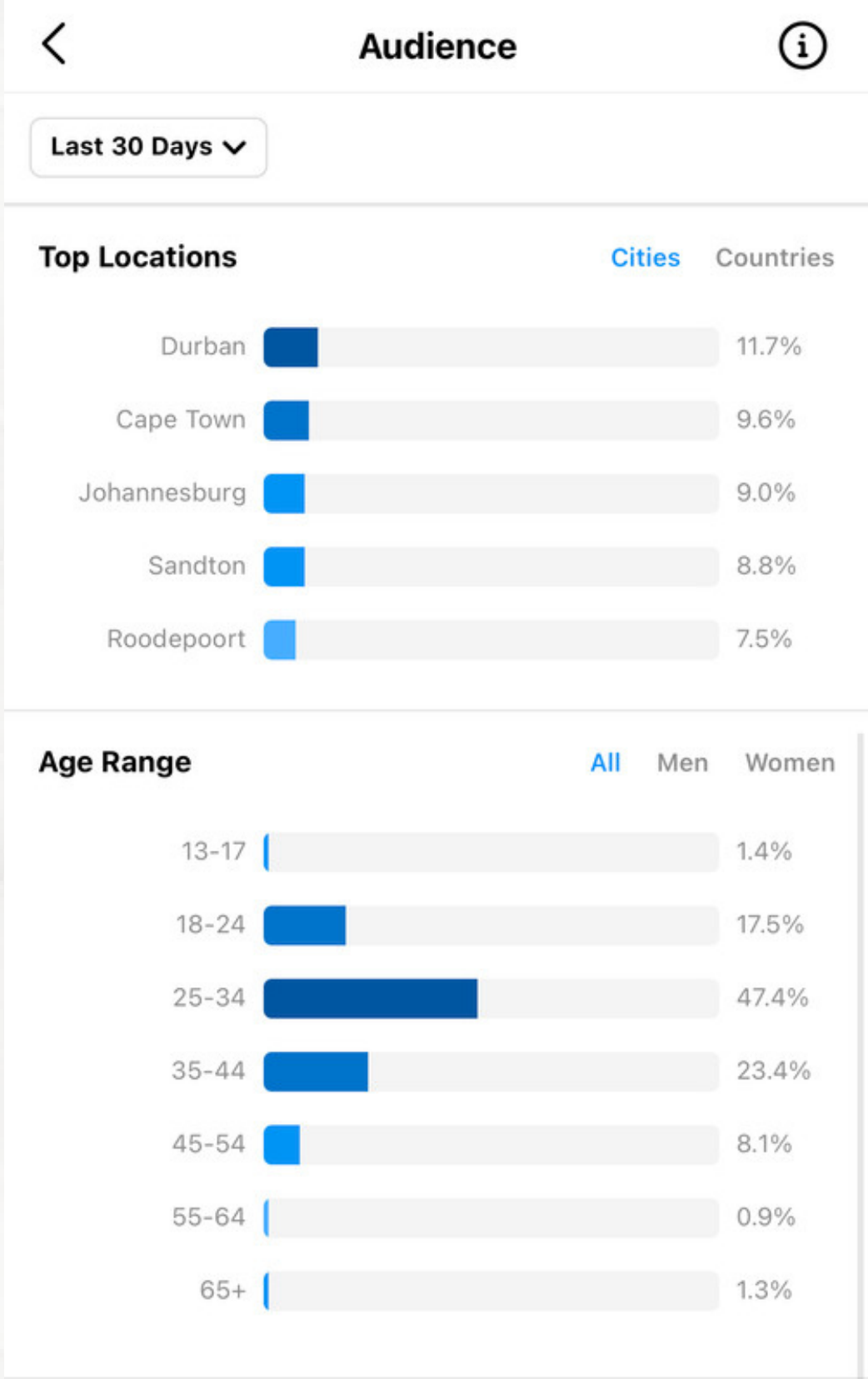
ENGAGEMENT RATE

7.61%

Average Interactions per post

62 likes

26 comments



Instagram Analytics

<

Interactions

(i)

Last 30 Days

▼

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe.

[Learn More](#)

Content Interactions

935 interactions

+66% vs Dec 29 - Jan 27

Post Interactions

+64.2% vs Dec 29 - Jan 27

867

Likes

527

Comments

236

Saves

103

Shares

1

Story Interactions

+94.2% vs Dec 29 - Jan 27

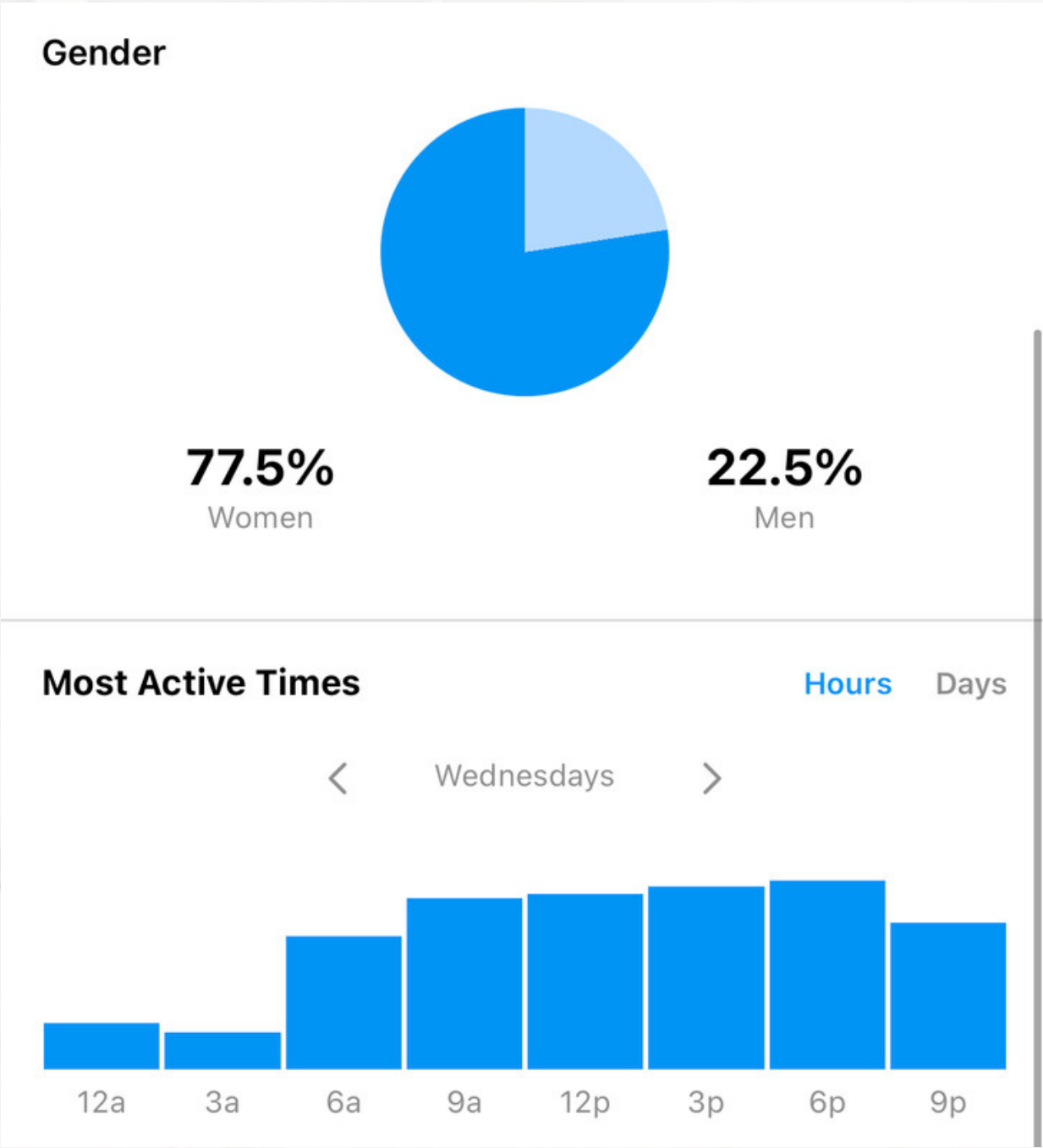
68

Replies

67

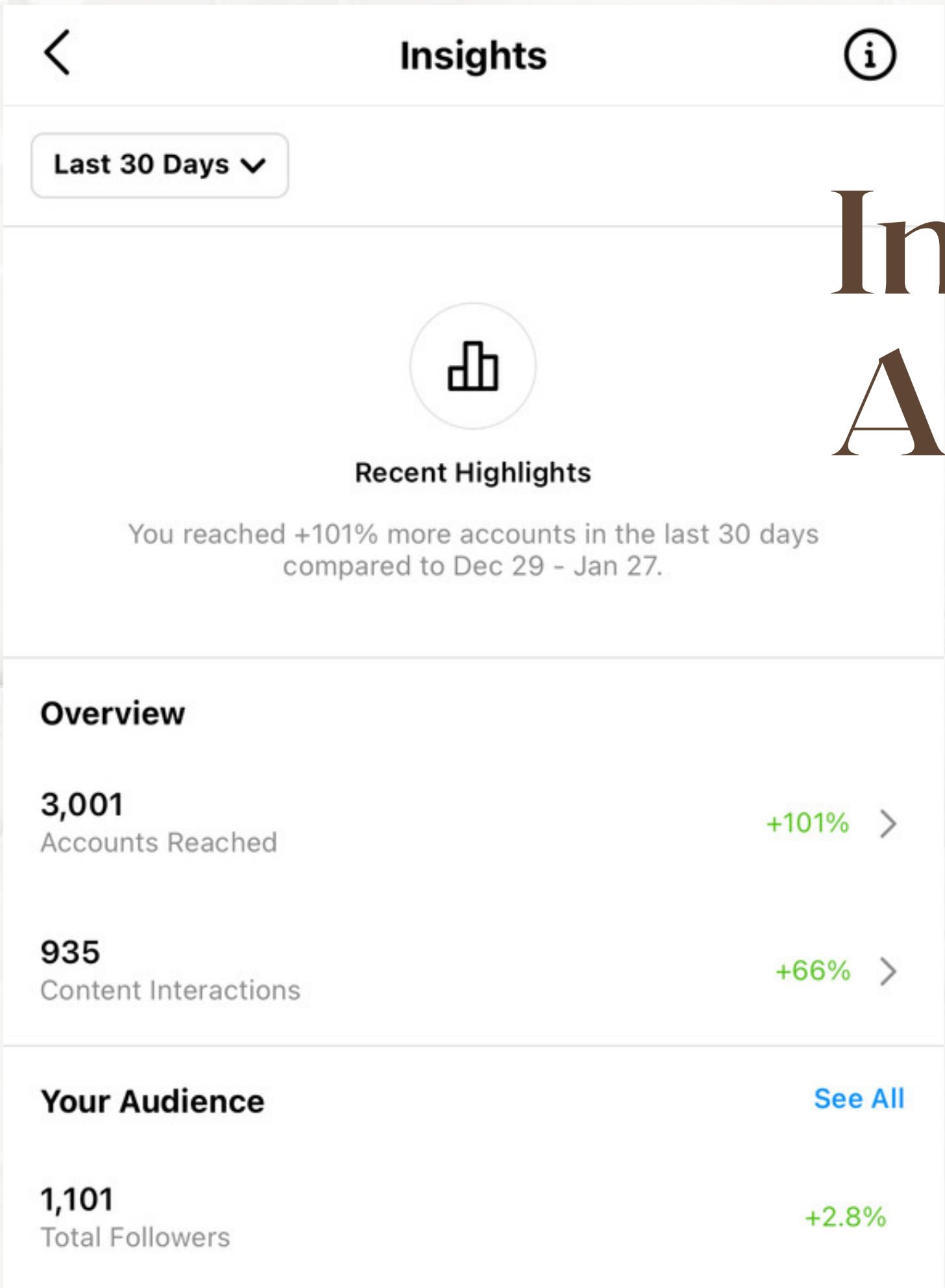
Shares

1



Instagram Analytics

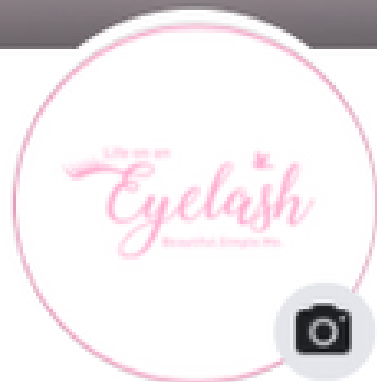




Instagram Analytics



Facebook Page

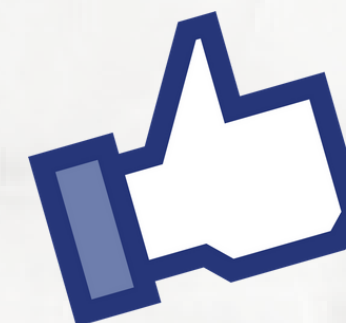


Life on an Eyelash

@lifeonaneyelash · Personal Blog

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📖 Life on an Eyelash is a beauty & lifestyle blog founded and run by Prelene Singh. This is the official Facebook page of #LOAE. You can look forward to new content that you won't find on the website, such as: quick reviews, day-in-life content & much more!

👍 429 people like this

📧 432 people follow this

🌐 <https://www.lifeonaneyelash.com/>

📞 [Enter phone number](#)

✉ Typically replies within minutes
[Send Message](#)

✉ prelenesingh@gmail.com

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Insights

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Last 28 days : Jan 30 - Feb 26 ▼

People Reached

520
▲259%

Post Engagements

182
▲810%


Page Likes

8
▲33%

YouTube Channel

@Prelene Singh
Lifestyle Channel



**Prelene Singh**
55 subscribers

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Valentine's Getaway Day 1| Our Thaba Eco Hotel Staycation | V...

39 views • 1 week ago

Hey guys! Welcome to the my first vlog of 2021. What better way to start off the vlogs this year with a mini-staycation for Valentine's weekend. We have booked two places for this weekend. This is part one and day one of our getaway weekend.

I hope you enjoy it. Leave me a comment and please

[READ MORE](#)


Valentine's Getaway Day 1| Our Thab...

Valentine's Getaway Part I

0:01 / 19:11


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Valentine's Getaway Day 3 | The Maslow & Pool dancing...

36 views • 1 week ago




Valentine's Getaway Day 2 | Sinzinani Spa Visit &...

26 views • 1 week ago




Valentine's Getaway Day 1| Our Thaba Eco Hotel...

39 views • 1 week ago




Chit Chat GRWM | My COVID-19 story + life update

40 views • 3 weeks ago



What I got for Christmas 2020!!


38 views • 1 month ago



Spring & Gym TRY-ON HAUL | MRP & PNP

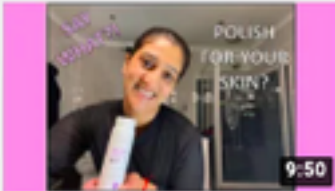
45 views • 3 months ago

Popular uploads ▶ PLAY ALL



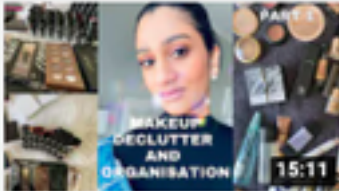
WHAT'S IN MY BAG 2020 ft Louis Vuitton Neverfull &...

757 views • 9 months ago




FIRST IMPRESSIONS Sorbet Salon Skin Polish Powder

225 views • 9 months ago




HUGE Makeup DECLUTTER & ORGANISATION 2020 | Part 1

126 views • 7 months ago




Winter Fashion & Homeware Haul | Cotton On, MR PRICE...

114 views • 8 months ago



At home couples workout | Lockdown Edition


112 views • 10 months ago



BIG Makeup DECLUTTER & ORGANISATION | Part 2


76 views • 6 months ago

Vlogs ▶ PLAY ALL




Samoosa DISASTER, Shopping & Exciting unboxi...

Prelene Singh
28 views • 7 months ago




DANCE STUDIOS HAVE REOPENED!! | Day in my life...

Prelene Singh
45 views • 6 months ago



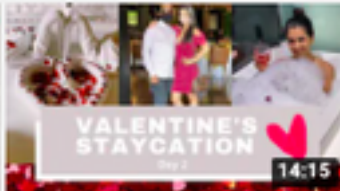
Trip to Parys + mini haul | Vlog 03

Prelene Singh
21 views • 5 months ago




Valentine's Getaway Day 1| Our Thaba Eco Hotel...

Prelene Singh
39 views • 1 week ago



Valentine's Getaway Day 2 | Sinzinani Spa Visit &...

Prelene Singh
26 views • 1 week ago



Valentine's Getaway Day 3 | The Maslow & Pool dancing...

Prelene Singh
36 views • 1 week ago

Description

This YouTube channel is an extension of the Life on an Eyelash blog owned and edited by Prelene Singh, started in 2016. Both platforms are lifestyle focussed, including. beauty, skincare, cooking and eating out, reviews and dance.

FOLLOW ME:

Subscribe to Life on an eyelash here: <https://www.lifeonaneyelash.com/>
Instagram: https://www.instagram.com/prelene_singh/?hl=en
Facebook: https://www.facebook.com/lifeonaneyelash/?ref=py_c
Twitter: https://twitter.com/prelene_singh?lang=en

CONTACT:

Email: prelenesingh@gmail.com

Details

Location: South Africa

Links

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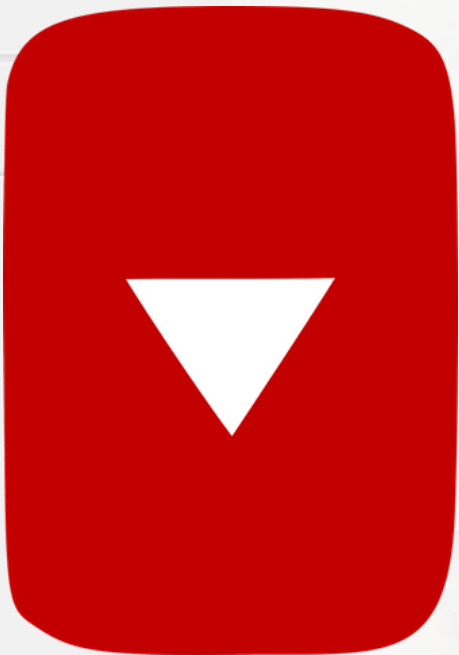
[Facebook](#)

[Website](#)

Stats

Joined Jun 29, 2013

2,379 views



YouTube
Channel

CHANNEL STATISTGICS

PACKAGE OPTIONS



Bronze Package

3 x IG Stories

1 x Grid post (IG + FB)

1 x Reels

R550.00



Silver Package

4 x IG Stories

1 x Grid Post (IG + FB)

1 x Reels

Organic Blog post (own review)

R900.00

PACKAGE OPTIONS



Gold Package

5 x IG Stories

1 x Grid post (IG + FB)

1 x Video Option (Reels or IGTV)

Sponsored Blog post

R1150.00



Platinum Package

6 x IG Stories

1 x Grid Post (IG + FB)

YouTube Video

Sponsored / Organic blog post

R1500.00

Trade Exchanges

Below are some of the brands I have worked with.

I do not charge for individual or specific social media posts outside of the above packages.

When I work with a brand on a trade exchange, all posts are complimentary. I always try my hardest to provide more ROI than requested.

Why work with me

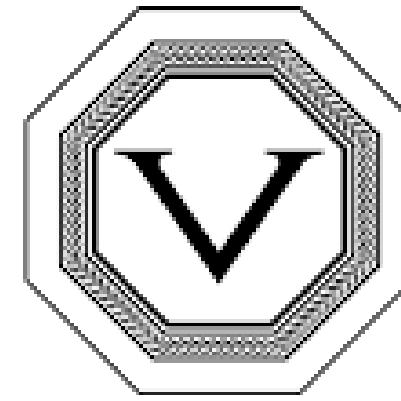
Honesty, transparency and reliability is what I premise my blog and my platforms on. I always deliver on what I promise and aim to go above and beyond. Content creating is something that I do on the side as a passion project. My platforms are aimed at becoming trustworthy, notable and the go-to accounts for accurate information.



my baguse



ANNO



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VERGELEGEN



Sf



Nestlé



ZE
RO BAR



logitech



Get in touch with me

Name & Surname:

Prelene Singh

Blog

www.lifeonaneyelash.com

Email address:

prelenesingh@gmail.com

Mobile Number

+27 72 477 6643

Physical Address

Please email me to request.

