

emagascene.com

2011 media kit

What is emagascene.com

emagascene.com is a premium online aggregator. Providing direct access to the world of hip, hot, and totally now. Catering to the growing "lifestyle" segment of men's content, (ages 18-49) emagascene.com is a blend of brain food and eye candy.

We're the "**e-Zine for guys**".

The key to emagascene.com's success is the focus on our readers. We are projecting that emagascene.com's audience will grow to over 5 million monthly visitors, with the help from portal search engines; such as Google, MSN, Yahoo and AOL.

Our goal is to make emagascene.com as **sticky** as possible. We want visitors to stay on our site longer, keep coming back and tell-their-friends. Readers want premium services and exclusive opportunities we offer ;

**life, liberty, and the
pursuit of pleasure**

Since communication is key, we've built one of the **best** blog communities on the web today and (**VOTED TOP 25 by HyperLOCAL**) working with some of the best programmers at Movable Type / Six Apart.

emagascene.com

Creating a one-stop information resource for valuable news and online entertainment isn't easy.

So emagascene.com has teamed with...

ET ONLINE

conciierge.com *valet.*

FANDANGO

National Geographic

the Weather Channel

iTunes

DISCOVERY

Men's Health

tumblr *staff blog*

ZAGAT los angeles

Rolling Stone

...just to name a few.

The New York Times, **Wall Street Journal**,
USA Today, **CNN**, **msnbc** and more news affiliates update
automatically and (in most cases) hourly.

What kind of **zine** would we be if we didn't offer our readers the opportunity to download the latest issue of their favorite digital publications?

Thanks to our friends at ZINIO, now they can...



In addition to unlimited access to our prime content, engaging interviews, exclusive articles, photo galleries, slideshows, HD media players, podcasts and our all-new **e radio**, (satellite streaming) Our visitor are ensured a true media-rich experience on any channel.

 Sign up for eWards - It's Free

We have launched our exclusive customer loyalty rewards newsletter - eWards

 Email this page to a friend

Every article and page also includes the ability to email the page to a friend and/or their preferred social networking site.

Ready for iPad... Ready for Android... emagascene.com is ready for anything!



Why Advertise On eMagascene.com?

Customization

Flexibility

Fast Implementation

Personalized Service

Industry-Leading Ad Rates / Campaign Prices

Coveted Demographics

Large Audience

Track Results

the layout

Homepage

The launch pad for all new features and content on the site. The homepage is the most visited page on the site, and should be included in every ad campaign.

Destinations Unknown

Highlights unique and desirable travel destinations, trip packages, exclusive tips and more.

Entertainment

Upcoming film release dates, celebrity news & gossip, local showtimes & ticket sales, movie reviews and exclusive interviews.

Style

Featuring the latest in style, image and marked emphasis on seasonal trends.

Gear / Gadgets

View & review all the latest in technology and must have gadgets, as well as the how-to's on organizing even the most chaotic life.

Health / Grooming

Hosts a variety of heart healthy information to help improve mind, body & spirit.

Music

Home to the latest news & reviews and in the music world. Hourly updating press and a calendar loaded with upcoming releases, concerts and direct access to videos and tickets.

News

The prime source for up-to-the-minute world headlines from some of the leaders in financial and broadcast news.

On-the-Scene

We put the spotlight on Los Angeles. Shedding some local light on the ins and outs and everyday issues around town.

"Creating the reaction of genuine **surprise** in a user enhances all aspects of the experience. We often refer to this as "layers of discovery"; hence, the **more** layers, the **more** depth a site has, the **greater** result."

Michael Kern

Struck Design, CEO

Visitor Profile Projections

Key Demographic Projections

Monthly Visitors by October 2011	5,000,000		
Visitors over 21 years of age	86.5%	Average household income	\$73,426
Average Age	32 yrs.	% College Grads/Post Grad	49.3%

Selected emagascene.com Visitor Projections

Vistor Segment	% Vistors	% above Internet average
Male	89.8%	98% above Internet average
Between 18-24 yrs.	30.7%	160% above Internet average
Between 25-34 yrs.	33.4%	80% abover Internet average
House/Income btw. \$100k-150k	15.7%	17% above Internet average

Target Market Online Shopping Trend Projections

Shopped Online Within 6 months	% Vistors	% above Internet average
Automotive	27.4%	75% above Internet average
Beverage / Wine / Spirits	12.2%	180% above Internet average
Computer Games	20.1%	282% abover Internet average
Event Tickets	43.7%	66% above Internet average
Home Electronics	39.4%	161% above Internet average
Music	44.8%	131% above Internet average
Movie / DVD	32.3%	150% above Internet average
Cell / Smartphone / Mobile Equip.	39.8%	133% above Internet average
Banking / Credit Cards	14.2%	96% above Internet average
Travel	32.3%	150% above Internet average

Data based on US Adult active Online population (18+) 149,297,000 Nielsen/NetRatings, Spring 2011 Release



BUTTON – 120x60

*Under 500k Impressions \$2.00**
*Over 500k Impressions \$1.50**



RECTANGLE – 300x250

*Under 500k Impressions \$7.00**
*Over 500k Impressions \$5.00**

BANNER – 468x60

*Under 500k Impressions \$14.00**
*Over 500k Impressions \$10.00**



TEXT LINK – 120x60

*Under 500k Impressions \$1.00**
*Over 500k Impressions \$0.50**



SKYSCRAPPER – 120x600

*Under 500k Impressions \$5.00**
*Over 500k Impressions \$4.00**



Ad Unit Size
Ad Rates

Legend

*Cost per thousand impressions

Online Advertising Revenues Hit a Record High

The final numbers are in for 2010, and they are good, very good. Online advertising is here to stay.

Many agencies and leading researchers consider the Internet Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC) numbers to be the benchmarks for Internet Advertising. The latest data show that online advertising is doing better than ever.

According to the latest figures from IAB and PwC, total online advertising revenues in the US came to \$21.2 billion for 2010, a new annual record and exceeding the 2009 total by 30%.

In Billions	2009- \$ 17.6
	2010- \$ 21.2

“Interactive Advertising continues to experience tremendous growth as marketers experience its overall effectiveness in building brands and delivering online and offline sales.”

- In the fourth quarter alone online advertising revenues totaled a record \$9.6 billion, representing a 34% increase over same period in 2009.
- Is the news *too* good? Is growth like this just froth, a sign of another bubble? **IAB** and **PwC** do not think so.

“Interactive Advertising continues to experience tremendous growth as marketers experience its overall effectiveness in building brands and delivering online and offline sales We are confident that this growth trend will continue as more marketers find Interactive to be an imperative and additional platforms including broadband video, gaming, IPTV and others continue to emerge as real opportunities.”

Greg Stuart, IAB CEO

“Continued strong growth in online advertising documents that an increasing number of advertisers and marketers see the Internet is an essential brand-building component in their media planning. The Internet delivers the right audience at the right time – a winning combination for all types of marketers. We expect to see continued growth in Internet advertising spend.”

Peter Petrusky of PwC

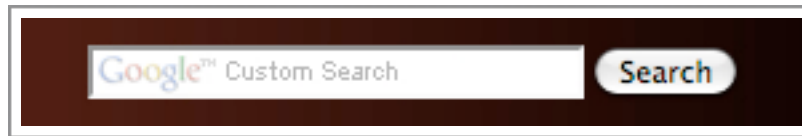
Search Engine Optimisation

US Online Advertising Revenues, by Vehicle, 2009 & 2010 (% of total)

	2009	2010
Search	39%	41%
Display Ads	38%	34%
Classifieds	18%	17%
Referrals / Lead Generation	3%	6%
E-Mail	2%	2%

Source: Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC), April 2011

Not surprisingly, CPM, or charging per impression, was the leading pricing model, account for 46% of the total, up from 42% last year.



LOCATED ABOVE-THE-FOLD ON EVERY CHANNEL

US Online Advertising Revenues, by Pricing Model, 2009 & 2010 (% of total)

	2009	2010
CPM / Impressions	42%	46%
Performance Deals	41%	41%
Hybrid	17%	13%

Note: 2010 total revenues = \$21.2 billion Source: Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC), April 2011

How To Reach Us

Mail

MontraMedia, LLC
10801 ½ Lindbrook Drive
Los Angeles, CA. 90024

Phone

T: 310-401-4200

F: 310-474-5711

email

info@montramedia.com