



THE MERIT  
club  
—

MEDIA PACK

# WHAT IS THE MERIT CLUB?

The Merit Club is an award-winning online lifestyle club for kind, curious and supportive women in London.

Established in 2017, we are on a mission to be the go-to place for women to find inspiring events week after week where they can connect with like-minded women.

We designed an environment where women can revive and out-and-out strengthen themselves as a person in a completely safe and welcoming space and discover new meaningful ways to spend their time outside of work with our wonderful member perks.

The Merit membership is the sparkle to our members' week, the pop of colour in their social diary.

To nourish their own personal development and curiosity while connecting with other amazing women!



# HOW DO WE DO IT?

## *Unique Experiences*

We introduce our members to the loveliest places to visit, experiences to try through our partnerships. With our membership members gain access to a selection of exclusive member's clubs, places to work from or retreats to try.



## *Exclusive Invitations*

We have partnered with a number of high-end organisations to secure exclusive invitations for our members. This ranges from VIP dinner parties, speaker events to music nights, we aim for the highest quality.

## *Membership Perks*

Every month members get a selection of offers and experiences to take advantage of from a variety of brands. We have collaborated with the likes of Equinox, Home Grown Club, Langham Hotel to name a few. We are expanding our offering month after month.



## *Diverse Community*

Our community is full of inquisitive women who are looking to expand their horizon and are keen to make new connections. We have members from the most varied sectors, including the Creative industries, Finance, Legal, Marketing and even a number of Doctors and Health Practitioners.



## *A Varied Schedule*

We facilitate 20+ Merit events a month both on-line and in person to help strengthen our community and create meaningful and inspiring experiences. Our monthly events include Wellbeing Talks, Creative and Cultural events, Socials - there is truly something for everyone.

# THE NUMBERS

# Members

## AGE:

**35%**

Are: 25-34

**48%**

Are: 35-44

## LOCATION:

**87%**

London

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

**AVERAGE  
NEWSLETTER 61%  
OPEN RATE OF**

## 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	<b>42%</b>
Director/Owner	<b>22%</b>
Interiors/Fashion & Beauty	<b>10%</b>
Coaching	<b>8%</b>
Wellness & Health	<b>6%</b>
Arts	<b>6%</b>
Medical Professional	<b>4%</b>
Education	<b>2%</b>
Events	<b>2%</b>

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.

# Website

## AGE:

**41%**

Are: 25-34

**35%**

Are: 35-44

**17%**

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:

**11,000+**

Followers

## LOCATION:

**72%**

United Kingdom

**11%** United States

## AGE:

**36%**

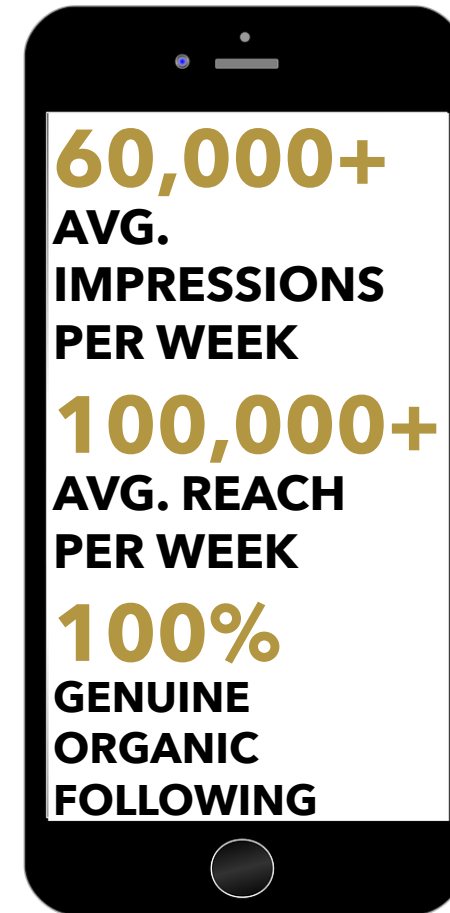
Are: 25-34

**33%**

Are: 35-44

**16%**

Are: 18-24



## GENDER:

**94%**

Female

# 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*

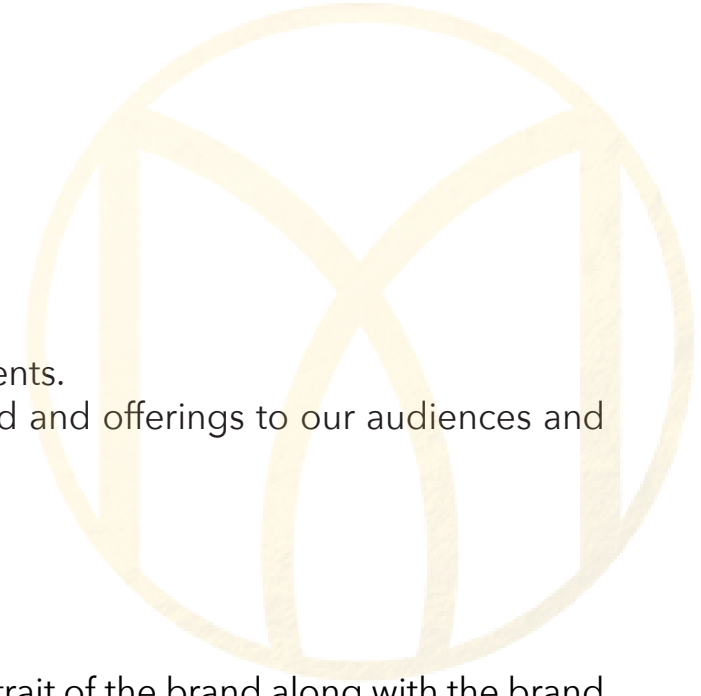
Our in-house design team can create a custom newsletter announcing our Partnership with you and your brand. This can be reflected in our other newsletters, on our website and throughout our social media channels.

## *Event Speaking and Sponsorship*

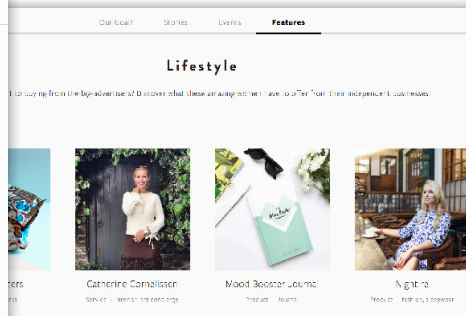
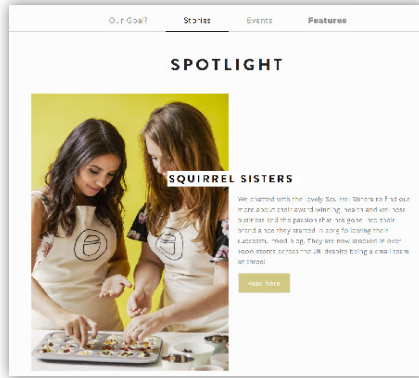
We hold 10+ Merit Club events a month. There is an opportunity at these events for your brand to have a speaking slot with your branding and literature available to our members. Our attendees will also receive a goody bag, which can be sponsored by a brand to include their merchandise and/or giveaways.

## *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

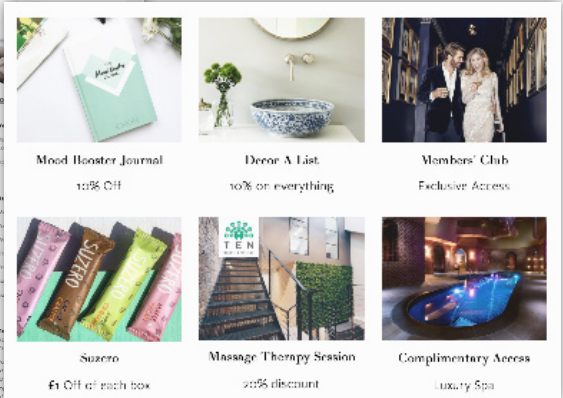
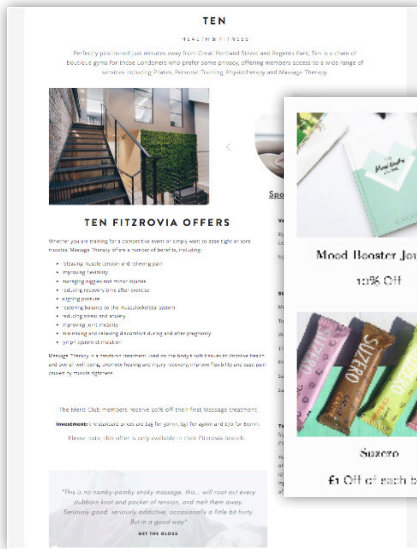
Spotlight

Newsletter



Member Offers

Trips



Social media



# Brand Advertising

SERVICES	DETAILS	COST
Dedicated email to 4k+ Subscribers	Dedicated email delivered to the full Merit Club database, including: <ul style="list-style-type: none"><li>- content</li><li>- high res imagery</li><li>- promotional offers</li><li>- brand story</li></ul>	£420
Dedicated feature page	Dedicated feature page for your brand hosted on our website for a year (or TBD), including back links + feature in our members' Monthly Newsletter at launch	£250
'Spotlight Feature' in our Weekly Newsletter to 3k+	Sent to our whole database. Available as part of a wider package.	£180
Social Media Campaign to 10k+ followers	Awareness driving social media feed post + story made bespoke to your brand and goals. High res imagery and content required.	from £500
Social Media + Website Giveaway	Competitions are hosted on the website for 3 weeks and promoted via the weekly newsletter to the full Merit Club database + social media stories. All third party opt-in data is shared securely at the end of the campaign. Prize to be worth £100+	£650
Social Media Giveaway	One week campaign hosted on our Instagram including one feed post and multiple stories. Strategy to include follow all accounts and tag for entry.	£250

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.

# For Your Events

SERVICES	DETAILS	COST
Dedicated Event page	Dedicated event page to feature your event on our website including back links. High res imagery and content required with discount or exclusive offer for our members.	£120
Weekly Newsletter	in addition to the Event Page Feature	£70
'Spotlight Feature' in our Weekly Newsletter to 4k+	Sent to our whole database. Available as part of a wider package.	£180
Dedicated email to 4k+ Subscribers	Dedicated email delivered to the full Merit Club database, including: <ul style="list-style-type: none"> <li>- content</li> <li>- high res imagery</li> <li>- promotional offers</li> <li>- event details and link</li> </ul>	£420
Social Media Campaign to 10k+ following	Social media event campaign made bespoke to your brand and event. High res imagery and content required.	from £500
Event Attendance	A representative of The Merit Club to attend the event + social media stories on the day and feature in our Weekly Newsletter the following Monday	from £400

*"Thank you so so much for all the support - We are literally 3 tickets away from selling out so with a good amount on the back of your email.*

*REALLY amazing stuff, everyone is so pleased."*

*- Harper's Bazaar*

# EVENT SPONSORSHIP OPTIONS

# GOLD SPONSOR

# £12,500

SERVICES	DETAILS
Brand Presence in a selected category for max 12 events / 1 year	Categories are: <ul style="list-style-type: none"><li>- Finance</li><li>- Wellbeing</li><li>- Relationships</li><li>- Career &amp; Business</li><li>- Arts &amp; Culture</li><li>- Entertainment</li></ul> Our events are designed to feel welcoming and intimate to facilitate real connections. (Attendees: 15-50)
Event Page Feature Section	Dedicated section for brand logo and text on the event page, live for 3+ weeks on our website leading up to the event.
Attendee Data	Opt-ins are shared securely after the event.
Live Event Feature	Logo throughout the event material and handouts as well as further opportunity to distribute literature at the event
Recording	A 30 second brand feature edited into the event replay which will be available for all members to watch permanently.
Speaking Opportunity	To participate in a panel or to hold a workshop by a representative if applicable
Tickets	2 delegate tickets per event
Social Media Mention to 10k+ following	Awareness driving social media feed post + story in relation to the event
Dedicated Blog / Review	Review of your service, interview with the founder or blog piece as a recommendation + social media promotion
Usage of Photographs	Free usage of branded event photographs
Staff Discount	Special discounted membership for staff members

*Elevate your brand awareness with events hosted in partnership with **The Merit Club.***

*Our most comprehensive package for creating brand alignment with your brand for maximum exposure within our community both online and offline.*

# SILVER SPONSOR

# £3,500

SERVICES	DETAILS
Brand Presence in a selected category for 1 of our events	Categories are: <ul style="list-style-type: none"><li>- Finance</li><li>- Wellbeing</li><li>- Relationships</li><li>- Career &amp; Business</li><li>- Arts &amp; Culture</li><li>- Entertainment</li></ul> Our events are designed to feel welcoming and intimate to facilitate real connections. (Attendees: 15-50)
Event Page Feature Section	Dedicated section for brand logo and text on the event page, live for 2+ weeks on our website leading up to the event
Attendee Data	Opt-ins are shared securely after the event.
Live Event Feature	Logo throughout the event material and handouts as well as further opportunity to distribute literature at the event
Recording	A 30 second brand feature edited into the event replay which will be available for all members to watch permanently.
Speaking Opportunity	To participate in a panel or to hold a workshop by a representative if applicable
Tickets	1 delegate ticket per event
Social Media Mention to 10k+ following	Awareness driving social media feed post tag + story in relation to the event
Usage of Photographs	Free usage of branded event photographs
Staff Discount	Special discounted membership for staff members

*A package perfect for creating awareness and exposure for your brand both online and offline.*

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

# GOODY BAG SPONSOR

SERVICES	DETAILS
Brand Presence	Product feature in our goody bags for selected events. Number of samples required are 30-50, depending on the event.
Event Page Feature Section	Dedicated section for brand logo and text on the event page, live for 2+ weeks on our website leading up to the event
Tickets	1 delegate ticket per event
Social Media Mention to 10k+ following	Awareness driving social media post tag + story in relation to the event
Usage of Photographs	Free usage of branded event photographs

*The perfect way to introduce your product to our audience both online and offline.*

*We require samples or full size products instead of leaflets.*

*Vouchers are only accepted if personalised to our audience and a substantial discount or offer.*

# COLLABORATIONS



# Partnerships

Harper's  
**BAZAAR**



**TRAMP**  
LONDON



**ELEMIS**

**ballymore.**



**DUCK & DRY**  
@ No.1 Carnaby

**wework**



Sweaty Betty



THE LANESBOROUGH  
*Club & Spa*  
LONDON



**GAZELLI**  
HOUSE

*and more...*



THE MERIT  
club  
—

*Contact us*

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