



Media Kit

The Blogger's Corner · Partner Placements

2026

The Truth About Trends

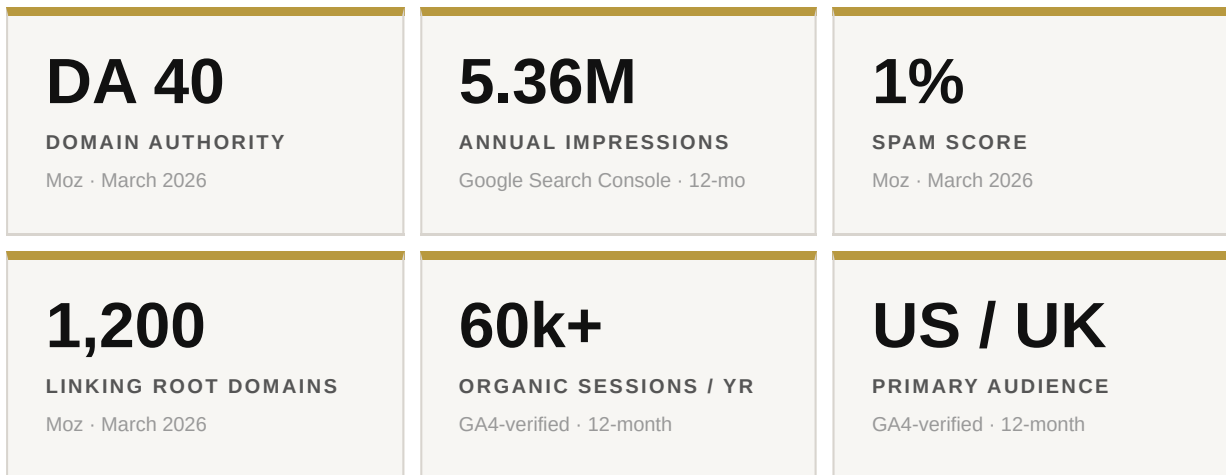
Investigative journalism applied to fashion and wellness.

About The Fashion Globe

The Fashion Globe is an independent investigative publication, founded in 2009 and registered in England and Wales. It applies investigative journalism to fashion and wellness — questioning brand claims, challenging industry narratives, and examining the evidence behind the trends. It does not carry advertising within its editorial sections.

The Blogger's Corner is a commercially distinct section of thefashionglobe.com, editorially separated from the main publication. It operates as an open platform for brand and contributor content, with full disclosure on every placement. No commercial content appears within the editorial categories under any circumstances. Two placement formats are available.

Domain Metrics



PLACEMENT 1

PARTNER FEATURE

£250

Minimum 12 months · Client-produced · Elevated layout

A Partner Feature is an article produced by the client and published in The Blogger's Corner. It is open to brands, independent designers, and creative practitioners working within FG's topical scope. FG reviews every submission before publication is confirmed.

The format is editorially elevated. A standfirst below the title frames the piece before the reader enters the body. Multiple images are placed throughout the article. Pull quotes are set in the body. The result reads as a considered editorial commission rather than contributed copy. The "Partner Feature" badge in the header identifies the commercial relationship.

Placement is minimum 12 months from the date of publication, then reviewed. Review criteria are topical relevance and outbound link policy compliance. Content meeting both is retained at no charge.

TERM	Minimum 12 months from publication, then reviewed
PRODUCED BY	Client
LAYOUT	Elevated — standfirst, pull quotes, multiple images
OUTBOUND LINKS	Up to 2 commercial outbound links
BADGE	Partner Feature — disclosed on every article
ELIGIBLE BUYERS	Brands, independent designers, creative practitioners
PRICE	£250

PLACEMENT 2

SPONSORED

£450

Minimum 12 months · FG-commissioned · Full production

A Sponsored placement is produced by The Fashion Globe. Before a brief is accepted, the client provides background materials — a website, portfolio, press references, published work, or professional profile. The format suits both established names and emerging practitioners. What it requires is source material: something to research, document, and build from.

For a number of clients, a Sponsored feature on The Fashion Globe has served as a first significant media reference — used subsequently to secure coverage elsewhere.

Once materials are reviewed and the brief confirmed, FG prepares editorial questions for the client to respond to. The draft is built from those responses. The client reviews and has two rounds of revisions before publication. FG manages production through to the live link. The article carries the same elevated layout as a Partner Feature — standfirst, editorial image treatment, pull quotes — with an amber "Sponsored" badge.

TERM	Minimum 12 months from publication, then reviewed
PRODUCED BY	FG — commissioned from an external writer
LAYOUT	Elevated — standfirst, pull quotes, editorial image treatment
OUTBOUND LINKS	Up to 2 commercial outbound links
BADGE	Sponsored (amber) — disclosed on every article
REVISIONS	2 rounds before publication
PRICE	£450

Upon payment, full rights in the commissioned content vest in the client. The article may not be republished verbatim on another domain — a restriction that protects the search value of the live placement.

Performance

Since 2009, The Fashion Globe has developed a precise understanding of which topics carry viable search demand within fashion and wellness, and how to position content to capture it. That competence is what a Sponsored placement buys. Two articles published within one day of each other, on the same topic — fashion trend cycles — document the gap between FG-produced content and standard contributor copy. Over twelve months, the Sponsored article generated 136,701 impressions and ranked across 26 keywords, with an average position of 7.75. The guest contribution generated 3,515 impressions and did not register in the top 1,000 queries site-wide.

SPONSORED PLACEMENT

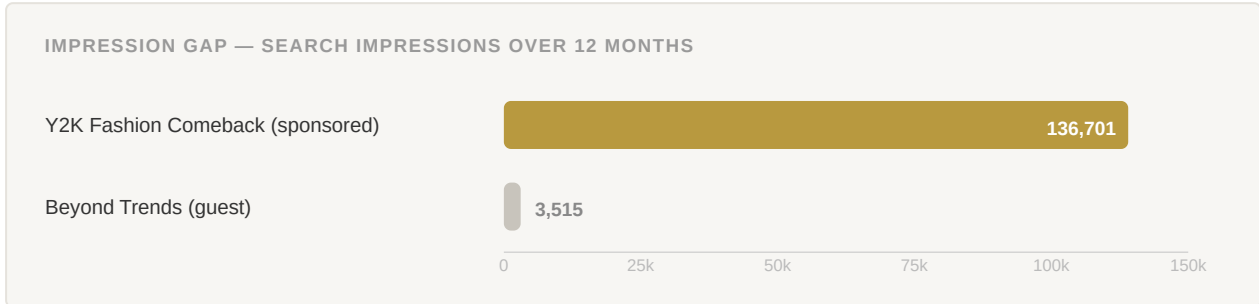
Y2K Fashion Comeback
Published 30 Mar 2025 · 13 months on site

Search impressions	136,701
Clicks	844
Sessions (GA4)	2,068

GUEST CONTRIBUTION

Beyond Trends: The Evolution of Fashion and Its Impact on Tomorrow
Published 1 Apr 2025 · 12 months on site

Search impressions	3,515
Clicks	14
Sessions (GA4)	99



IMPRESSION MULTIPLIER

38.9×

CLICK MULTIPLIER

60.3×

SESSION MULTIPLIER

20.9×

Data sources: Google Search Console (impressions, clicks) · Google Analytics 4 (sessions). Both articles published in The Blogger's Corner within one day of each other. Same platform, same category, same indexed age. Performance differential reflects keyword demand and content strategy — not platform advantage alone.

Topical Scope

IN SCOPE	NOT ACCEPTED
✓ Fashion — bridal, luxury, sustainable, artisanal, retail, accessories, jewellery	✗ Dental, pharmaceuticals, medical devices
✓ Beauty — skincare, anti-ageing, clean beauty, cosmetics, fragrance	✗ Fitness equipment, supplements without a beauty angle
✓ Wellness with a direct beauty dimension · holistic beauty	✗ Generic health, finance, SaaS, technology, legal services
✓ Design, craft, culture, luxury	✗ Content without a fashion or wellness dimension

Editorial Review

Every submission is reviewed before publication is confirmed. FG does not publish content that conflicts with its editorial standards or falls outside the topical scope above.

Retention Policy

Placements are retained at no charge beyond 12 months if they remain topically relevant and their outbound links comply with current policy. Non-compliant content is removed.

Enquiries

Pricing and availability are confirmed directly by email.

thefashionglobe.com → [Contact](#) → [Sponsored Content](#)