

# DAILY OVATION

---

MEDIA KIT 2018

# DAILY OVATION IS

An on-line magazine that creates and curates specialty content for **300,000 monthly readers** in SoCal and around the world.



We publish articles daily that focus on upscale lifestyle including:

- ENTERTAINMENT
- FOOD & WINE
- HEALTH & WELLNESS
- CHARITY
- HOLLYWOOD
- FESTIVALS
- CONCERTS

# AUDIENCE

Our audience is the modern, progressive reader captivated by luxury lifestyle products, services and experiences.

LOCATION:

55%

SOUTHERN  
CALIFORNIA

25%

GLOBAL

20%

NORTH AMERICA

MALE: 39%

FEMALE: 61%

AGES:

25-34 - 28%

35-44 - 26%

45-54 - 20%

# STATS

## TRAFFIC

300,000 readers / mo

## UNIQUE VISITORS

180,000 / mo

## FACEBOOK

60,000 fans; daily engagement, 110,000 weekly reach

## INSTAGRAM

20,000 fans, daily engagement

## TWITTER

50,000, daily engagement

# OPPORTUNITIES

## SPONSORED ARTICLE

(350-600 WORDS): \$150

## SPONSORED ARTICLE SERIES

(3 ARTICLES — 350-600 WORDS EACH): \$400

## SPONSORED VIDEO

(1 VIDEO — UP TO 90 SECONDS) \$300

## SPONSORED SHORT VIDEO SERIES:

(3 VIDEOS — UP TO 90 SECONDS EACH)

SPONSORED FACEBOOK POST WITH BOOST: \$100

SPONSORED INSTAGRAM SHOUT-OUT: \$50

ON SITE BANNER ADS: \$150 - 500 CPM

**PUBLISHER:**  
JOE WEHINGER  
JOE@DAILYOVATION.COM  
(323) 274-7729