

ChokoMa

Blog beauté gourmand



MEDIA KIT
Q4 2021

Who am I ?



Coralie PETERMANN

Creator of ChokoMag since 2012,
Senior Consultant in Data Strategy and Digital Strategy,
In charge of the SEO module at the University of Versailles (UVSQ)

PhD in Mathematics and Computer Science,
7 years of experience as **Director of Data Science of an
international AdTech company** (programmatic advertising)

contact@chokomag.com

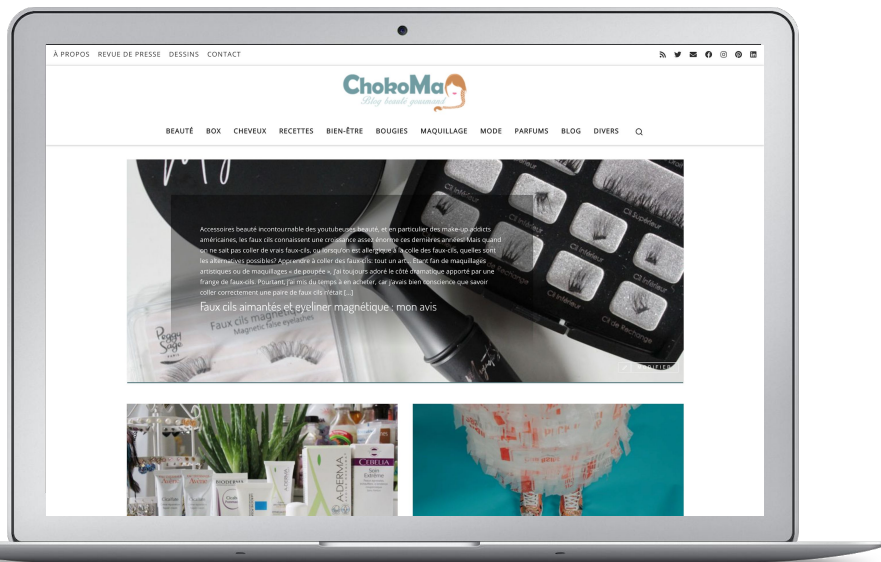
Others websites:



Metro
Boulot
Cardio



My blog Chokomag

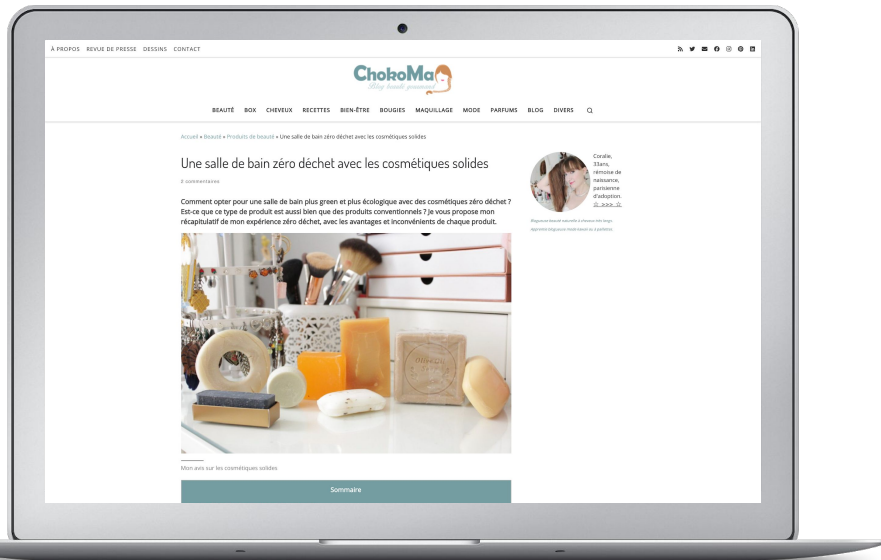


Eco-fashion, well-being, make-up, perfume and beauty blog specialised in cosmetics combining sensoriality, naturalness and effective active ingredients.
Created in 2012.

Highlights of my blog :

- excellent referencing on Google (85% of the traffic comes from search engines)
- 8 years of intensive comparative tests of cosmetics allowing me to have a valuable expertise for my readers
- qualitative content useful for the consumer
- Older articles are updated regularly to keep them up to date and to improve their referencing

Editorial policy of CHOKOMAG

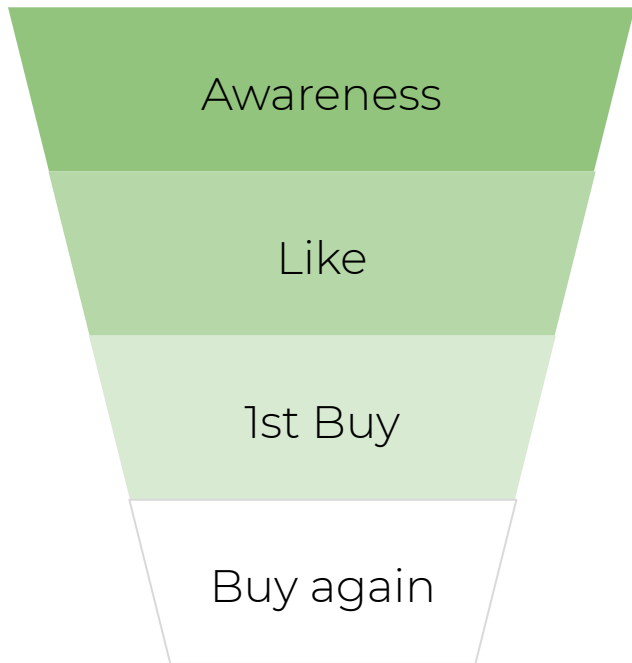


Chokomag reflects my vision of ecology: in the age of fear marketing, I think that on the contrary we must raise awareness without demonising, and above all **help people to choose products that will be really useful to them and that correspond to their expectations in order to fight against over-consumption and waste.**

The aim of my blog is therefore **informative**, I try above all to objectively present the product in a complete manner and demystify its composition, before giving my opinion about my consumption habits, my skin type, etc...

Chokomag and your conversion funnel

85% of my traffic comes from search engines



My blog allows you to promote your brand thanks to a positioning on general keywords (e.g. "healing cream").

Recommended format: multi-brand article

(ex: <https://chokomag.com/16701/bien-etre/quelles-cremes-de-para-faut-il-avoir-dans-sa-trousse-a-pharmacie/>).

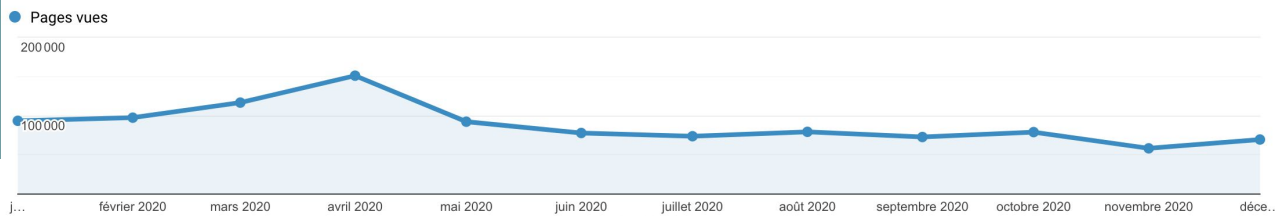


My blog also contributes to the development of your brand's image thanks to a positioning on branding keywords. My readers can find my content thanks to keywords such as "L'oreal opinion".

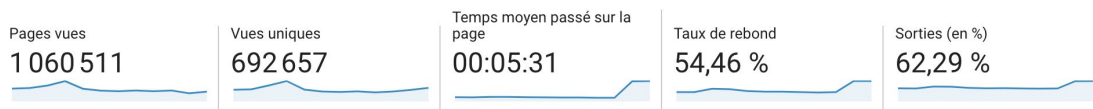
Recommended format: dedicated branding article

(ex: <https://chokomag.com/26109/beaute/soins/embryolisse-je-teste-tous-les-produits/>).

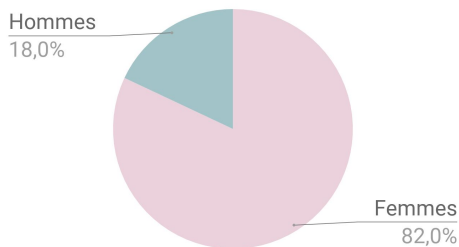
Chokomag - statistics



57 000 Unique Visitors
&
88 000 Page views
per month (average)



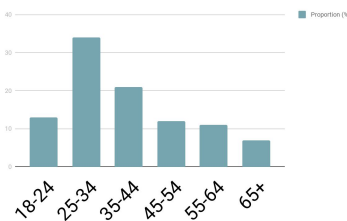
👩 82% women - 18% men 👨



Average age : 25 - 45yo

Ages:

- 18-24 : 13%
- 25-34 : 34%
- 35-44 : 21%
- 45-54 : 12%
- 55-64 : 11%
- 65+ : 7%



Center of interest (*data segments in descending order*):

- 👉 Beauty & Wellness/Beauty Mavens
- 👉 Lifestyles & Hobbies/Fashionistas
- 👉 Lifestyles & Hobbies/Green Living Enthusiasts
- 👉 Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- 👉 Shoppers/Value Shoppers
- 👉 Media & Entertainment/Book Lovers
- 👉 Lifestyles & Hobbies/Family-Focused
- 👉 Home & Garden/Home Decor Enthusiasts
- 👉 News & Politics/Avid News Readers
- 👉 Lifestyles & Hobbies/Pet Lovers

Social networks



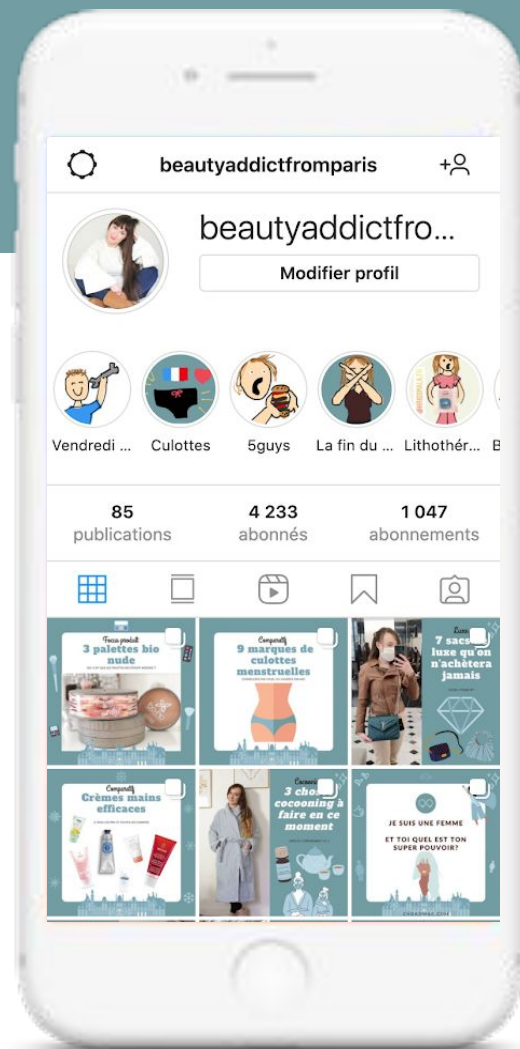
50 000 Unique
Visitors per month

<https://www.pinterest.fr/chokomaa/>



3 800 followers
3% engagement rate

<https://www.instagram.com/beautyaddictfromparis/>



References



"We worked with Coralie on content creation. We're really happy, the visuals are great, it's really clear. This communication campaign helped explain to people who we are, what we do, and talk about our values. Thank you so much!"



Amandine Fritsch
Chargée de communication & e-marketing



"Coralie has realized a blog article optimized for one of our partners. With her experience in SEO, the brief was perfectly realized and I appreciated this collaboration".



Eleonore Frère
Partner & SEO consultant



"Thanks to Coralie I was able to learn a little bit more about SEO, and improve the placement of my articles on Google to get more organic traffic."

She is a very educational person and listens to her interlocutor. I strongly recommend her services".



La Biotista
Créatrice de contenu