



*u***rban**
Life & Style

ABOUT US

More and more people are making the urbanlifeandstyle.com their choice destination for entertainment, news, business and health.

Urbanlifeandstyle.com is one of the leading digital media company servicing the urban and African American community in Texas. The sites span topics such as entertainment, celebrity interviews, news, business, health, and lifestyle. Urbanlifeandstyle.com offers its consumers complete access to fully-integrated, multi-platformed online news and entertainment portals, while offering advertisers the opportunity to directly reach the coveted African American consumer.

Urbanlifeandstyle.com offers advertising services as diverse as the community itself. We have built a vast online media highlighting the various tastes, interests and backgrounds of the African American community.

Urbanlifeandstyle.com offers a two-fold advertising solution. First, we attract African American consumers to one of our signature online destination best reflecting their own unique style and interests. Then, by providing a wide variety of information, we unify our audience and effectively communicate our s' message to a broad consumer base.

Urbanlifeandstyle.com creates cutting-edge original content in addition to publishing popular news stories. Utilizing engaging multimedia entertainment and cutting-edge technology, we keep our online consumers connected with every aspect of their diverse community. With writers located around the world, our contributors update content continuously, keeping our sites timely and always relevant.



THE AFRICAN AMERICAN MARKETPLACE

The African American community is both powerful and extremely loyal making it one of the most sought after demographics.

13%
of American
population

total buying
power of
\$1.1 trillion



More than 13% of Americans self-identify as African American.

Why would you want to specifically target this population group? In a new report from Packaged Facts, the African American market in the U.S. forecasts that the buying power of 39 million African Americans will hit \$1.1 trillion by 2012.

With a projected buying power of \$1.1 trillion by 2012, African American households are one of the most valuable but often little understood consumer demographics.

Not only are African American consumers attractive as avid tastemakers and trendsetters, they are loyal to their community and to minority-friendly brands.

In the U.S. there are 2.4 million affluent African-American households with household incomes of \$75,000 or more. They account for 17% of all African-American households but 45% of total African American buying power. This buying power offers opportunities to marketers of a wide range of products and services.

* Packaged Facts publishes market intelligence on a wide range of consumer industries, including consumer goods and retailing, foods and beverages, demographics, pet, and financial products.

ONLINE MEDIA

Audiences are more engaged with digital media than ever before.

WHY ADVERTISE IN ONLINE MEDIA?

With a high level of disposable income, the African American consumer tends to lead the charge when it comes to evolving communication technologies.

According to Nielsen-Netratings, more than 10 million African Americans are online. Almost 32 percent of online African Americans access the Net via a broadband connection. The African American Internet population spends a total of 44 hours on the Web a month and views 1,186 pages.

Of all online activities, e-mail is the most popular function for the African American community. More than 68% of all African American adults communicate via e-mail. Other popular online services for the community include researching travel information, banking, browsing news and headlines and reading magazines and/or newspapers.

Online advertising offers companies branded campaigns with an engaged online audience. Web users are deliberate in the sites they visit and are engrossed in the content they read. Banner advertising on niche sites allows advertisers to directly target consumers of their choice.

Advertising online also allows companies to create targeted campaigns based on various factors, including geographic area, content type, age, and gender. Additionally, online advertising gives immediate feedback to a campaign, permitting the client to adjust their messaging for a more effective return on investment.



- 79% of US adults go online, a 10% increase in the last 12 months, and they are spending an average of 11 hours per week on the web.

- Harris Poll results from 11/07

- 72% of web users prefer that websites rely on advertising for revenue rather than subscription fees.

- Direct marketing Association 11/07

- 8% loss of total viewership on Broadcast Television

- Media Post & Adweek 11/07

- 3% average drop in printed newspaper circulation between 2004 and 2006, a 32 year low.

- Audit Bureau of Circulations 11/07

URBANLIFEANDSTYLE.COM

African American-owned and operated, urbanlifeandstyle.com works closely with its clients to ensure an effective and successful campaign.

WHY CHOOSE URBANLIFEANDSTYLE.COM?

Urbanlifeandstyle.com knows how to effectively run and manage an online campaign. African American owned and operated, there is no better connection to the African American consumer than through urbanlifeandstyle.com.

The **urbanlifeandstyle.com** staff offers unparalleled customer attention and service. Associates take time to work closely with clients to customize a media plan tailored to fit their unique needs.

Urbanlifeandstyle.com has the knowledge, skills and tools to provide a successful campaign for both large and small company clients. Urbanlifeandstyle.com utilizes an advanced ad serving solution, thereby enhancing **urbanlifeandstyle.com's** ability to micro-target advertising. Additionally, urbanlifeandstyle.com allows advertisers to geographically target their message from a city or state level or encompass the whole world.

Unlike print or television spots, online advertising lets urbanlifeandstyle.com test and optimize the campaigns of each client.

Online advertising permits urbanlifeandstyle.com knowledgeable staff to analyze the effectiveness of a particular banner ad and provide insightful feedback to a satisfied client.

ADVERTISING OPPORTUNITIES

African American-owned and operated, urbanlifeandstyle.com works closely with its clients to ensure an effective and successful campaign.

Urbanlifeandstyle.com offers its clients a variety of choices when it comes to advertising, including banner ads, targeted email blasts and different levels of site sponsorship. Each of these campaigns can be tailored to an individual client's needs, as well as targeted within the diverse African American community.

For information about advertising with **urbanlifeandstyle.com**, please contact us.

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