



&

STYLE - BISTRO

CLASSICALLY COACH
PROGRAM



COACH OBJECTIVE

- Drive awareness of the Coach Spring collection
- Drive sales on Coach.com
- Generate brand engagement through high-impact and custom editorial programs

STYLEBISTRO STRATEGY

StyleBistro will make sure millions of readers add Coach's new collection to their wardrobes this Spring with the custom **Classically Coach Program** – exclusive sponsorship of all things Classic, and one-of-a-kind ad experiences that will drive purchase.



CLASSICALLY COACH

PROGRAM OVERVIEW

Classic Style Package:

- *Classic Style Theme Sponsorship:* Ownership of StyleBistro's one-stop destination to align Coach with stylish and timeless inspiration every reader can relate to
- *Premium Brand Integration:* Within StyleBistro's Classic Style content, an opportunity to highlight classic items from Coach's Spring collection that editors love and readers should buy

Custom Ad Experiences:

- Collection Launcher Skin
- Blogger Picks Carousel
- Drop and Shop
- Mobile Takeover
- Lonny Digital Issue Ad



CLASSIC STYLE PACKAGE: THEME SPONSORSHIP

Coach will perfectly capture its brand ethos by bringing millions of readers timeless trends and iconic looks through an exclusive sponsorship of StyleBistro's month long theme **Classic Style**.

DETAILS:

Classic Style Content Includes*:

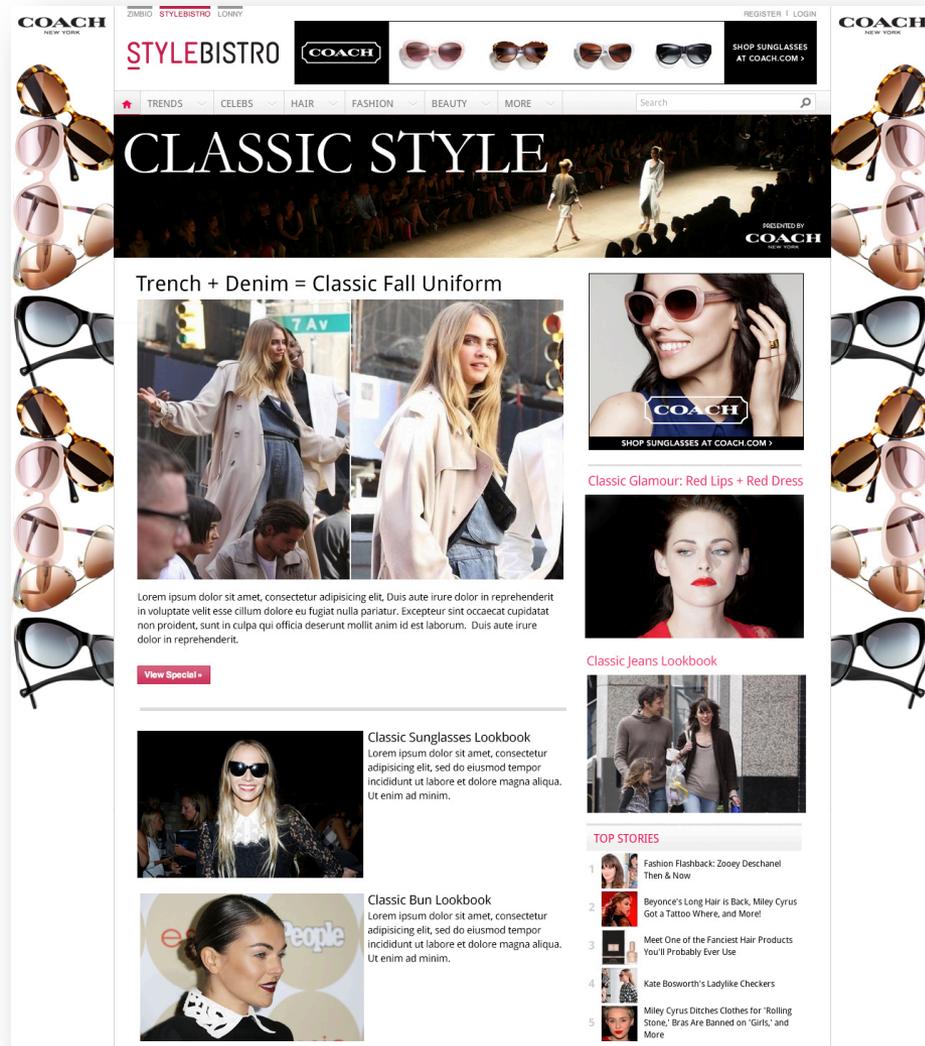
- *Classic Essentials* – Timeless pieces every woman should have in her closet
- *What to Wear* – Brunch at your boss's house, work dinner, first interview and more
- *Classically Stylish Icons* – Famously well-dressed celebs, icons, first ladies, and more

Sponsorship Includes:

- 100% SOV including co-branded custom header
- Fashion Channel landing page takeovers (3 days)
- Premium Brand Integration (see next page)
- Editorial homepage and social posts
- E-newsletter promotion
- Site-wide nav bar inclusion
- *Classic Style* Theme Stream traffic driver

Timing: March

*Editorial subject to change



CLASSIC STYLE PACKAGE: BRAND INTEGRATION

Coach's new Spring collection will be highlighted as the must-have seasonal look through a **Premium Brand Integration Special**, a native slideshow experience with all of the inspiration, detail, shopping links and sharable features StyleBistro readers know and love.

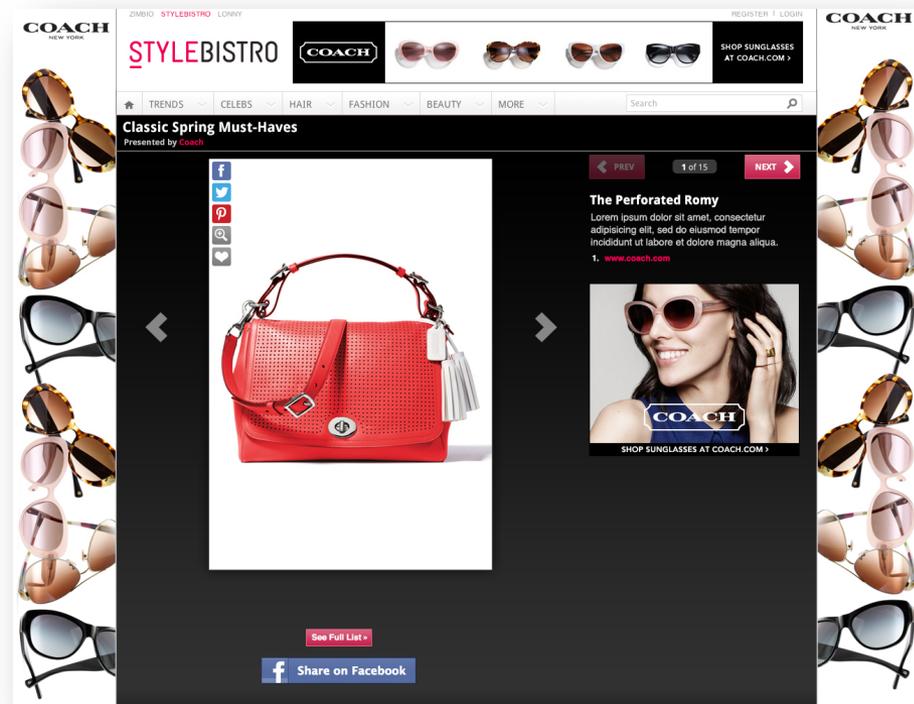
DETAILS:

Premium Brand Integration Special Includes:

- Custom slideshow featuring up to 50 Coach Spring collection products. Potential ideas include:
 - Classic Spring Must-Haves
 - Spring Must-Have Items
 - Get the Look: Classic
- Copy can be provided by Coach or written in collaboration with StyleBistro editors
- Each slide includes detailed product descriptions, brand images, and shoppable links

Sponsorship Includes:

- 100% SOV on desktop and mobile - leaderboard, m-rec, skin and "presented by" branding (skin on desktop only)
- Option to replace m-rec with Coach social module on desktop – can feature FB, Twitter, or Pinterest feed
- Included in *Classic Style* section
- Native homepage editorial and social promotions



CUSTOM AD EXPERIENCES

A custom combination of high-impact brand experiences will introduce Coach's Spring collection to StyleBistro's massive audience while they're in the fashion mindset to ultimately drive sales on Coach.com.

DETAILS:

- *Collection Launcher Skin:*
 - Interactive skin allows readers to launch a slideshow of Coach's Spring collection in a full screen format
- *Blogger Picks Carousel:*
 - StyleBistro's favorite bloggers will introduce their classic Spring must-haves from Coach in a carousel-like format that drives purchase
- *Drop and Shop:*
 - Premium real estate is combined with an interactive e-commerce experience to
- *Lonny Digital Issue Ad:*
 - A visually compelling platform combines interactive web capabilities with magazine formatting to showcase Coach's collection
- *Mobile Takeover:*
 - Reach Livingly's massive audience of 10 million+ readers who love to shop on-the-go



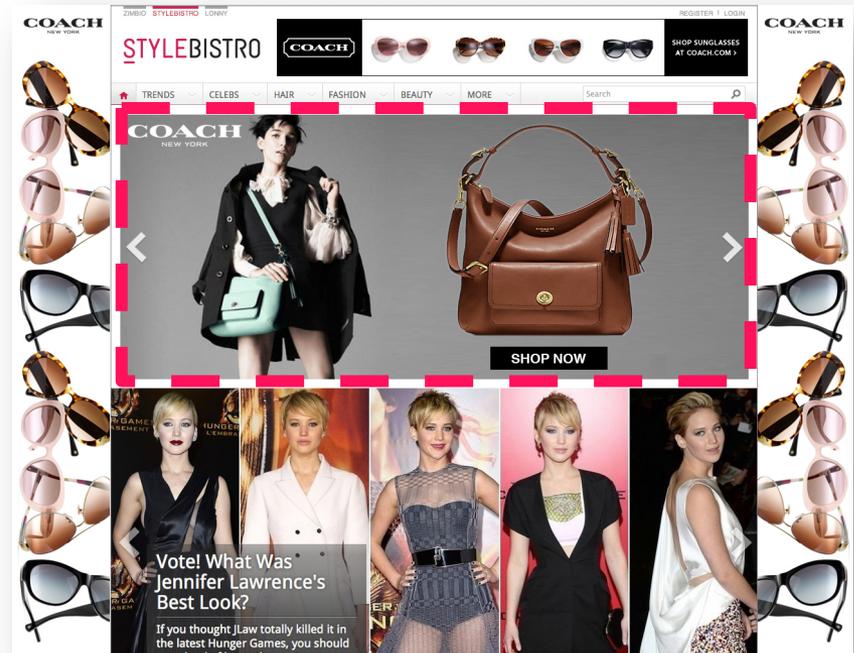
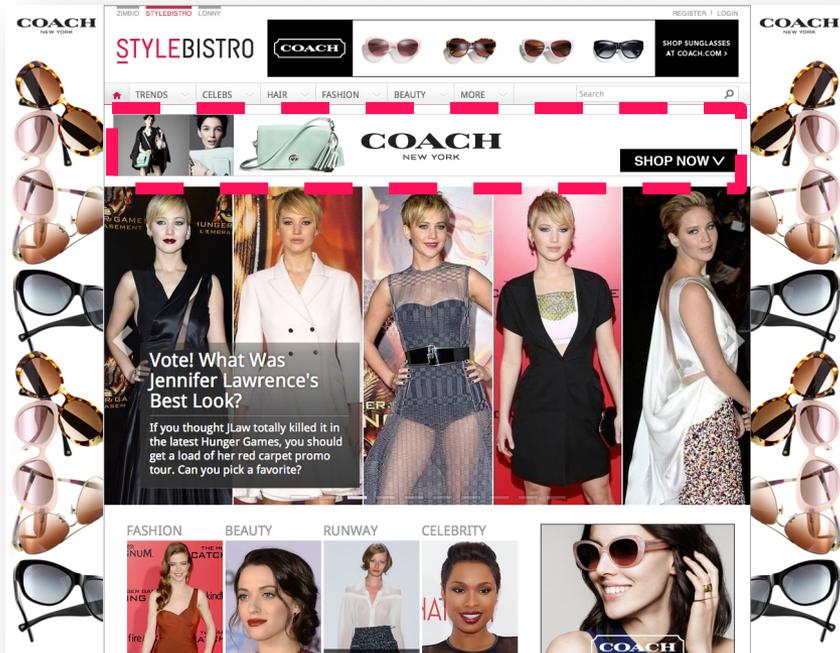
BLOGGER PICKS CAROUSEL



Blogger Picks Carousel Includes:

- StyleBistro will partner with a favorite style blogger to select their favorite classic pieces from Coach's Spring collection to feature in a 300X600 vertical carousel format
- Readers can "browse" through up to 5 frames showcasing the bloggers' personal selections of Coach products
- Each frame can link directly to individual e-commerce pages for each product
- Will live within all *Classic Style* content pages

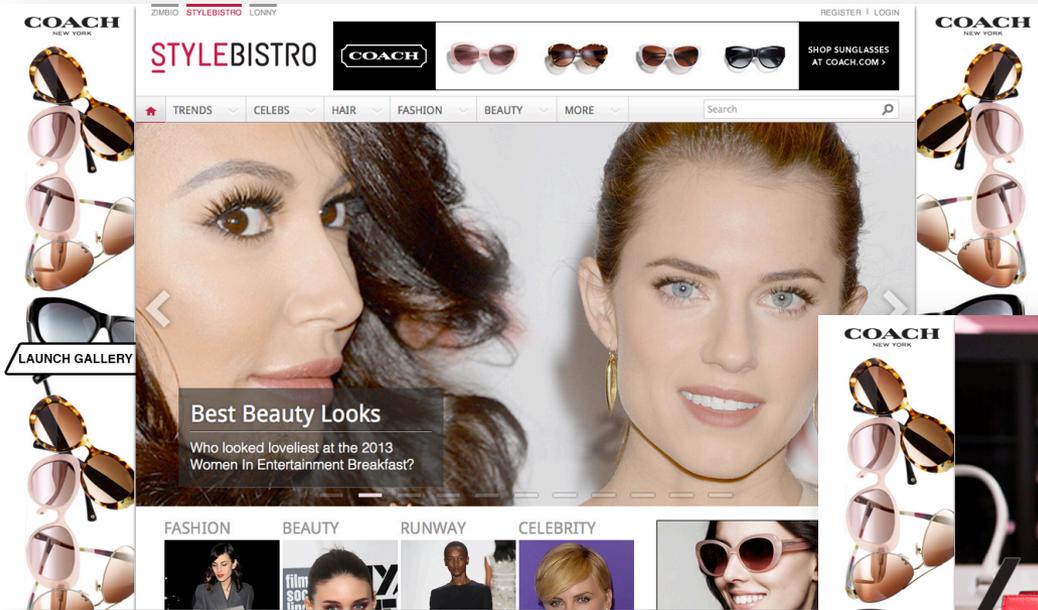
DROP AND SHOP



Drop and Shop Includes:

- Allows readers to browse, click and purchase items from Coach's Spring collection via a high-profile pushdown unit
- Auto expands (1/24) to reveal a custom sampling of Coach products
- Users can further initiate the Drop and Shop experience by clicking on the collapsed state of the pushdown
- Clicking on a product will drive users directly to Coach e-commerce for purchase

COLLECTION LAUNCHER SKIN



Initial state



Overlay state

Collection Launcher Skin Includes:

- Custom skin that expands to launch a full-bleed overlay slideshow experience
- User clicks skin to launch overlay and slideshow of up to 7 images of products and/or campaign creative
- Synced with Coach leaderboard and m-rec/300x600 for complete takeover experience

MOBILE TAKEOVER

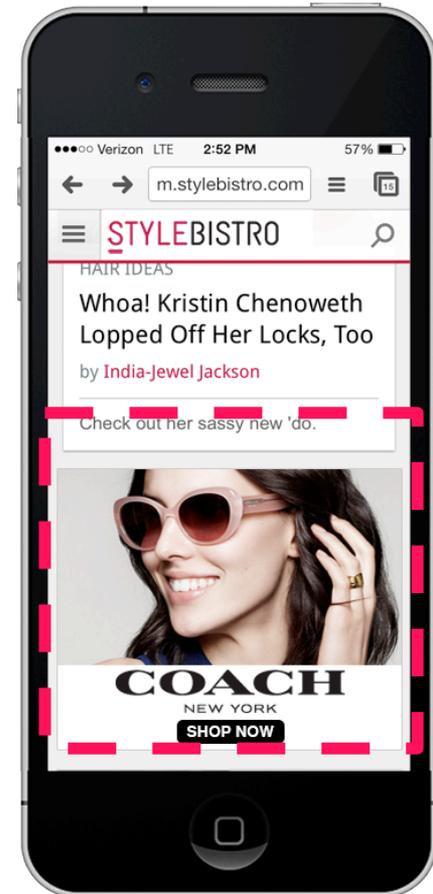
LEADERBOARD



WELCOME MAT



M-REC



Mobile Takeover Includes:

- A combination of Livingly's mobile ad placements for a 100% takeover experience:
 - Welcome Mat, Medium Rectangle, Billboard/Leaderboard
- Large-scale exposure through Livingly's run-of-network to reach our 10 million+ mobile users

LONNY DIGITAL ISSUE AD

MARKET

BETWEEN THE LINES

Mitchell Gold + Bob Williams' newest collection incorporates diverse styles from decades past

This spring, Mitchell Gold + Bob Williams infuses vintage flair into its roster of classic merchandise, introducing such pieces as a 1970s-inspired art deco revival chest of drawers, a vivaciously curved nickel table lamp, and a sleek, architectural white-oak chaise. Topping off the new collection is a portfolio of framed retro photography prints suggesting a graceful design past. —ST L

- 1 Arjelico & Jock from the Conde Nast Archives: \$345; Mitchell Gold + Bob Williams (call 800-789-5401 to purchase)
- 2 Bowie Table Lamp: \$660; Mitchell Gold + Bob Williams
- 3 Prescott Chaise: \$1,395 and up; Mitchell Gold + Bob Williams
- 4 Draper Chair: \$1,145 and up; Mitchell Gold + Bob Williams
- 5 Farrah Five-Drawer Chest: \$2,745; Mitchell Gold + Bob Williams
- 6 Prescott Nesting Side Table: \$745; Mitchell Gold + Bob Williams

26 Lonny

COACH

NEW YORK

Lonny Digital Issue Ad Includes:

- One full-page ad in the March issue
- Full-page ad is a proprietary Livingly experience that combines magazine-style formatting with the interactive capabilities and click functionality of a web ad
- Includes added value iPad app extension

CLASSICALLY COACH PROGRAM SUMMARY

	Classic Style Package	Collection Launcher Skin	Blogger Picks Carousel	Drop and Shop	Mobile Takeover	Lonny Digital Issue Ad
\$100K						
\$150K						

Please see media plans for detail breakouts of timing, inventory, and budget elements.



STYLE BISTRO



John Newlin
john@livingly.com