

# THE NEWSLETTER

*by La Vie de Zee*

## MEDIA KIT



## THE EDIT



# Digital Properties

THE EDIT by La Vie de Zee

The Miami Events Newsletter

The NYC Events Newsletter



# About The Newsletter

The Newsletter is a weekly missive designed to enhance social wellness and promote a sense of community. The Newsletter is published via Substack and includes 3 digital properties: The Miami Events Newsletter, The NYC Events Newsletter, and THE EDIT by La Vie de Zee.

The Newsletter has just under **1,000 subscribers**, including **124 paid subscribers**. This represents a 2.5x increase since its launch in January 2024. Posts garner an average of **6.49k views per month** and an **open rate of approx. 60%**, 30% more on average than similar newsletters.

The NYC Events Newsletter and The Miami Events Newsletter publish a curation of **wellness and cultural events each Monday at 9:00am**. 1 issue out of every 4 is available to the public. The rest are paywalled. THE EDIT by La Vie de Zee launched in May 2024 and is a monthly snapshot at the **intersection of wellness and culture**. THE EDIT is available to all subscribers for no additional fee.

## Substack

Posts are published via Substack and can be read online, via email, or on the Substack App. All posts are evergreen and discoverable by SEO and the Substack in-app feed, as well as through search engines like Google and Bing. As a result, view counts continue to climb even after a post is published.

# Solving The “Loneliness Epidemic”

In 2023, The World Health Organization declared loneliness a global health threat, declaring it as deadly as “smoking 15 cigarettes per day.”

**Making meaningful connections** is a necessary but often neglected part of overall wellness. The process can feel daunting and with an already-packed schedule, it can be difficult to know where to begin.

Founder Azeezah Goodwin experienced the painful effects of loneliness firsthand during her time in NYC. Outside of work, she lacked the energy or know-how to forge meaningful connections. After moving to Miami, she learned how to build her own community and shared her journey via TikTok. She then launched La Vie de Zee and its subsidiary digital properties on Substack to help others do the same.



MIAMI EVENTS

# Engagement

The Newsletter by La Vie de Zee enjoys high engagement due to several factors:

- Community: Our subscribers are active in the community as well as online. Many are hosting and sharing events in addition to attending them.
- Context: Readers enjoy The Newsletter because it is a curated, welcoming space amongst the “junk heap” of the wider internet.
- VIP Treatment: The Newsletter makes each subscriber feel like an “insider.”
- Tastemaking: The Newsletter sets trends in the wellness space. It is viewed as a trusted guide.
- Ease: The Newsletter eliminates the need for scrolling through social media to find events and information, something that many of our subscribers wish to limit or avoid altogether.

## Statistics Snapshot:

- Weekly delivery rate: 90%
- Average click through rate: 11%
- Average open rate: 60%
- Month-to month subscriber growth rate: 13%



# Meet Our Audience

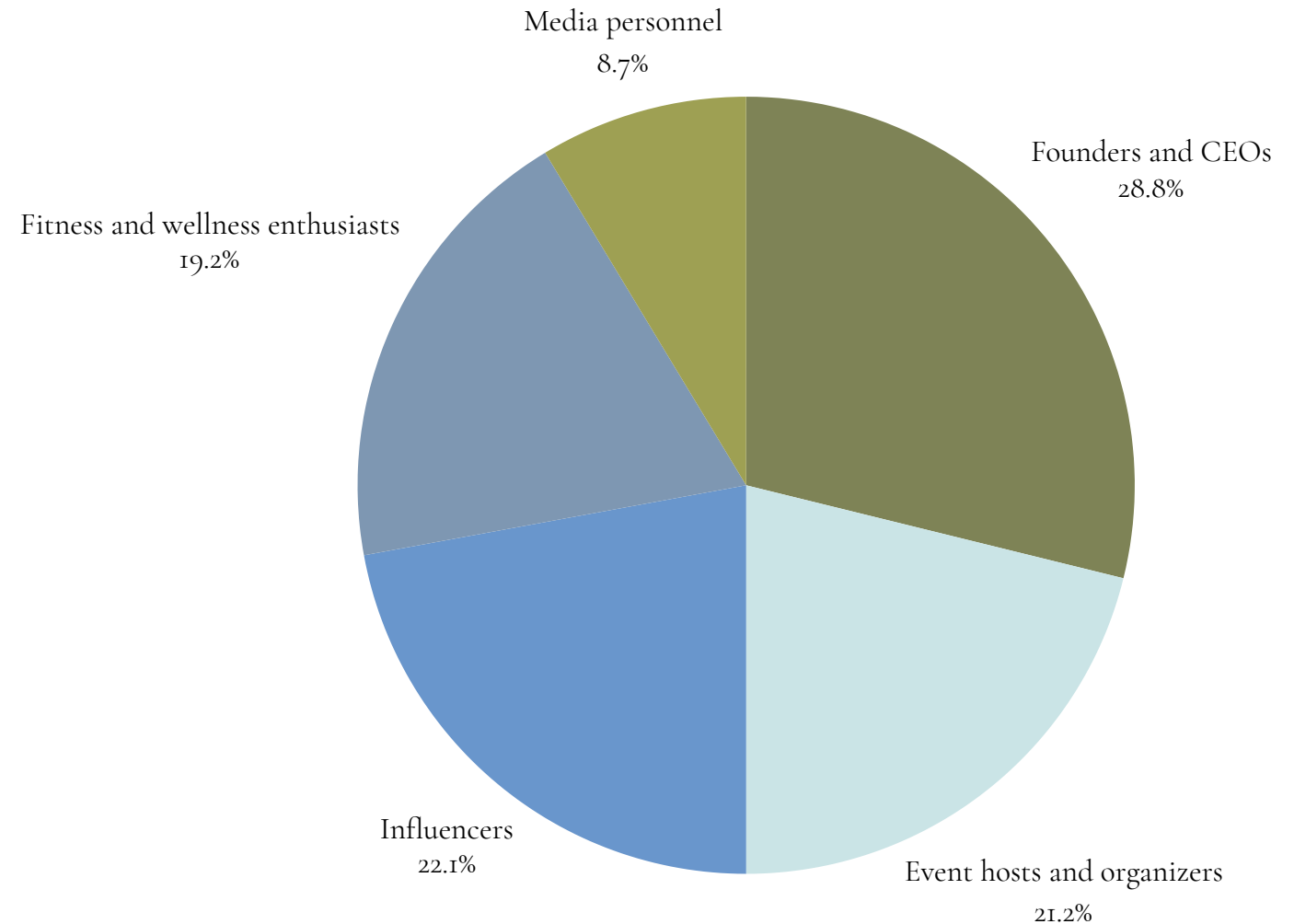
## More Than Subscribers

The Newsletter serves a community of discerning individuals aligned with our core values: the power of connection, an elevated quality of life, and a commitment to holistic wellbeing.

The Events newsletters target the Miami and NYC markets, and THE EDIT by La Vie de Zee serves the broader lifestyle and wellness segment.

The Newsletters and THE EDIT are treated by our audience as **wellness industry reports** and **thought leadership** in addition to entertainment. We represent one of the few wellness and lifestyle newsletters catering to movers and shakers in the industry.

## Breakdown by Vocation



# More Audience Data

Brand Impressions

40,000+

Median Age Range

25-34

Household Income

\$80,000+

**General Usage Facts** 📱: 9 out of 10 Americans over the age of 15 use email daily, compared to 2 out of 10 for Instagram (20%) and approx 2 out of 10 for TikTok (19%).

# Collaboration Opportunities

Dedicated Sponsored Posts

Newsletter “Takeovers”

Banner Ads

Affiliate Linking

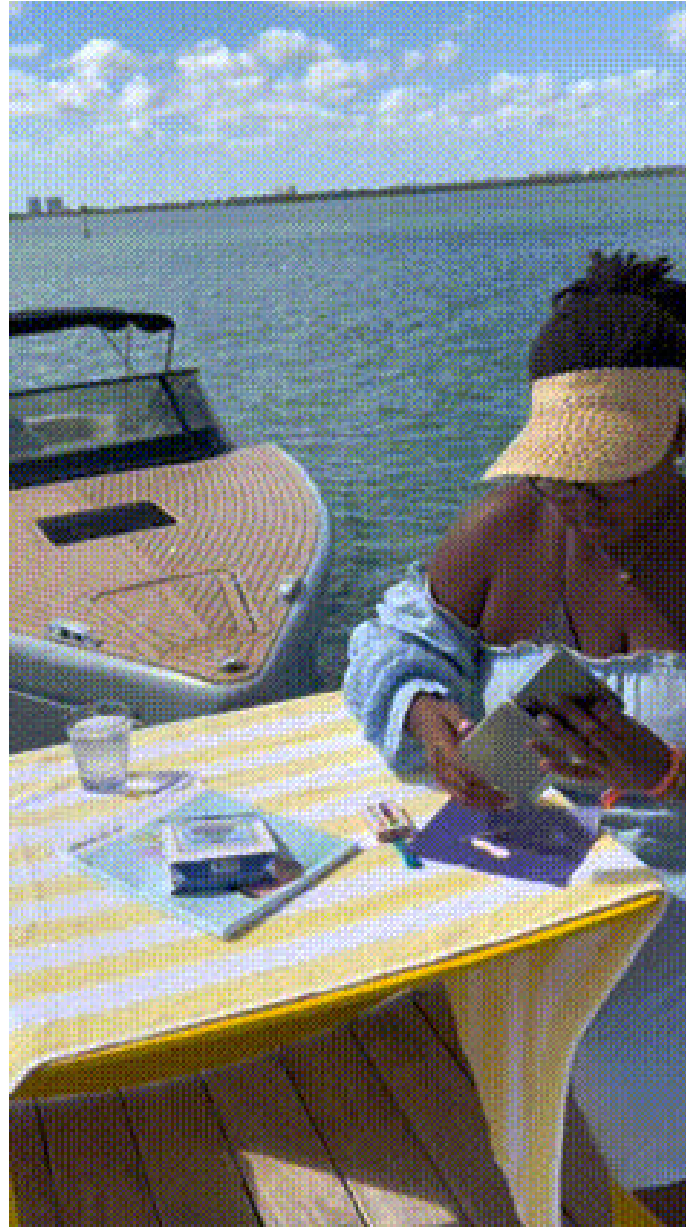


# Dedicated Posts

Capture our audience's undivided attention with a dedicated post.

These posts are sent out as “Special Issues” and can feature an unlimited array of content including product reviews, bespoke photography, GIFs (see example at right), embedded social media posts and more, including the option for affiliate linking and exclusive promotional codes.

Posts are evergreen, searchable and continue to gain new viewers via the Substack platform even after being published via email.



## Special Issue: Celebrating The Healing Power of Play with Mindhappy

Sponsored Content

LVDZ LA VIE DE ZEE  
MAY 01, 2024

## The Importance of Play

As an influencer and founder, I spend a not-insignificant amount of time looking at screens. For every fun event I host or attend, there are hours spent behind the scenes coordinating and editing.



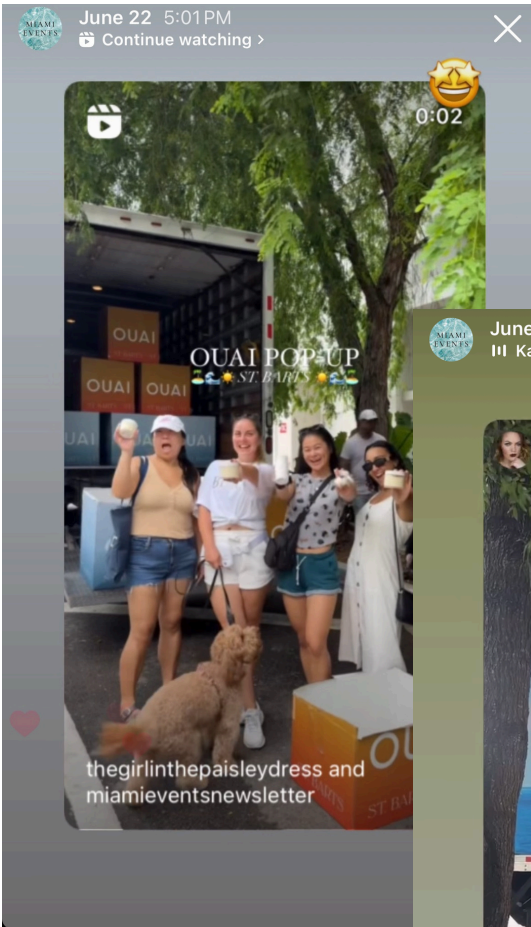
laviedezee.substack.com

# Drive Social Awareness

Work with us to create incentives to get your audience sharing on social.

We have sent out email blasts on behalf of premier brands like **rhode**, **Joja** and **The Ouai** to notify subscribers and boost in-person event attendance.

In June 2024, we invited our audience to share their experience attending The Ouai's Miami pop up on Instagram Stories in exchange for one complimentary month of newsletter subscription. This resulted in thousands of additional social media impressions.



# Newsletter “Takeovers”

Spotlight your brand: Garner goodwill and gratitude by making a previously-paywalled post of the NYC Events Newsletter or Miami Events Newsletter available and viewable to all subscribers. Takeovers include dedicated copy and a clickable banner ad.

# Banner Ads

Share a clickable banner advertisement to include in an issue of the The Newsletter. For The NYC Events Newsletter and The Miami Events Newsletter, banner ads can be included before or after the paywall.

# Affiliate Linking

Feature your product or service in THE EDIT by La Vie de Zee accompanied by trackable affiliate linking codes. The option for subscriber-exclusive discount codes is also available.



# Support Your Team

The Newsletter now offers group subscriptions!

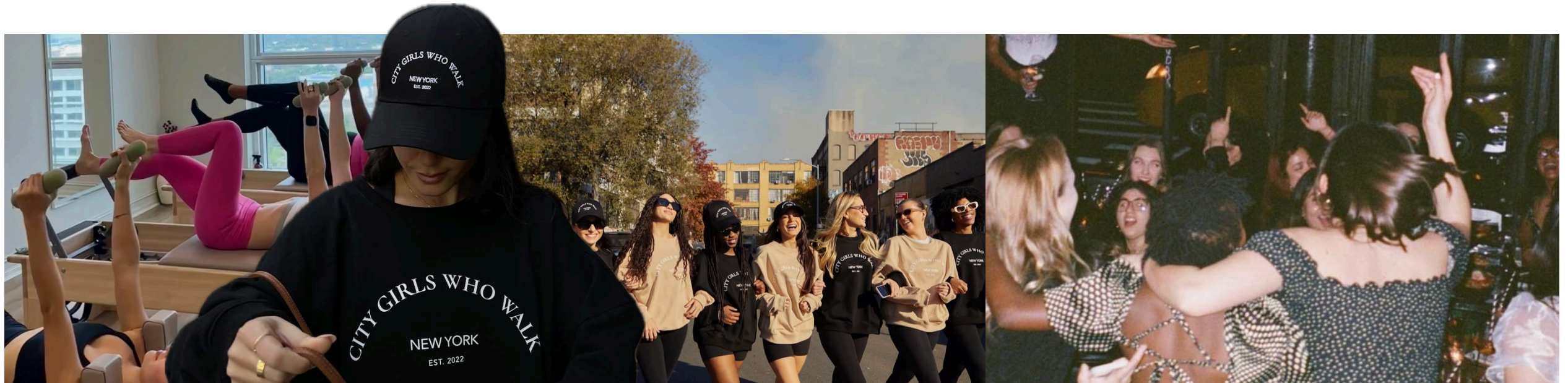
Perfect for supporting your team in their social wellness journey, as well as creating a sense of goodwill and camaraderie.

# Learn More

To learn more about group subscription options, please email:

[miamievents@laviedezee.com](mailto:miamievents@laviedezee.com)

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Let's Collaborate

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