

HAITIANS WHO BLOG

Amplifying the voices of Haitian Creatives since 2017

2023 MEDIA KIT



OUR STORY

Our story is unique to those we celebrate. We are a community of Haitian creatives, founded in 2017 by our fearless leader, Shirley Dor, on her journey as an entrepreneur. Shirley had a vision for a platform that would not only unite Haitian creatives but would also provide support and resources for them to succeed. What started as a hobby quickly grew into a movement. Now in 2023, our brand has become a global community, dedicated to empowering Haitian creatives to showcase their talents to the world with pride. As a partner, you are here to celebrate the vibrant and rich culture of Haiti and the creative minds that shape it.

OUR COMMUNITY STATISTICS

1M

MONTHLY UNIQUE VISITORS

510

MOBILE MEMBERS

5K+

MONTHLY SUBSCRIBERS

50K+

SOCIAL MEDIA FOLLOWERS

OUR DEMOGRAPHICS

69% Women

78% US

30% Men

22% International

46% Ages 25-34

TOP INTERNATIONAL CITIES

Port-Au-Prince,
Montreal, Lagos

TOP US CITIES

New York, Miami,
Orlando, Boston

OUR SOCIAL MEDIA STATISTICS



47K+

FOLLOWERS



15K

VIEWERS



6K

FOLLOWERS

OUR CEO + CREATIVE DIRECTOR

Shirley Dor is an award-winning media personality who has built a career on uniting Haitian creatives. As the founder of Haitians Who Blog, Shirley has created a community-driven hub that amplifies the voices of Haitian creatives, celebrates their stories, and provides them with the resources needed to succeed.



Shirley's dedication to her community has earned her recognition as the Forbes 30 under 30 nominee, Tomorrow Leaders Today recipient, Rising Star of the Year, Haitian Woman of the Year, and one of the Top 20 Young Professionals under 40. As a non-profit board member of the Haitian American Chamber of Commerce, the Golden Vie Inc Immigrant Scholarship program, and the Haitian Real Estate Professional Association, she is passionate about serving the Haitian community.

AS SEEN ON

THE HAITIAN TIMES
BRIDGING THE GAP

WELL + GOOD

Medium

Haiti Open POPSUGAR. The Washington Post

OUR PREVIOUS PARTNERS

We've partnered with over 500 businesses in amplifying their business ideas and online influence. Here are a few:

Kreyol Essence
Western Union
Diner En Blanc
Po'Up
Brooklyn Academy of Music
Hope for Haiti
Greater Miami and Miami Beach
Buttah

Orlando Magic
Caribbrew
Greater Haitian American
Chamber of Commerce
Ikea USA Foundation
African American Chamber
of Commerce
Taste of Haiti Box

Find us online



haitianswhoblog.com



@haitianswhoblog@gmail.com

HAITIANS WHO BLOG

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2023 SERVICES & RATES

Buy an ad, reach Haitian creatives, grow your business.

SOCIAL MEDIA AMPLIFICATIONS

Engage our community instantly through social media promotions shared across Social Media.

Instagram + Facebook

Stories - \$45

Static Images - \$85

Reels: \$100

Twitter, Threads, LinkedIn

Static Images: \$50

Video Posts: \$85

SOCIAL MEDIA PACKAGES

Make the most of our social media platforms through a month-long campaign across all social media channels (Instagram, Facebook, Twitter, Threads, and LinkedIn, Stories).

Basic Package - \$400

1 post a week for a total of 4 posts in a month

Premier Package - \$700

2 posts a week for a total of 8 posts in a month

EVENT PARTNER

Partner with us on one of our monthly or quarterly events.

- Monthly Creators After Hours Virtual Event
- Quarterly Creators Social IRL Event
- Haitian Creative Digital Awards

Contact for rates

DIGITAL MARKETING AMPLIFICATION

Gain digital exposure beyond the walls of social media with strategic placements throughout our owned digital channels.

Email Campaign

Inclusion in our bi-weekly email campaigns to our community tribe of 5,000+ subscribers and growing.



Leaderboard Banner- \$25

Dimensions: 970x 90



Medium Rectangle - \$85

Dimensions: 300x250

Editorial Article - \$250

A sponsored piece amplifying your brand's mission giving your press and media representation online within 500 words

DIGITAL MARKETING PACKAGE

Take advantage of all our digital marketing opportunities with a four-week campaign.

Silver Standard - \$700

1 static post a week for a total of 4 posts in a month across our Instagram, Facebook, Twitter, LinkedIn, and Stories. One published 300-500 word article and two quarter page email ads.

Gold Standard - \$1000

2 static posts a week for a total of 8 posts in a month across our Instagram, Facebook, Twitter, LinkedIn, and Stories. One published 300-500 word article and two full email ads.

TERMS OF SERVICE

All services are non-refundable and non-negotiable. All services must be started within two weeks of payment of an invoice, unless otherwise specified. Advertisers who fail to meet this deadline forfeit their advertising. No advertisements can be held for a later date. Pricing is subject to change for any special rates and offers.

Let's work together

Submit inquiries to haitianswhoblog@gmail.com