

greedmontpark

pop culture magazine

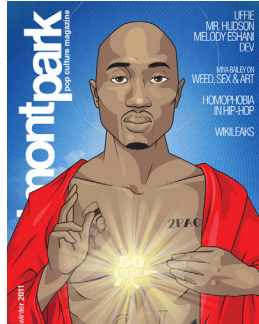
MEDIA KIT 2011

mission statement

greedmontpark
POP CULTURE MAGAZINE

Greedmont Park? Take that right, make the next left, and you're there! A multimedia platform designed to showcase young mavens in their most comfortable space, kindly referred to as Greedmont Park. Art, fashion, and music are tapped through the blog, exclusive videos and a seasonally distributed publication designed to bring the most colorful and diverse content that generation Y has to offer directly to you; from how we dress, live, and socialize; to what we eat and what we're bumping on our iPod. Anything that inspires us.

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GREEDMONT TV

The visual counterpart to our multimedia conglomerate, Greedmont TV produces music videos, documentaries, short films, event coverage and webisodes. Since the beginning, it has been our goal to rise above the competition by combining visual genius with vivid and humorous storytelling. Our critically acclaimed feature film, *J is for Junkie* has received extraordinary reviews.

GREEDMONT.PARK.COM

Where everything started. Three years ago the founders of Greedmont Park came together to create a Pop Culture Network, capturing all the things they loved most and sharing them amongst the world. The site is updated daily by our team of writers with quality and unique posts on the latest in art, fashion, music and politics. Including video premieres, free downloads, rare interviews, reviews, personal experiences, and sneak peeks on upcoming articles in the next issue of Greedmont Magazine.

GREEDMONT MAGAZINE

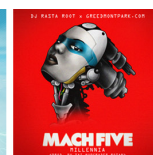
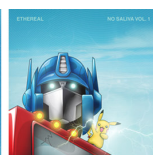
Our seasonal, 80-page free publication that features controversial editorials on popular culture, high fashion, fine art and sex; along with exclusive interviews featuring artist like **Uffie**, **Fefe Dobson**, **A-Trak** and **Melody Ehsani**. We strategically distribute to notable fashion boutiques, record stores, art galleries, bars, clubs and cafés across America every month.

GREEDMONT RADIO

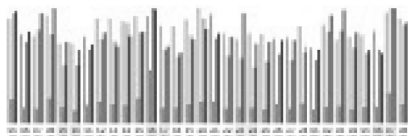
We are all big fans of good music. This allows us a chance to give back to the artist who's work we appreciate most by giving them maximum exposure and aiding them in the production and distribution new material.

GREEDMONT EVENTS

We have a full service event team with a famous reputation of putting on some of the most insane events on the east-coast. From art shows to concerts to prized contest and dance parties. Our annual *Atlanta Indie Music Festival* attracts an average of 2,000 guest, where were known for bringing bubbling artist to the stage like **B.O.B.**, **Yelawolf**, **Donnis** and **Big Sean**.



Our core audience is made up of trendsetting metropolitans from ages of 17-36.



68% of Greedmont's audience is over 21

- Under 21: 32%
- 21-25: 33%
- 26-30: 21%
- 31-35: 9%
- 36-40: 3%
- 41+ 2%

Mean age 23

MALE SKEW

- Male 61%
- Female 39%

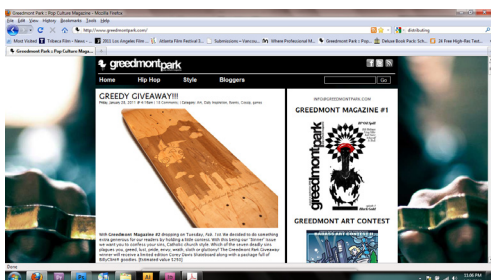
VISITS (January 2011): 142,653

Unique Visitors (January 2011): 30,148

- 1. U.S.A. 16,527
- 2. United Kingdom. 2,611
- 3. Italy 2,242
- 4. Russian Nation. 2,108
- 5. Germany 1,953
- 6. France 1,670
- 7. Spain 1,244

Greedmont's readers are big-time consumers

- 83% purchase clothing/accessories every month
- 61% buy music every month
- 83% eat out at least once a week
- 82% go to a bar or club at least once a week
- 79% go to the cinema every month,
- 90% have a mobile phone
- 56% buy health/beauty products every month
- 40% shop online every month
- 18% own a Mac
- 79% own a PC
- 52% own a video game console
- 81% use a digital camera
- 94% have a credit card
- 95% use the internet daily
- 94% use email daily



Source: Greedmont Survey; Sept 2009

Greedmont's readers have a strong trendsetting attitude.

- I like to know about music/bands/releases before everyone else 86%
- I like to know about fashion brands/designers before everyone else 71%
- I like to know about new technology/gadgets before everyone else 58%

What do you think of Greedmont?

- The writing is different from anywhere else 86%
- The articles are always entertaining 82%
- I love its sense of humor 79%
- I love the international nature of its content 64%

rates & specs

We offer generous advertising rates in both the online and print versions of Greedmont Park. Advertising with us can introduce your company to our vast audience.



magazine rates

Back Cover	5.5x8.5 in	PDF	\$500
Front Spread	11x8.5in	PDF	\$600
Inside Back Page	5.5x8.5in	PDF	\$250
Spread	11x8.5in	PDF	\$350
Full Page	5.5x8.5in	PDF	\$200
Half Page	2.75x8.5in	PDF	\$140
Quarter Page	2.75x4.25in	PDF	\$75

online rates

Letterboard Banner\$150/week	845 x 200	Flash, GIF, JPEG, HTML	\$150/week
Skyscraper Banner	200 x 600	Flash, GIF, JPEG, HTML	\$120/week
Rectangle Banner	300 x250	Flash, GIF, JPEG, HTML	\$50/week
Footer Banner	300 x 400	Flash, GIF, JPEG, HTML	\$70/week
Custom Skin/Background	1400x600 (live area 200x600)	GIF, JPEG	\$200/week
Video Commercial (15 secs)	640x480	MOV, AVI, MP4, FLV	\$250/week \$50/Day
Brand Integration/Product Placement			Rates Upon Request

Custom packages which include print and online advertising are available as well. Please inquire for specific rates.
CPM is frequently used in advertising to represent cost per thousand for measuring the worth and cost of a specific e-marketing campaign.

magzine specs

Visuals must be CMYK (never RGB). All art must be at least 300 dpi. If you have alot of line art (1-bit images) it's recommended that you deliver art at 600 dpi to prevent pixelation. Always keep important info like photo credits etc. away from the bleed (5.75x9in) or they might get chopped.

deadline

For magazine advertisements, one full month before the following issue is released which is: Feb, May, Aug, and Nov of every year.
Web art must be submitted one week before proposed time of display.

discounts

x2	10%
x4	15%
x8	25%

DIRECT ANY QUESTIONS TO:

KEI HENDERSON 646.243.5590 KEISOPENDOORS@GMAIL.COM