

Media Kit 2018/2019



SocialMiami.com
who to know. where to go.

(how to reach.)

who
we are

Since 2000 SocialMiami.com

has promoted and supported events hosted by South Florida charities and cultural organizations and businesses that partner and sponsor philanthropic efforts. As the go-to site for all things social, SocialMiami is the premier promotional vehicle for publicizing events and recognizing those who make them successful.



Twice weekly SocialMiami's newsletters reach more than 95,000 highly targeted individuals through a combination of opt-in email subscribers and social media followers. SocialMiami's contributors are some of Miami's biggest influencers, and their viral reach is unrivaled. Coupled with the content we push to subscribers, our site receives 30,000 visitors per month. SocialMiami's visitors are from more than 150 countries, and over 70 percent

of those are first-time visitors who reach us from search engines and direct traffic looking for "who to know" and "where to go" in South Florida.

More than 800 charities, cultural organizations and businesses find the site to be an effective way to reach South Florida's most affluent and philanthropic supporters.

** Vizcaya Centennial
Preservation Luncheon*

* Opening Day Ribbon Cutting Ceremony at the Frost Science Museum

reach

- More than 30,000 visitors monthly; over 4.5 million page views annually
- 70% of visitors reach SocialMiami.com via search engines
- Access to more than 95,000 people via emailed newsletters and social media

audience

- CEOs, organization leaders, upscale professionals, event planners and media/pr/marketing specialists
- Individuals interested in events, philanthropy, arts and entertainment, fashion and style
- Social Florida socialites and individuals who plan and attend local charity and cultural events
- AFFLUENT SUBSCRIBERS:
 - 68% ages 18 to 49
 - 72% with a household income of \$150,000K or more
 - 84% college graduates



we offer

COMPLIMENTARY COMMUNITY CALENDAR (OPEN TO ALL) *

TWO (2) WEEKLY EMAIL NEWSLETTERS

- **Events of the Week every Friday**
- **Tuesday's Issue**
A newsletter with weekly content about:
 - Fashion: Social Styles, Style Encounters, What to Wear Where
 - People: SOCIALManny Photos, Profiles, Faces & Places
 - Behind the Magic: The Essentials of Successful Events and the Latest Trends and Tips from Event Planners
 - Food: Shanea Savors, Food Festivals, Foodie Finds, Restaurant Openings and Events
 - Happenings: The Arts, The Social Squad, Photos

ANNUAL GALA GUIDE

Signature and gala events previewed each Fall with a shared album of gala photos sent out at the end of the season

SOCIAL SEASON PREVIEW

Comprehensive list of special events in South Florida season - open to all organizations and displayed on SocialMiami's home-page throughout the season

COMPILED ANNUAL GUIDES

Fun and unique happenings associated with popular holidays and local events are assembled into easy-to-read guides covering: Miami Art / Art Basel Week, Valentine's Day, Summer Camps, Mother's Day, Holiday and New Year's Eve

* Complimentary calendar publicity offered for non-member events. Email events@socialmiami.com for event submission link to submit event details and limited write-up.

specifications

Reach SocialMiami's targeted audience through run-of-site banner ads and directed newsletter promotions, enhanced by added value feature articles. Weekly newsletters, monthly columns and annual guides are available for sponsorships.

ON WEBSITE

Leaderboard Banner

Size: 728 x 90 (80kb max)

Upper Skyscraper Vertical Banner

Size: 160 x 600 (80kb max)

Button Banner

Size: 160 x 160 (50kb max)

Lower Skyscraper Vertical Banner

Size: 160 x 600 (80kb max)

EMAIL NEWSLETTERS

Newsletter

Header Banner

Size: 650 x 120 (80kb max)

Newsletter

Embedded Banner

Size: 570 x 300 (120kb max)

PRE- & POST-EVENT PUBLICITY

One-time Insertion
(85 words and image)

5-Week "Save the Date"
Promotion and Insertion

"SocialEyes"
(30 photos, captions and an in-depth recap of event)

Event Photo Gallery
(10 to 15 photos, captions and a brief write-up)

The screenshot displays the SocialMiami.com website interface. At the top, there is a navigation bar with links for Organizations, Features, Photos & Video, Contributors, and Blogs. Below this is a secondary navigation bar with links for Events of the Week, Save the Date, Charity Gala Guide, and Events Calendar, along with a search box. The main content area features several articles and images, including a 'Philanthropy Features' section with a '2017/2018 Social Season Preview' article, a 'Doctors Hospital Gala on Broadway' article, a '15th Annual Miami Celebrity Domino Night' article, and a 'Habitat Miami's Hard Hats and High Heels' article. A large 'EMBEDDED BANNER' for the 'CLEVELAND ORCHESTRA MIAMI SIBELIUS SECOND SYMPHONY' is prominently displayed. On the right side of the page, there are three vertical banners: a pink 'UPPER SKYSCRAPER VERTICAL' banner, a yellow 'BUTTON' banner, and a teal 'LOWER SKYSCRAPER VERTICAL' banner. The website footer contains contact information for SocialMiami.com.