



# FLAWLESS CROWNS

MEDIA KIT

2019



# 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	71%
Female	29%
Age	24-39
Education	College+
Average Income	77,500.00
Employment Status	Employed
Browsing Location	Work
Family Profile	Married +1



# TRAFFIC INSIGHT

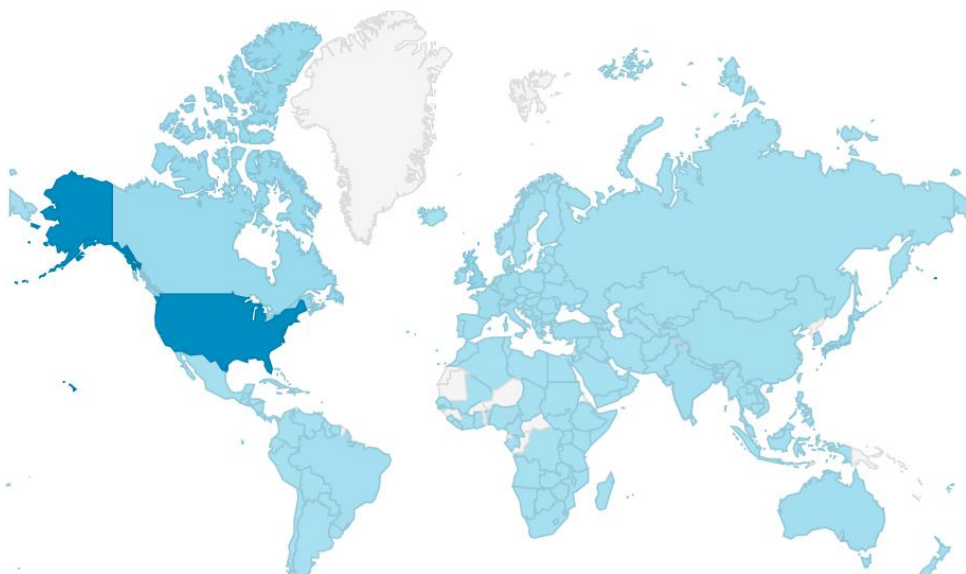
Flawlesscrowns.com has enjoyed positive site traffic growth on a year over year basis since its launch in July 2010. With a move to self hosting in June 2011, Flawlesscrowns.com is fully optimized for high search engine rankings, improved functionality, and social media integration. In 2018 we relaunched with a new minimalistic site design to provide a better reader experience.

Monthly Page Views	78,700
Monthly Unique Visitors	39,000
Subscribers	2470
Pages Per Visit	5.1
Time On Site	4.23

<input type="checkbox"/>	Acquisition Channel ▾	Users ? ↓
<input type="checkbox"/>	1. Organic Search	(54.62%)
<input type="checkbox"/>	2. Social	(21.13%)
<input type="checkbox"/>	3. Direct	(19.70%)
<input type="checkbox"/>	4. Referral	(4.51%)
<input type="checkbox"/>	5. (Other)	(0.05%)

<input type="checkbox"/>	Device Category ?	Acquisition Users ? ↓
<input type="checkbox"/>	1. mobile	(50.99%)
<input type="checkbox"/>	2. desktop	(41.85%)
<input type="checkbox"/>	3. tablet	(7.16%)





# GLOBAL REACH

Flawlesscrowns.com successfully services a global readership on a daily basis. It is visited by over 179 countries worldwide and is enjoyed in 103 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.

Country	% Users
1.  United States	52.90%
2.  United Kingdom	6.06%
3.  Japan	4.65%
4.  Canada	3.88%
5.  Germany	2.14%
6.  France	1.96%
7.  Australia	1.65%
8.  Netherlands	1.35%
9.  Italy	1.26%
10.  South Korea	1.23%





**THERREALSWIZZZ**

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](http://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...](http://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](http://shar.es/WGK2r)

2 Jan



**Dallas\_Penn** DALLAS PENN

MONCLER Winter 2011 swag [flawlesscrowns.com/2011/10/06/mon...](http://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](http://flawlesscrowns.com)

6 Dec



**e\_Maxine** E. Maxine

Catching up on [Flawlesscrowns.com](http://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](http://bit.ly/xYI4H8) | via @Flawlesscrowns {fresh!}

30 Jan

# GOING SOCIAL

Flawless Crowns is active on several social media platforms:

- Snapchat
- Instagram
- Twitter
- Pinterest
- Tumblr
- Vimeo
- Youtube

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
- Moncler
- Nat Sherman
- Men's Health
- HipHopDX.com
- StuffFlyPeopleLike.com
- Ciroc Premium Vodka
- 40/40 Club
- Don Q Rum
- La Aurora Cigars
- Ciroc Premium Vodka
- Paul Stuart
- HipHopWired.com

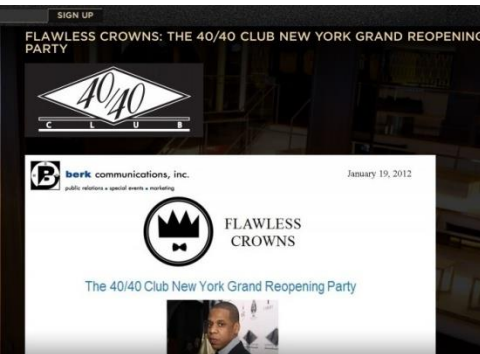
Spearheaded by noted journalist and culture curator Martin Jean, Flawless Crowns remains a voice in online media that is organic and true to its sophisticated readership. Our digital experience is unique and inspires those who partake to be great.

FlawlessCrowns.com | Luxury Fit For A King



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](http://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 gentlemen, Flawless Crowns.com has your first look into what's then, what's now and what's next.

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


**Flawless Crowns**

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# Cîroc Summer Watermelon Vodka

MARCH 14, 2019



Cîroc will add another limited-edition expression to their already vast flavored vodka portfolio this year. A Cîroc Summer Watermelon vodka is on the way.

Cîroc Summer Watermelon is being billed as "a rich tasting spirit made with vodka five times distilled from fine French grapes, finished in a tailor-made copper pot still in Southern France. The vodka is masterfully infused with a distinctive blend of Summer Watermelon and other natural flavors, resulting in a taste experience that is lusciously different and elegantly smooth."



**\$1 Down & Rest of Month Free**  
 Sign up for Blink online today & start working out the same day, it's fast...  
 Blink Fitness  
[Sign Up](#)

Cîroc Summer Watermelon will be available starting late March up until the end of the summer season. Pricing starts at \$29.99.

Via Cîroc





# 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 June 2014 Flawlesscrowns.com hosted its' inaugural **Summer Renaissance** event. Martin Jean hosted family, friends and longtime readers to a private dinner at New York Vintners. Chef Ryan Smith and staff prepared a special three course meal that paired harmoniously with 6 hand selected wines by Chief Sommelier Lea Faith.

Lastly Martin unveiled his newest creation, a private label sparkling wine called **Jean Saint-Marc**. His guests were wowed by the 2010 Blanc de Blancs cuvée's lively body and complexity.





# CONTACT INFO

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*"There was a dual purpose in launching FlawlessCrowns.com. We 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."*

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Martin Jean & Lex Declet  
[www.FlawlessCrowns.com](http://www.FlawlessCrowns.com)  
Founders

