

# high heel confidential



## Audience

90% Women

50% 25-35

35% 35-44

20% 18-25

## Readership

47% India

27% US

4% UK

## Reach

Daily Unique Visitors

35,000+

Monthly Page Views

2 million+



500K+



145K+



135K+



## ABOUT

Started by **Payal Parija** and **Priyanka Prasad** in 2007, **High Heel Confidential** chronicles sartorial choices of Indian celebrities and the broader Indian fashion scene. In fact, it is one of the first popular mainstream blogs to cover celebrities across India and not just look to Bollywood for content.

Besides being featured in many leading dailies and magazines, the bloggers have also made it to Vogue India's Fashion Power List, as well as Elle India's 'The List'. Having cornered a niche early on, the blog continues to enjoy fierce loyalists among its readers and continues to grow by the day.

We strive to keep the content fresh, updated and relevant. Which means introducing new content to our readers as the blog evolves. With new features and collaborations, and a growing roster of guest columnists, we at High Heel Confidential are very excited for the future.



[Instagram.com/msppj](https://www.instagram.com/msppj)



[Instagram.com/lattefiles](https://www.instagram.com/lattefiles)

## SERVICES

- Ad Banners on Blog
  - Main page, side banners, single post banners
- Featured Brand Posts
- Sponsored Event Posts (Ask for more details)
- Free Giveaways
- Social Media Coverage
- Event coverage

## CONNECT

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<https://www.facebook.com/High-Heel-Confidential-142231475817206/>

[www.instagram.com/HHCGuiltfree](https://www.instagram.com/HHCGuiltfree)

[www.twitter.com/HHCGuiltfree](https://www.twitter.com/HHCGuiltfree)