

**MEDIA**ITE

**THE MARY SUE**

**STYLEITE**

**sportsgrid**

**THE BRAISER**



**Abrams Media**



# The Intersection of Media and Politics



For those stunning media moments everyone is buzzing about, **Mediaite** is *the* place to be across the political spectrum. Breaking news, analysis, and opinions aplenty – **Mediaite** is the best way to get your daily dose of news with an entertaining spin.



## What We Cover

### Moments

Entertainment & Pop Culture  
Cable News Coverage  
Newsworthy  
Media Criticism  
Controversy  
Cultural Phenomena

### Politics

Policy & Legislation  
DC Punditry  
Politics & Celebrity

### Other

Human Interest  
“Weird” News  
Localized Stories



**500,000+ Comments Per Month**



## Our Audience

### Social Following



**146k** Facebook Likes



**100k** Twitter Followers



**29k** Newsletter Subscribers

### Audience Size \* numbers measured according to Google Analytics



**7,000,000**  
Monthly Unique Users



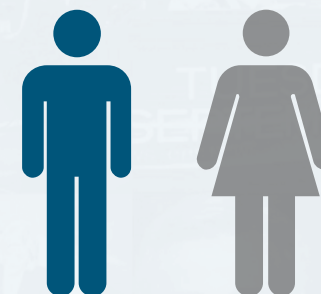
**17,000,000**  
Monthly Pageviews



**120k**  
Median  
Household Income



**41**  
Median  
User Age



**76%** are male

**24%** are female





## How We Compare

THE DAILY BEAST	GAWKER	MEDIA ITE	POLITICO	BuzzFeed
303 Posts	186 Posts	230 Posts	303 Posts	122 Posts
12.12% Page Engagement	18.05% Page Engagement	152.18% Page Engagement	53.20% Page Engagement	56.01% Page Engagement
0.04% Post Engagement	0.10% Post Engagement	0.66% Post Engagement	0.26% Post Engagement	0.46% Post Engagement

\*Engagement defined as sum of post clicks, likes, comments, and shares

\*\* Sum of all engagements in time period as a percent of total page likes

\*\*\*Average number of engagements per post as percent of total page likes

***Our top 100 Twitter followers have collectively 130 million followers:***

- Michelle Malkin
- Glenn Greenwald
- Anderson Cooper

- Rosie O'Donnell
- Big Boi
- Wolf Blitzer

- House Republicans
- Quentin Tarantino
- Diane Sawyer

- Piers Morgan
- George Stephanopoulos
- Katie Couric



# THE MARY SUE

## Girls in a Boys Club



**The Mary Sue** sits at the nexus of pop culture and the uncharted universe. We pride ourselves on being an inclusive community of people who promote, watchdog, extoll, and celebrate women in venues where there are often too few.



**THE  
MARY SUE**

## What We Cover

### Entertainment

Pop Culture  
Comic Book Movies  
Genre Television  
Recaps & Critiques  
Controversy  
Cultural Phenomena

### Science

Space Exploration  
Emerging Technologies  
Video Games

### Other

Human Interest  
“Weird” News  
Localized Stories



**40,000+ Comments Per Month**



# THE MARY SUE

## Our Audience

### Social Following



**91k** Facebook Likes



**56k** Twitter Followers



**38.9k** Followers

### Audience Size

\* numbers measured according to Google Analytics



**3,500,000**  
Monthly Unique Users



**10,000,000**  
Monthly Pageviews



**80k**  
Median Household Income



**31**  
Median User Age



**50%** are male


**50%** are female





**THE  
MARY SUE**

## How We Compare

TMZ	People	 <b>THE MARY SUE</b>	Entertainment WEEKLY
<b>76</b> Posts	<b>102</b> Posts	<b>171</b> Posts	<b>133</b> Posts
<b>23.03%</b> Page Engagement	<b>18.49%</b> Page Engagement	<b>70.2%</b> Page Engagement	<b>29.2%</b> Page Engagement
<b>0.30%</b> Post Engagement	<b>29.20%</b> Post Engagement	<b>0.41%</b> Post Engagement	<b>0.22%</b> Post Engagement

\*Engagement defined as sum of post clicks, likes, comments, and shares

\*\* Sum of all engagements in time period as a percent of total page likes

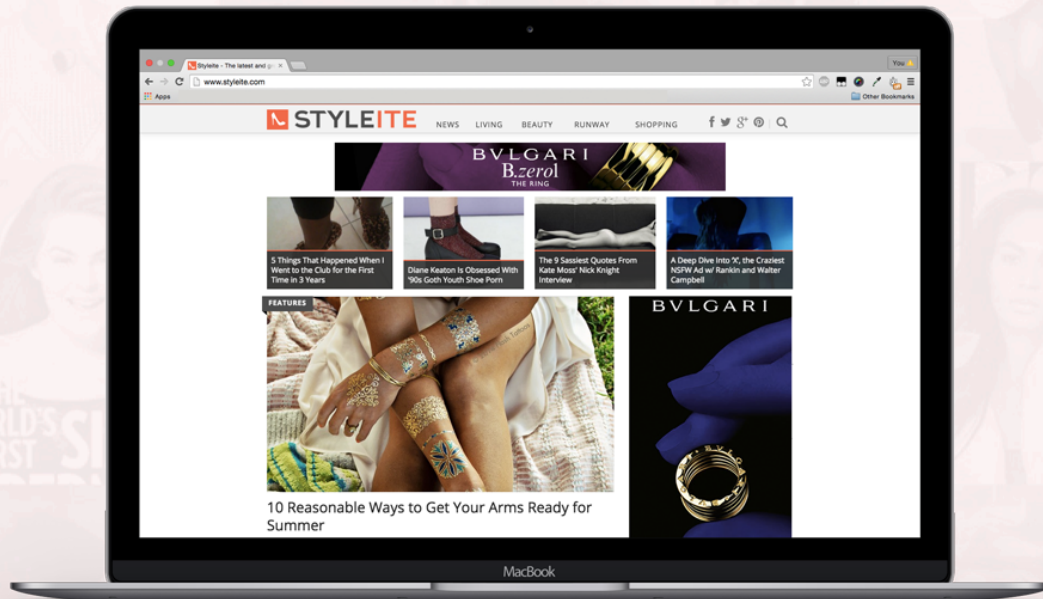
\*\*\*Average number of engagements per post as percent of total page likes

***Our top 100 Twitter followers have collectively 50 million followers:***

- Jimmy Kimmel
- Gail Simone
- Hannah Hart
- Veronica Belmont
- Neil Gaiman
- Comedy Central



# STYLEITE Fashion and Lifestyle For the Rest of Us



Interesting and intelligent!

- *Patricia Field*, @PatField

**Styleite** is home to the freshest fashion and culture content from the outside.

**Styleite** stands for inclusion in the fashion and beauty space – plus-sized women and models, representation of multi-cultural beauty, fashion and style that celebrates heritage and unique aesthetics regardless of the latest trend. We are dedicated to creating a space where all women passionate about style can feel comfortable and find content that inspires them.



# STYLEITE Our Audience

## Social Following



**24k** Facebook Likes



**70.3k** Twitter Followers



**92.3k** Followers

## Audience Size \* numbers measured according to Google Analytics



**1,500,000**  
Monthly Unique Users



**2,000,000**  
Monthly Pageviews



**55k**  
Median  
Household Income



**21**  
Median  
User Age



**40%** are male

**60%** are female





# News On and Off the Field

Partner Site



Born and raised in the Abrams Media group, **SportsGrid** is now owned and operated by *RotoExperts*. As a partner site, Abrams Media represents SportsGrid advertising.

**SportsGrid** reports on and analyzes the biggest news happening on and off the field as it impacts your fantasy sports team. Devoted to showcasing the daily 'wow' moments in sports from a fan's perspective, we drive conversation, sharing and dialogue among our young, affluent sports fans.





# sportsgrid

## Our Audience

Partner Site

### Social Following

 **85.4k** Facebook Likes

 **14.4k** Twitter Followers

Partnered with

**ROTOEXPERTS**  
Fantasy Sports

### Audience Size

\* numbers measured according to Google Analytics



**2,000,000**  
Monthly Unique Users



**4,000,000**  
Monthly Pageviews



**80k**  
Median  
Household Income



**33**  
Median  
User Age



**89%** are male

**11%** are female



# Serving Chefs News Since 2012



**The Braiser** is a site devoted to covering “the dynamic, buzzed about, and often controversial personalities behind the country’s biggest restaurants, cookbooks and food TV shows.”

**TheBraiser.com** comes as so many chefs have transformed from mere food icons into mainstream celebrities with best selling cookbooks, the devotion of two entire television networks, and Twitter followings that rival some of Hollywood’s most successful actors.



## Our Audience

### Social Following



**3.5k**

Facebook Likes



**6.2k**

Twitter Followers

**g+ 92.3k**

Followers

### Audience Size \* numbers measured according to Google Analytics



**106,000**

Monthly Unique Users



**173,000**

Monthly Pageviews



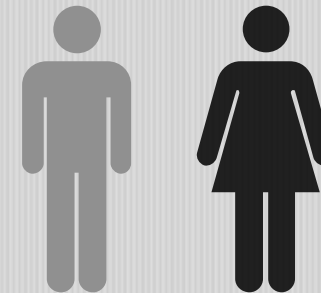
**80k**

Median  
Household Income



**33**

Median  
User Age



**50%** are male

**50%** are female

# AM Abrams Media Engagement Plus

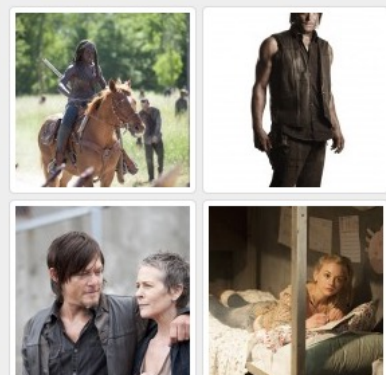
We're experts on our audience.

We take your brand or message and create a unique experience suited to our unique followers. We make sure it's authentic and tailored to your advertising goals. We ensure that it's easy to share and fun to engage with.

When our audiences have the opportunity to interact with the brands they enjoy, they have fun. Check out what we did for **AMC's The Walking Dead**

- **Commissioned Content**
- **Custom Tech Development**
- **Social Amplification**

Step 1. Choose an image.




Step 2. Write something silly.

« Choose different image

Write something that's

WRITE SOMETHING THAT'S



funhy

Create Meme

THE INTERNET IS SERIOUS BUSINESS

### OUR FAVORITE MEMES YOU CREATED FOR SEASON FOUR OF THE WALKING DEAD

by Rebecca Pahl | 3:34 pm, October 18th, 2013



We asked you to create The Walking Dead memes and you answered. We chose a few of our favorites from our special meme generator. Check them out after the jump!

**Previously...** The Walking Dead comes back this Sunday, just as your Mary Sue staff members and our fellow New York geeks will be recovering from New York Comic Con. We'll feel dead to the world, and the Walkers will just be dead. You can jazz up the wait with this handy-dandy meme generator. There's feminist Daryl! He'll shower you with compliments, because there are no more showers. Or scumbag Governor—big bad, still doesn't die. You're on the Internet. You know how this works. Head under the cut to create a meme and unleash your brilliance. Just don't unleash your pet Walkers, please.



WATCH TRAILER



# AM Abrams Media How We Approach Video

## Best Solution for Campaign Goals Including:

- Showcasing beautiful imagery and cinematography on the largest possible landscape
- Deeper integration within site content
- Interruptive, attention-demanding messaging
- Primary KPI = CTR + VCR

*Teads*.tv

### Products:

- [InRead](#)
- [InBoard](#)

### Performance:

Starts: 100%

Engaged: 75%

Completed: 55%

C'est aux jeunes gens que nous avons voulu (aussi) poser ces questions. Nous avons donc lancé un appel à candidatures, le plus large possible : les 18-25 ans, d'expression francophone, sans obligation de résidence, ni de diplôme, pas même le bac. Juste une envie : la presse. Il leur fallait nous envoyer un dossier comprenant des travaux (articles, photos, vidéos...) répondant à une seule obligation : s'emparer de sujets qui ne sont pas traités dans *Le Monde* et *Lemonde.fr* – ou alors pas assez – mais dont ils pensent qu'ils devraient l'être. Sur cette base, nous nous sommes engagés à choisir 68 d'entre eux – autant que les 68 bougies du *Monde* en 2012 – pour participer à une expérience inédite de terrain, d'octobre à juin. Avec, à la clé, un contrat de travail d'un an minimum pour trois d'entre eux. En parallèle, des discussions se poursuivent avec des partenaires qui cofinanceront cette opération.

▼ PUBLICITÉ ▼



### LE CHOIX DES CONTENUS

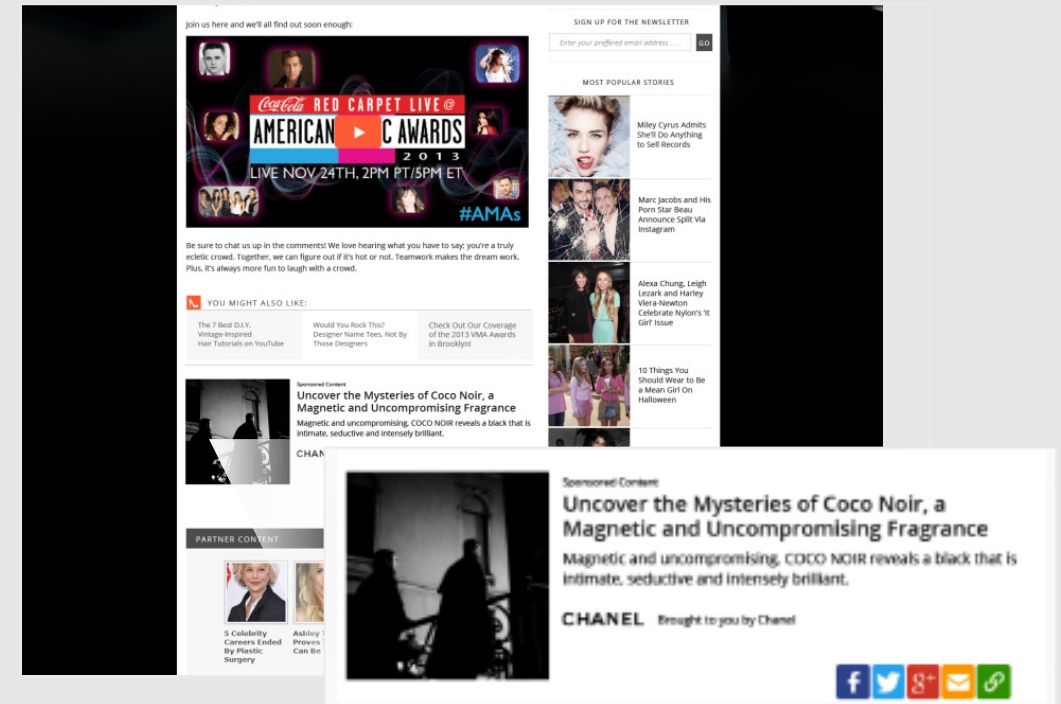
Plusieurs milliers de dossiers nous sont parvenus. Le journal, le site, le magazine se sont mobilisés. Quarante journalistes, photographes, responsables se sont portés volontaires pour sélectionner puis encadrer les participants pendant les neuf mois à venir. Les uns et les autres, jeunes gens et parrains, viennent de se rencontrer pour le premier week-end de travail commun les 6 et 7 octobre au siège du journal, à Paris. L'apprentissage des techniques sera le même que pour tout débutant dans la presse, dans une exigence commune de pertinence et de



# AM Abrams Media How We Approach Video

## Best Solution for Campaign Goals Including:

- Socialization of video content
- Distribution beyond the on-site ecosystem to additional platforms
- Editorial feel, allowing users control over their engagement
- Primary KPI = Mass Distribution + Virality





Thank You!

