

de la Pen

All Pen Everything

Media Kit

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THE DEFINITION OF DE LA PEN...ALL PEN EVERYTHING

ABOUT LOUDPEN

ALLOW ME TO REINTRODUCE MYSELF

PENNIES AND PENS

LOUDPEN'S PORTFOLIO

CONTACT PEN

DISCLAIMER

FASHION ▾

BEAUTY

LIFESTYLE ▾

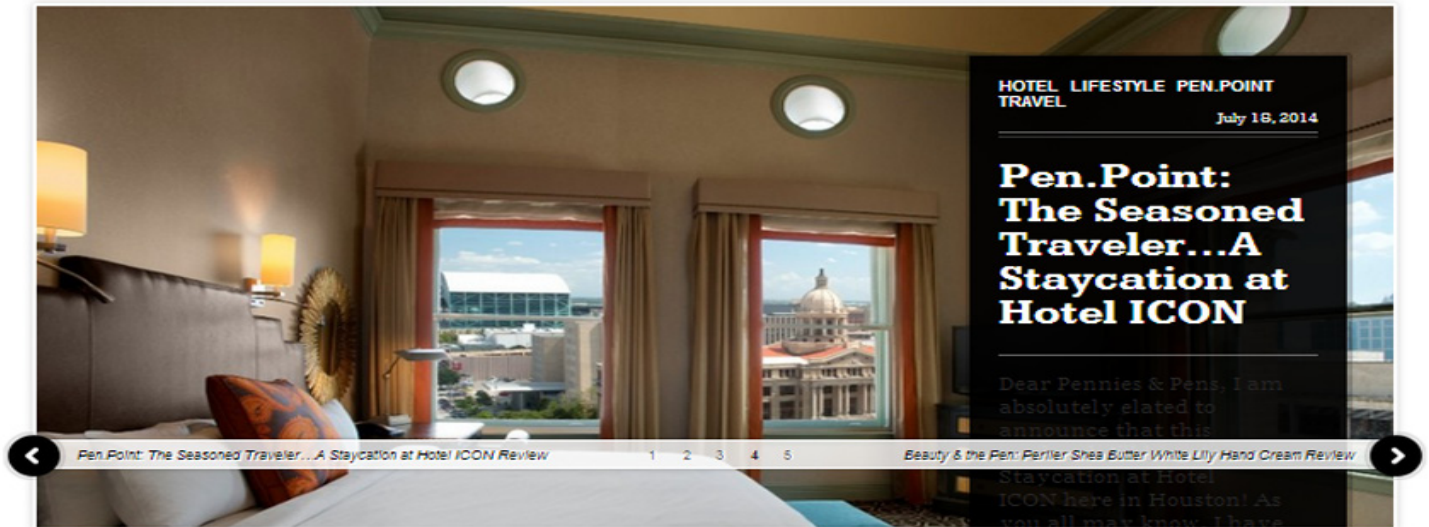
TRAVEL ▾

ART

FILM

MUSIC ▾

EVENTS



Contact Info:

LoudPen

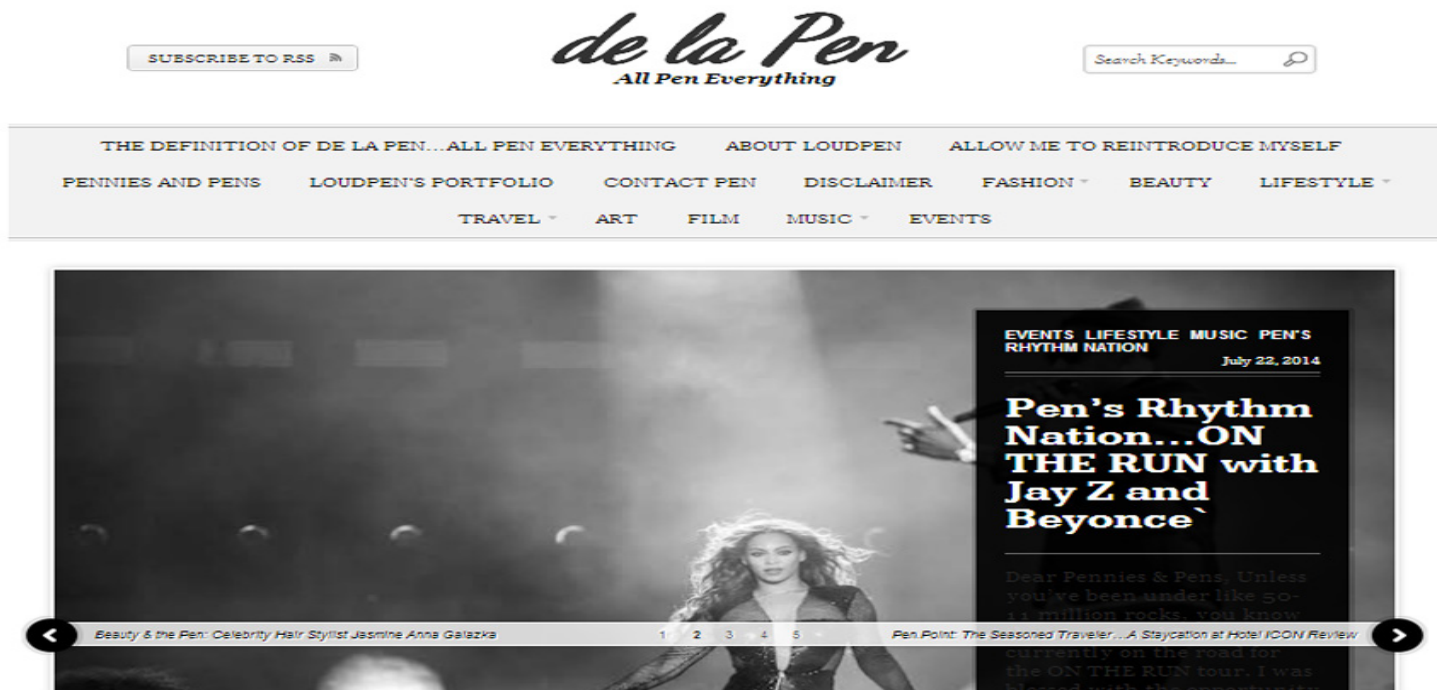
Editor of de la Pen...All Pen Everything

Email: delapen@thenetworkfam.com

Skype: LoudPen

Website: www.allpeneverything.com

The Definition of de la Pen...All Pen Everything



de la Pen...All Pen Everything is an international and multicultural online lifestyle magazine. de la Pen...All Pen Everything features fashion, beauty, music, travel, art, events, and more. de la Pen...All Pen Everything is dedicated to promoting diversity, positive thinking, keeping it real, as well as being spiritually liberated, healthy, and happy.

de la Pen...All Pen Everything creates unique and original content so that the reader receives stories that are fresh, fun, and cool. All Articles are written as a letter to "Pennies & Pens" (readers of de la Pen) to give each story that personal touch. de la Pen focuses on writing quality stories that are thought-provoking, inspiring, and entertaining.

de la Pen...All Pen Everything believes in switching it up hence the wide range of content. de la Pen...All Pen Everything always keeps it real. With us, keeping it real never goes wrong.

Established in 2010, de la Pen...All Pen everything features a variety of established and emerging brands such as:

- Perlier
- Vionic Shoes
- Lone Star Court
- The Royal Sonesta Houston
- SOL REPUBLIC
- Hotel ICON
- The Fund Forum of Arts & Culture Uzbekistan



*Please click on any of the brand names above to see posts published by de la Pen...All Pen Everything.

LoudPen: The Biography



LoudPen

LoudPen is Editor of de la Pen...All Pen Everything, as well as the Brand Manager for The Network. LoudPen has extensive experience in blogging, social media, PR, and brand management.

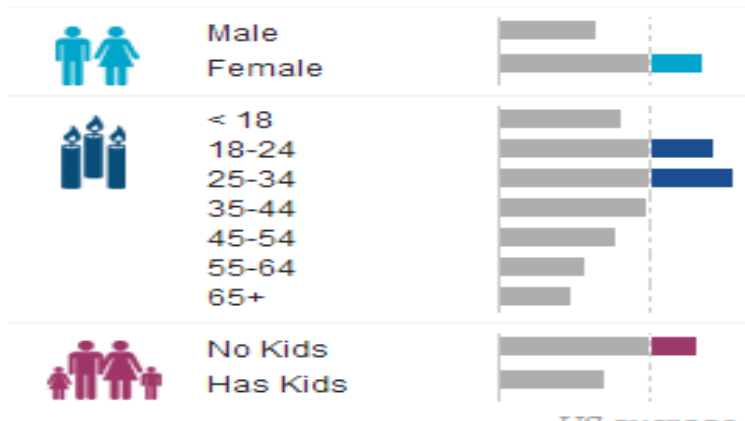
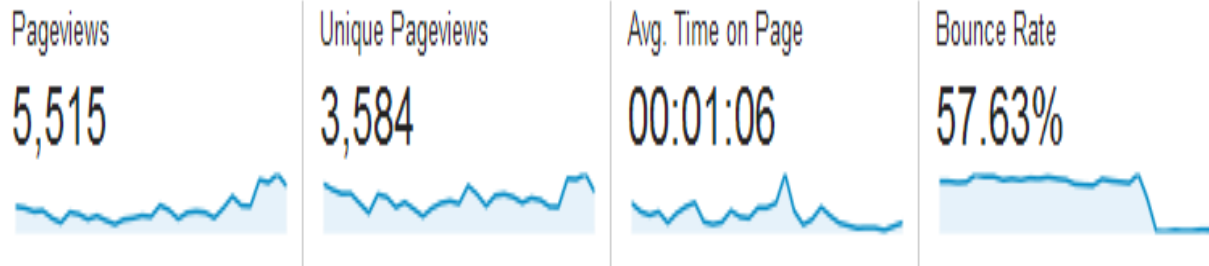
As Editor of de la Pen...All Pen Everything, LoudPen writes and publishes unique as well as original content. LoudPen collaborates with PR agencies, fashion, beauty, music, and lifestyle brands to collaborate on projects that result in exclusive content for de la Pen...All Pen Everything. LoudPen also manages a team of writers, photographers, and videographers who contribute content to the site.



LoudPen has attended and covered prestigious and exclusive events like the past eight seasons of New York Fashion Week including the Couture Council Luncheon Honoring Valentino, the Daphne Guinness Press Preview at the Museum at FIT, and a press preview for the film "Scatter My Ashes at Bergdorfs". Additionally, LoudPen has worked with established and emerging brands like St. Ives, The Limited, ULTA's Hyrdoxatone, The Limited, Clayspray, Lone Star Court Hotel, the Royal Sonesta Houston, and many more.

LoudPen has established herself as an influencer on social media with a community of over 4,200 followers on social media. LoudPen has received ReTweets and responses from top brands like The Royal Sonesta Hotels, Dillard's, Fashion Forward Dubai, The Limited, Vince Camuto, ALDO Shoes, and more.

de la Pen...All Pen Everything Stats:



Reader Demographics:

Female: 70%

Male: 30%

Age:

- 25 - 34 = 27%
- 35 - 44 = 19%
- 18 - 24 = 18%

Family:

- No Children - 66%
- Children - 34%

Income:

- Majority is more affluent making \$150k per year

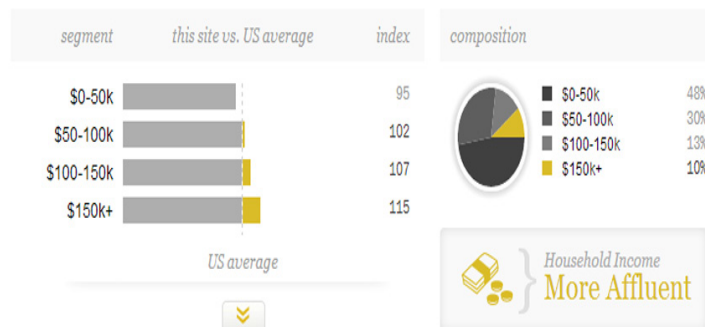
Ethnicity:

- Majority is African-American, Asian, and Hispanic

US Demographics: [Web] ? [See All](#)

Household Income

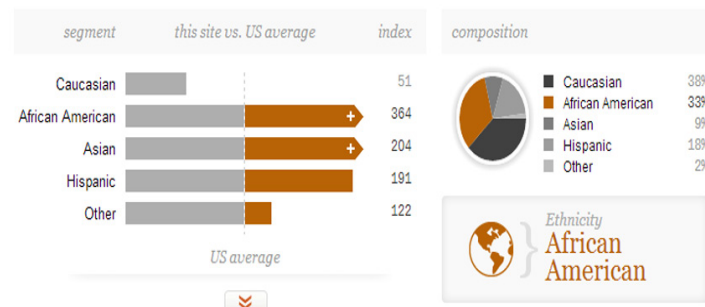
Summary | Gender | Age | Household | Income | Education | Ethnicity



US Demographics: [Web] ? [See All](#)

Ethnicity

Summary | Gender | Age | Household | Income | Education | Ethnicity



Stats and deomographics compiled using Google Analytics and Quantcast. Stats report monthly numbers. Updated July 2014.

LoudPen On Social Media



Facebook: 194

LinkedIn: 723

Twitter: 2,695

Google+: 86

Pinterest: 160

Instagram: 374

Tumblr: 88

Twitter Endorsements



Collaborate with LoudPen and de la Pen...All Pen Everything

Benefits:

Engaged Readership: Pennies and Pens are avid fans as they follow LoudPen on a variety of platforms and consistently interact with LoudPen's content.

Original Content: de la Pen...All Pen Everything and LoudPen content is always exclusive and fresh.

Diverse Fans & Followers: Since de la Pen...All Pen Everything is an online lifestyle magazine featuring fashion, beauty, travel, music and art, people from all walks of life, from all over the world engage with content. This is your brand's chance to reach a diversified audience.

Multicultural Audience: de la Pen...All Pen Everything's audience is majority Asian, Hispanic, and African American. Most Pennies & Pens (readers of de la Pen...All Pen Everything) are college educated, social media savvy, and affluent making over 150k per year. Most importantly they are more likely to buy. This is your brand's opportunity to connect with multicultural consumers who spend.

- Asian Americans spent \$2,500 or more online shopping in 2013 according to Nielsen.
- African Americans have buying power of \$1.1 Trillion, they're more aggressive consumers of media and they shop more frequently than any other group according to Nielsen.
- U.S. Latinos accounted for 11%, or \$2.2 billion, of total e-commerce purchases made across the United States according to AHAA.

Quality Not Quantity: de la Pen...All Pen Everything has a modest but engaged community of over 4,700 followers. LoudPen has a genuine connection with followers. This is key to converting sales for brands because followers trust LoudPen's word meaning they are more likely to buy what she endorses.

Services:

- Sponsored Posts
- Product Reviews
- Gifting
- Giveaways
- Brand Ambassador
- Event Coverage
- Freelance Writing
- Social Media Marketing

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