



@CANDLEMAKERSOFCOLOR

MEDIA KIT

JULY 2021

ABOUT US

The mission of our account is two-fold: to facilitate a supportive community of candlemakers of color, both established and emerging, and to play a role in a larger movement to shift consumer spending from big-name brands to small BIPOC-owned businesses, as a means of redistributing wealth to communities of color and eliminating the racial wealth gap.

OUR TEAM



MIKI, FOUNDER

Miki founded this account in September 2020 at the height of the pandemic. Based in NY, she works as an urban planner full-time. Miki is responsible for the profile and product features and connects candlemakers to wholesale and vending opportunities.



KALIYA, ADMIN

Kaliya joined the team in June 2021. She builds content that provides resources to candlemakers for all levels, from the basics of candlemaking to running a business. Based in Toledo, OH, she works as an ESL teacher full time and owns her own candle business, Respool Candles.

WHAT WE DO

SHARE RESOURCES
ON CANDLEMAKING
AND RUNNING A
BUSINESS

CONNECT
CANDLEMAKERS WITH
WHOLESALE AND
VENDING
OPPORTUNITIES TO
INCREASE SALES AND
EXPOSURE

EMPOWER MAKERS TO
SHARE THEIR STORIES
VIA FEATURES & IG
LIVES

AMPLIFY MAKERS AND
THEIR BUSINESSES IN
THE FORM OF
REVIEWS, UNBOXINGS,
AND GIVEAWAYS

HIGHLIGHTS

We have connected candlemakers to high traffic market opportunities, including:

Decatur Farmers Market (GA)

Wrentham Artisan Market (MA)

Melanated Exchange Market (NC)

Mission Collective Market (CA)

PDX Moon Market (OR)

Summit County Fair (OH)

We have connected candlemakers to online-based subscription boxes, including:

Feminist Book Club Box

CandleFind Subscription Box

Greater Goods Box

In the wake of the shootings of four Asian women in Atlanta, we donated \$5 to Red Canary Song for every candle bought at an Asian American-owned business during the course of three days. We raised over \$1,800 with over 220 candles bought!

We've partnered with candlemaking suppliers of color to do giveaways of their products, giving them free exposure to candlemakers of color who wish to keep money in their communities.

OUR AUDIENCE STATS*

**based on data provided by Planoly*

17.98K+

INSTAGRAM
FOLLOWERS

8.15%

ENGAGEMENT
RATE

3.41K+

AVG IMPRESSION
PER POST

2.86K+

AVG REACH
PER POST

76%

IDENTIFY AS
FEMALE

47%

AGES
25-34

NEW YORK

LOS ANGELES

ATLANTA

CHICAGO

HOUSTON

TOP
CITIES

USA

UK

CANADA

INDIA

AUSTRALIA

TOP
COUNTRIES

OUR RATES

Post in Feed \$100

Story \$30

Story w/ Swipe Up \$60

\$10 discount available for POC-owned businesses.

Graphics created by our team will incur a \$10 extra fee.

CONTACT US

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