



Digital Media Kit

2014

SITE OVERVIEW

I'm Lit Media is a Digital Magazine that presents Today's News in Pop & Hip Culture. Our Media Brand is representing Music, Fashion, Film and Nightlife to the public worldwide.

IMLIT.com operates successful platforms in Digital, Mobile and Live Events. These platforms DELIVER POWERFUL Messaging and Audience Engagement with our Client's Brands to Our Readers and Followers.

SITE CONTENT

IMLIT.com Features:

Reader Collaboration

Weekly Newsletter to 20k Followers

Monetization Tools

Music and Food Reviews

Events

Online Store - *Future*

The screenshot displays the IMLIT.com website interface. At the top, the IMLIT logo is accompanied by the tagline "Light up the news on pop culture". Navigation links for Home, Advertise with Us, Our Team, and Privacy are visible. A prominent green banner promotes "Need to Save Money on Your Business? Use a Virtual Office Solution Today..". To the right, there is an advertisement for "SoTechie Spaces New York Coworking & Incubator".

The main content area features a "DON'T MISS" section with the article "The 'Comic Cons' of Times Square" posted 2 days ago. Below this is a large featured article with a photo of a woman and the headline "Australian Model Strips In Protest". The sub-headline reads: "Robyn Lawley, Australian Model Strips in Protest Model Robyn Lawley believes that the Australian government's approval to build a new coal...".

A sidebar on the right includes social media integration for Twitter (Follow @imitmedia) and Facebook (ImLit Magazine). Below this is a "LATEST NEWS" section listing "The Expendable 3" (2014 summer have a been a great hot summer...), "Cheesecake Factory Tops Unhealthy List" (Every year the Center for Science in the Public Interest...), and "David Gray At Madison".

ABOUT OUR AUDIENCE

20,000+

E-Newsletter Subs

5:29

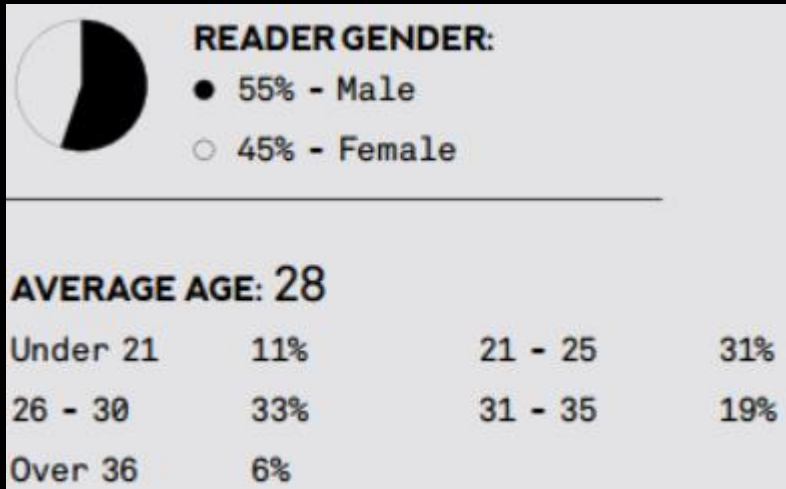
Avg. Time on Site

29%

Returning Visitors

1,100,000+

Impressions (1Q2014)



ABOUT OUR AUDIENCE

IMLIT.com Digital Ads Opportunities:

UNIQUE USERS	120,000+
IMPRESSIONS	1,100,000+
AVG VISIT	5:29
Newsletter Open	16%

Display Advertising – Events – Print Ads
Newsletter Placement – Drop Downs
Channel Ownership – Branded Content
Branded Editorial – CoBranding



The screenshot shows a webpage header with the IMLIT logo (Light up the news on pop culture) and the Wynn Las Vegas logo. Below the header is a navigation bar with a 'DON'T MISS' section for 'Australian Model Strips in Protest' and social media icons for Facebook, Twitter, Pinterest, and Google+. The main content area features a breadcrumb trail 'Home > Food > 10 Cool Rooftop Bars to Visit this Summer in NYC' and the article title '10 Cool Rooftop Bars to Visit this Summer in NYC' by Kristin Parker, dated July 14, 2014. The article text describes rooftop bars in NYC and includes a photograph of a rooftop bar with a view of the city skyline and a lounge area with a sofa and coffee table.

IMLIT.COM LIVE

IMLIT has experience and access within the live event sector throughout the USA, allowing us to create unforgettable events and experiences for our fans and partners.

IMLIT Events Team are experts in partnering brands with Artists who work well to enhance that brand's value and have in-depth knowledge of sourcing venues that fit the client's needs.

IMLIT produces viral exposure driven by many media outlets, freelance photographers, independent bloggers and guests.



The Reality of Fashion The Reality of AIDS Event raise \$ Broadway Cares
imlit.com

The First annual The Reality of Fashion, The Reality of AIDS Red Carpet Event was to raise money for AIDS for Broadway Cares.



'Not In My Hood' Concert for Youth Service

The "Not in My Hood" Concert for Youth Service is the latest part of the ongoing effort to curb the youth violence that has affected Brooklyn...

Previous Partners: NYC, Not in My Hood Concert Series and Burning Man

RED CARPET EVENTS

Transform a vision into your dream event



- Corporate Events
- Private Events
- Social Events
- Brand Sponsorships
- Non-Profit Events and Fundraisers

ADVERTISING OPPORTUNITIES

Ad Unit	Spec	Formats	Cost (CPM)
Leaderboard	728x90	PNG, GIF, JPG	\$25
Small Rectangle	160x600		\$20
Large Rectangle	300x600		\$30
Competition	--		\$795
Email TakeOver	4 Wks		\$2,000
Email Leader	4 Wks		\$1,000
Email Side	4 Wks		\$750

CONTACT US

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IMLIT
Light up the news on pop culture

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VIPinNYC.com