

2017 MEDIA KIT

**TARGET A CAPTIVE CULTURAL
AUDIENCE AND MAXIMIZE YOUR ROI**



CultureOwl

EXPERIENCE CULTURE

Your Way!



A WHOLE NEW KIND OF ANIMAL IN ARTS & CULTURE

A MULTI-PLATFORM
BRAND THAT ENABLES ART
AFICIONADOS TO EXPERIENCE
THEIR FAVORITE CULTURAL
EVENTS ON THEIR
OWN TERMS...

...WHILE EMPOWERING ARTS
GROUPS AND BRAND PARTNERS
TO DIRECTLY CONNECT WITH THIS
TARGETED AUDIENCE FOR MAXIMUM
MARKETING IMPACT.

SEAMLESS ACCESS TO
A RICHER CULTURAL
EXPERIENCE ACROSS
PLATFORMS



A STATE-OF-THE-ART
PORTAL



A DEDICATED, COMMUNITY
CENTRIC APP



A TRUSTED & RECOGNIZED
MONTHLY MAGAZINE
(SELECT MARKETS)



EMAIL BLASTS
"E-SCOOPS"



A WORLD OF GRASSROOTS
& BRANDED PARTNERSHIPS
ON THE GROUND

CAPTURING A UNIQUE AUDIENCE OF ARTS & CULTURE AFICIONADOS

OUR CORE AUDIENCE IS SOCIAL, CULTURE-DRIVEN, AND AFFLUENT.

CONNECTED
& ENGAGED

6+ MN
SPENT PER SESSION

70%
SHARE / LIKE ON
SOCIAL MEDIA

CULTURALLY CURIOUS
& EPICUREAN

84%
SEARCH FOR CULTURAL
EVENTS ONLINE

28%
ARE SEASON TICKET
HOLDERS

SOCIALLY ACTIVE,
GREGARIOUS & DIVERSE

55%
IS UNDER THE AGE OF 44

60%
ARE WOMEN

LOVER OF ARTS, MUSIC
& UNIQUE EXPERIENCES

77%
ATTENDED + 6 CULTURAL
EVENTS IN THE PAST YEAR



A MONTHLY SNAPSHOT
OF OUR REACH

17K+ PAGE VIEWS



50% MOBILE TRAFFIC

30K+ ROS BANNER IMPRESSIONS



35K+ READERS



100K+ LEADERBOARD BANNER IMPRESSIONS



100K+ SOCIAL MEDIA REACH

200+ CONTRIBUTORS



45K RECIPIENTS



ROBUST DIGITAL SOLUTIONS

SELF-PUBLISHING MEMBERSHIPS

EXTENSIVE EXPOSURE
OF PROGRAMMING AND
EVENTS

EVENT UPLOAD
EMAIL BLAST INCLUSION
BANNER ADS
EVENT FEATURES

3 TIERS OF PUBLISHING MEMBERSHIPS WITH ACCESS TO A
MARKETING-DRIVEN, SELF-PUBLISHING PORTAL TO HELP YOU
DISSEMINATE CONTENT ONLINE AND THROUGH EMAIL.



MARKETING PACKAGES

MAXIMUM REACH TO A
TARGETED AUDIENCE WITH
YOUR CORE MESSAGING

EDITORIAL UPLOADS*
AD BANNERS (PORTAL & APP)
EMAIL BLASTS
CROSS BRANDING
EVENTS/GRASSROOTS
SOCIAL MEDIA

4 TIERS OF MARKETING PACKAGES OFFERING BOTH CONTENT &
REACH THROUGH A MENU OF DIGITAL & GRASSROOTS OPTIONS
TO MAXIMIZE YOUR IMPACT & R.O.I.

* Uploaded editorials will be displayed online upon approval by CultureOwl Editors.

SELF-PUBLISHING MEMBERSHIP PACKAGES

CALENDAR MEMBERSHIP	PLUS MEMBERSHIP	PREMIER MEMBERSHIP
Unlimited Event Listings	Unlimited Event Listings	Unlimited Event Listings
×	2 e-scoop Features	4 e-scoop Features
×	2 Run of Site Banners	6 Run of Site Banners
×	Events Features on Home Page	Events Features on Home Page
×	Venue Listing Where Applicable	Venue Listing Where Applicable
×	×	Home Page Main Feature
×	×	Editorial Uploads*
INVESTMENT \$300	INVESTMENT \$600	INVESTMENT \$1,000
CALENDAR MEMBERSHIP WITH PRINT THE ABOVE PLUS:	PLUS MEMBERSHIP WITH PRINT ALL OF THE ABOVE PLUS:	PREMIER MEMBERSHIP WITH PRINT ALL OF THE ABOVE PLUS:
(1) 1/3 Page Ad (print)	(1) 1/3 Page Ad (print)	(2) 1/3 Page Ad (print)
TOTAL INVESTMENT \$600	TOTAL INVESTMENT \$1,000	TOTAL INVESTMENT \$1,500

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DIGITAL MARKETING PACKAGES BASED ON YOUR OBJECTIVES & BUDGET:

SILVER	GOLD	PLATINUM	DIAMOND
1 Leaderboard Banner	2 Leaderboard Banners	3 Leaderboard Banners	6 Leaderboard Banners
2 Home Page Side Banners	2 Home Page Side Banners	3 Home Page Side Banners	6 Home Page Side Banners
×	3 ROS Banners	4 ROS Banners	6 ROS Banners
×	1 Dedicated e-scoop	1 Dedicated e-scoop	1 Dedicated e-scoop
2 e-scoop Banners	4 e-scoop Banners	6 e-scoop Banners	12 e-scoop Banners
2 App Banners	4 App Banners	6 App Banners	6 App Banners
×	×	Editorial Uploads*	Editorial Uploads*
×	×	×	1 Grass Roots Event
INVESTMENT \$1,000	INVESTMENT \$3,000	INVESTMENT \$5,000	INVESTMENT \$10,000

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A LA CARTE PRICING AND SPECS

LEADERBOARD BANNER

728 x 90 pixels

\$500

HOME PAGE SIDE BANNER

160 x 600 pixels

\$300

30 Day Run

APP BANNER

640 x 100 pixels

\$200

RUN OF SITE BANNER

160 x 600 pixels

\$200

E-SCOOP FEATURE

600 x 600 pixels

\$300

E-SCOOP BANNER

468 x 60 pixels

\$200

Per email Blast

DEDICATED E-SCOOP

700 x min 700 pixels**

\$700

** Height may be 700 pixels or higher.



ART & DINE MEMBERSHIP FOR RESTAURANTS

ACCESS A VAST AUDIENCE OF PRE-QUALIFIED DINERS FOR PENNIES!

Reach over 100k affluent arts aficionados with the Art & Dine Membership.

ART & DINE MEMBERSHIP

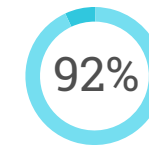
\$300

MEMBERSHIP INCLUDES:

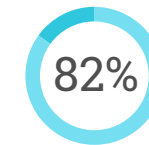
- Listing in CultureOwl Online Directory
- Listing on the CultureOwl App
- Listing in CultureOwl Magazine's Dining Guide
- Large Food Images with Captions Published in the Magazine
- Dedicated Restaurant Profile Page on Website and App
- Your Restaurant as a Suggested Dining Option for Nearby Events
- Option to Offer a Promotion to Cultural Members

(Have more than one location? Each additional location is only \$100/yr).

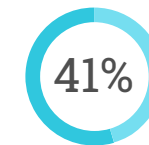
ACCORDING TO OUR POLL OF CULTURAL AFICIONADOS:



DINE OUT BEFORE OR
AFTER A CULTURAL EVENT



CHOOSE A RESTAURANT
NEAR THE EVENT



ARE INTERESTED IN A
TRENDY LOCALE

PRINT
EDITORIAL
CALENDAR



JANUARY:
FESTIVALS

FEBRUARY:
ROMANCE

MARCH:
MUSIC

APRIL:
TRAVEL / CAMPS

MAY / JUNE:
MUSEUM MONTH

JULY / AUGUST:
CULINARY

SEPTEMBER:
DANCE

OCTOBER:
CULTURAL SEASON KICK-OFF

NOVEMBER:
TOURS & ARTWALKS

DECEMBER:
ART WEEK GUIDE



PRINT AD RATES IN
OUR EXCLUSIVE
CULTURAL MAGAZINE

FRONT COVER

Open Rate **\$4,700**

FULL PAGE

Open Rate **\$2,200**

x3 Issues **\$1,900**

x7 Issues **\$1,700**

x10 Issues **\$1,500**

1/3 PAGE

Open Rate **\$900**

x3 Issues **\$800**

x7 Issues **\$750**

x10 Issues **\$600**

INSIDE COVERS

Open Rate **\$2,800**

2/3 PAGE

Open Rate **\$1,700**

x3 Issues **\$1,475**

x7 Issues **\$1,200**

x10 Issues **\$1,050**

1/6 PAGE

Open Rate **\$550**

x3 Issues **\$450**

x7 Issues **\$400**

x10 Issues **\$350**

BACK COVER

Open Rate **\$3,500**

1/2 PAGE

Open Rate **\$1,300**

x3 Issues **\$1,100**

x7 Issues **\$950**

x10 Issues **\$850**



MAGAZINE DISTRIBUTION

40%

SUBSCRIBERS, MEMBERS,
CONDO BUILDINGS

30%

THEATERS, MUSEUMS,
ATTRACTIONS

15%

EVENTS, GALAS,
FESTIVALS

15%

PROFESSIONAL BUILDINGS,
VISITORS BUREAUS, HOTELS

35K 10

MONTHLY READERS ISSUES A YEAR



**PALM BEACH
COUNTY**
15%



**BROWARD
COUNTY**
40%



**DADE
COUNTY**
45%

AD SPECS



FRONT / BACK COVER

8.25"x11"

Trim Size: **8"x10.75"**

2/3 PAGE

4.69"x 9.75"

No Bleed

1/3 PAGE

4.69"x 4.78" S

2.25"x 9.75" L

No Bleed

FULL PAGE

8.25"x11"

Trim Size: **8"x10.75"**

1/2 PAGE

7.13"x 4.78"

No Bleed

1/6 PAGE

2.25"x 4.78"

No Bleed

IMPORTANT

All print ready ad submissions should be in four color (CMYK), images resolution should be at 300 dpi.

File formats accepted: EPS, PDF, JPG, TIFF.

Live Area: .375" from trim all around

(All ads with bleed require a Live Area)

Front Cover: Title Area, 2" from top for Magazine Title.

DEADLINES

Space Reservation: the 10th of each month prior

Art Deadline: the 15th of each month prior

Email All Materials To:

Art@CultureOwl.com



South Florida Only

1 BEST-IN-CLASS, USER-FRIENDLY
ARTS & CULTURE PORTAL

2 A HIGHLY QUALIFIED, SEGMENTED
& ENGAGED AUDIENCE

3 AN EVER-EXPANDING, NATIONWIDE
FOOTPRINT & BRAND PROFILE

4 BOTH CONTENT & ADVERTISING
SOLUTIONS THAT YIELD MORE CLOUT WITH
HIGH PERFORMANCE METRICS

5 BOTH PUBLISHING & MARKETING SOLUTIONS
MEET ALL OBJECTIVES OF CULTURAL
ORGANIZATIONS

6 4 SIMPLE MARKETING PACKAGES /
BUNDLES OFFER A HIGHLY COMPETITIVE
DIGITAL TOOLBOX

7 YEARS OF EXPERIENCE AND EXPERTISE
BUILT INTO A COMPREHENSIVE
MARKETING PLATFORM

