

FLAWLESS CROWNS

MEDIA KIT

2012



EDITORIAL MISSION

Flawlesscrowns.com is an online gentleman's luxury destination dedicated to celebrating the king in all of us. Flawless Crowns speaks to the modern male who share a goal in excellence and can appreciate quality throughout all sectors of *living the good life*.



Flawlesscrowns.com showcases the products and services available from the most prestigious luxury brands around the globe and also provides its sophisticated readership with detailed insight into a range of these subjects, which include luxury automobiles, yachts, travel, fashion, fine watches, art, wine, state-of-the-art home electronics and much more.

For connoisseurs seeking the very best that life has to offer, Flawlesscrowns.com remains the essential luxury resource.





OUR READER

The Flawlesscrowns.com reader is a sophisticated individual with refined tastes and an innate appreciation for the finer things in life. Our audience looks towards the Flawless Crowns brand for the newest in style, luxury, libation, and culture.

Male	68%
Female	32%
Age	23-34
Education	College
Average Income	73,000.00
Employment Status	Employed
Browsing Location	Work
Family Profile	Married +1



Traffic Types



■ 62.18% organic

■ 20.44% referral

■ 16.35% direct

■ 0.97% rss

■ 0.02% (not set)

■ 0.04% Other

TRAFFIC INSIGHT

Flawlesscrowns.com has enjoyed positive site traffic growth on a month to month basis since its launch in July 2010. With a move to self hosting in June 2011, Flawlesscrowns.com is fully optimized for high search engine rankings, improved functionality, and social media integration.

Monthly Page Views	73,000
Monthly Unique Visitors	40,000
Subscribers	530
U.S. Alexa Rank	165,000
Global Alexa Rank	718,000
Pages Per Visit	3.1
Time On Site	2.91





GLOBAL REACH

Flawlesscrowns.com successfully services a global readership on a daily basis. It is visited by over 158 countries worldwide and is enjoyed in 97 different languages.

Our unique menu of content seamlessly appeals to various international cultures far and wide. We take pride in chronicling the newest items and destinations that speak to their affluent interests in a fashion that few independently owned and self operated websites can mirror.

By partnering with Flawless Crowns your brand will make a global impression on individuals who seek the best. With a proficiency in region specific key word activation, we can customize your digital campaign to create the most impact for your brand.

1.	United States	11.	India
2.	United Kingdom	12.	Australia
3.	Canada	13.	Brazil
4.	France	14.	Spain
5.	Germany	15.	South Korea
6.	Italy	16.	Hong Kong
7.	Netherlands	17.	Philippines
8.	Japan	18.	Sweden
9.	Mexico	19.	Thailand
10.	Russia	20.	Greece





THERREAL SWIZZZ

Peace King. #FashionForward RT @Flawlesscrowns: Morning !

about 1 hour ago from web



BACARDI BACARDI

Bacardi Vintage MMXII 150th Year Anniversary Limited Edition Rum shar.es/fXIRI #Bacardi150 via @Flawlesscrowns

25 Jan



MrChrisClassic Chris Classic ©

Just checked out @Flawlesscrowns site. DOPE

5 Aug



SikanderPervez Sikander Pervez

I am in LOVE with these #GUCCI OSTRICH LEATHER LOAFERS: flawlesscrowns.com/2011/07/26/guc... #Shoes. #MensShoes.

3 Sep



GoAvantGarde GoAvantGarde

Another great piece by @Flawlesscrowns. Love this site man! Glasses By Normann Copenhagen shar.es/WGK2r

2 Jan



Dallas_Penn DALLAS PENN

MONCLER Winter 2011 swag flawlesscrowns.com/2011/10/06/mon... via @Flawlesscrowns

10 Oct



KingRonTheDon King Ron

ayooo the tagline "Luxury Fit For A King" is just one reason why this site is dope lol ... flawlesscrowns.com

6 Dec



e_Maxine E. Maxine

Catching up on Flawlesscrowns.com, always impressed

2 Feb



MsCB83 Chelsa B.

@slicKGilchrist @WolfgangBaldwin I think you guys would enjoy this site @flawlesscrowns

1 Feb



gauzne Lisa G.

Cazal Vintage 616 Sunglasses bit.ly/xYI4H8 | via @Flawlesscrowns {fresh!}

30 Jan

GOING SOCIAL

Flawless Crowns is active on several social media platforms:

- Twitter
- Facebook
- Google +
- Pinterest
- LinkedIn
- Tumblr
- Vimeo
- Youtube

With multiple content broadcasts throughout the day, Flawless Crowns can serve as an online ambassador for your brand through ubiquitously accessible and scalable communication techniques.

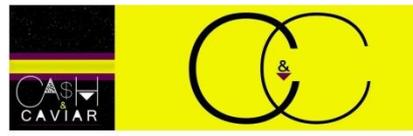


MENTIONS & PRESS

Since its launch in July 2010, Flawless Crowns has been quoted by numerous leading online media outlets and featured by several top tier luxury brands including:

- Esquire.com
- Vibe.com
- HipHopDX.com
- StuffFlyPeopleLike.com
- Cashandcaviar.com
- Roc4Life.com
- Bacardi Rum
- 40/40 Club
- La Aurora Cigars
- Ciroc Premium Vodka
- Paul Stuart

Spearheaded by noted journalist and culture curator Martin Jean, Flawless Crowns remains a voice in online media that is organic and true to its sophisticated readership. Our digital experience is unique and inspires those who partake to be great.



Flawlesscrowns.com is a man's luxury site dedicated to the good life. We cover cigars, sports, auto, fashion, fine dining and more.

Flawless Crowns is the number 1 FlawlessCrowns.com and it's also a good brand of mine. I read Martin's column here in 2008 when I was thinking of starting one. I was the first member and he was the first to reply. He has been the 40/40 guy of the blog since the start. I've never read the name FlawlessCrowns yet and he has all the connections to be the top cigar, sports, travel and other niches of luxury. FlawlessCrowns is a world and a platform where everybody can appreciate who really is the real man. He has been around cigars and cars and I'd say the FlawlessCrowns is the site to go to if you want to get it.



HOME SPORTS STYLE GIRLS ENTERTAINMENT RELATION
grooming education events health lists this guy economy politics music vehicles

TAGS: GROOMING STYLE VIDEOS

Flawless Crowns First Year Anniversary Relaunch

BY ZILLZ

Over the summer, our brothers over at Flawless Crowns had their First Year Anniversary Re-launch Party. These guys... cool, stylish, and know how to have a good time.

Flawlesscrowns.com is an online gentleman's luxury destination dedicated to celebrating the king in all of us. We cover cigars, wines & spirits, fashion, travel, and more. Flawless Crowns speaks to the modern male who share a goal in excellence and can appreciate quality throughout all sectors of the king the good life.

On Saturday, July 9th 2011 Flawlesscrowns.com hosted friends, family and tastemakers at Adrian Farnus Grooming Salon Brooklyn. Guests were treated to complimentary cigars, hors d'oeuvres, cocktails, shaves, washes, and manicures.

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Reviews 107

Flawless Crowns:
"La Aurora continues to impress me with their cigars. I've loved the 107's since they were released and I can't stop raving about the La Aurora Corojo's". [Read more >](#)

MyCigarReviews:
"I really enjoyed this moderately priced La Aurora creation. I will be recommending this cigar and picking up more in various vitales going forward. Good stuff. The Luce knows best..." [Read more >](#)

CigarSponsor:
This is a really beautiful and expertly constructed cigar. The blend of natural tobacco tastes mixed it with the sweet orange peel notes made for a relaxing and almost palate coating smoke. The thing I can't help myself when I see the La Aurora Corojo's is to buy them. I've been smoking them since they were first released. I'm a big fan of the Corojo's and I'm a big fan of the Corojo's." [Read more >](#)



HipHopDX does not encourage smoking. Two of our staff members were seen putting Cubans in the air after the Steelers/Cardinals Super Bowl, but the truth is, we don't know a damn thing about cigars. One of our Rap journalist peers, Martin A. Berrios just launched FlawlessCrowns.com, which among how to dress, where to party with Amber Rose and other things, does weekly cigar reviews. At least we'll know what to talk about if we ever end up in an elevator with Suge Knight.

Check out FlawlessCrowns.com here.



Flawless Crowns | Martin Berrios

A gentleman by any other name isn't anything close to that. It's in his walk, in his dress, where he travels, as well as the means it takes to arrive there. Yet, to introduce in addition to bring the world that much closer to the lifestyle of the modern gentleman, Flawless Crowns.com has your first link into what's new, what's hot and what's next.

So what exactly is new? Well, we'll leave that up to Martin Berrios. He's the founder and editor of Flawless Crowns, and also our next WIM Feature. With some time to discuss the elements that style the life of this modern gentleman, Martin provides not only a link into the life of his but life with a Flawless crown.

Hermès Men's Fall / Winter 2012 Collection

While I am not a super fan of French design house Hermès, I must admit I was impressed with their roll out for their Fall / Winter 2012 collection. Here are some runway stills from this upcoming season. Pin It

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View full post

Feb 03 Versace Yellow Gold Medusa Head Ring

Accessories. Luxury Lifestyle. by Martin (Edit post)



Versace offers an immaculate 18 karat yellow gold Medusa Head ring. This piece is made by combining two different rings with the central ring featuring an engraved Versace logo and the signature Versace Medusa Head on top. This is Italian luxury at its apex and is bound to be a classic piece from Versace Jewelry.

\$2,780.00

[Pin It](#)

1 comment

Hair Care for Men



FREDERICK BENJAMIN grooming

NOVA



NO PRESENT LIKE THE TIME

BRANDING OPTIONS

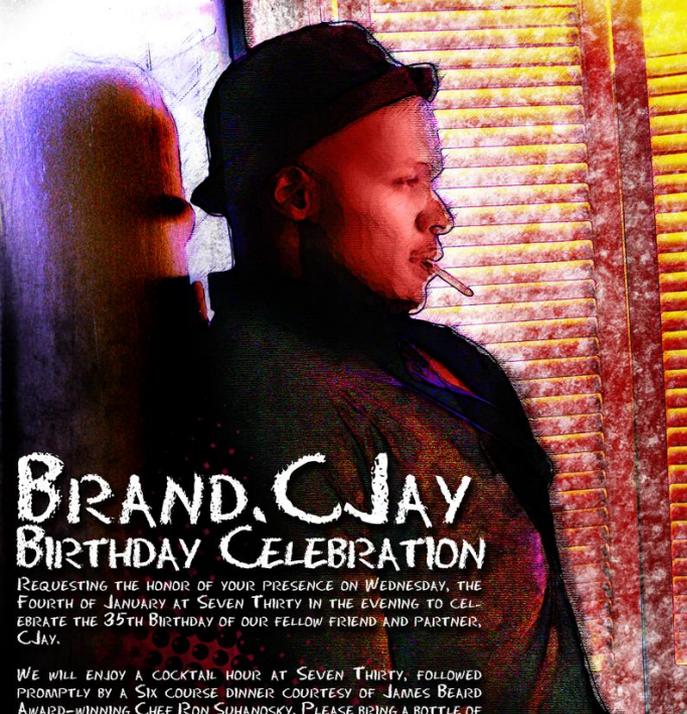
Flawless Crowns will work with your company to promote your product to a unique audience of educated readers with disposable income. We offer several options to activate your brand in a seamless and organic manner.

- High Impact Skin Takeovers
- Advertisement Banners
- Sponsored Posts
- Product Reviews
- Roadblocks
- Reader Promotions & Giveaways
- Event Coverage
- Content Integration
- Video Player Integration
- Expandable Headers
- Landing Pages
- Interactive Overlays
- Social Networking And Micro-Blogging Services
- Brand Ambassador Representation
- Themed content

EVENT HOSTING

Flawlesscrowns.com founder and lifestyle specialist Martin Jean conceptualizes events that speak to a luxury lifestyle. Carefully compiling a guest list of VIP influencers and tastemakers, Martin will curate an event that will bring your brand to life. From invite design, sponsor acquisition, menu development, gift bags, music, ambiance and theme, we will put together a first class soiree that's iconic and memorable.

In January 2012 Flawlesscrowns.com hosted an intimate birthday dinner for digital strategist and burgeoning reality star Brand CJay. Martin Jean commissioned the James Beard Award Winning Chef Ron Suhanosky to prepare a traditional six course "Family Style" Italian dinner at Nona's Table. Martin Jean selected a bold portfolio of sparkling wines & champagnes, cheeses, aperitifs and cigars to perfectly compliment this special private affair.



BRAND. CJAY BIRTHDAY CELEBRATION

REQUESTING THE HONOR OF YOUR PRESENCE ON WEDNESDAY, THE FOURTH OF JANUARY AT SEVEN THIRTY IN THE EVENING TO CELEBRATE THE 35TH BIRTHDAY OF OUR FELLOW FRIEND AND PARTNER, CJAY.

WE WILL ENJOY A COCKTAIL HOUR AT SEVEN THIRTY, FOLLOWED PROMPTLY BY A SIX COURSE DINNER COURTESY OF JAMES BEARD AWARD-WINNING CHEF RON SUHANOSKY. PLEASE BRING A BOTTLE OF YOUR FAVORITE WINE, AND BE

THE EVENING, HOSTED BY FLAWLESS CELEBRATION OF YOURSELVES - THOSE WHO LIVE THE "BASQUAIT" LI

WEDNESDAY, J
7:30PM AT N
163 EAST 9
NEW YORK,

"THE BASQUAITS" - A SOCI
WHO EXCEL IN ALL



CONTACT INFO

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“There was a dual purpose in launching FlawlessCrowns.com. I wanted to create an online entity to be a true reflection of my personal taste and unique experiences and also provide an online destination that caters to the modern gentleman who appreciates luxury, quality, style, and craftsmanship.”

Martin Jean
Founder

