

A GLOBAL COMMUNITY FOR
MUSIC, ART, NEWS & POP CULTURE



- THE RIVER BEATS DIGITAL GROUP - MEDIA KIT -

OUR **VISION**

The River Beats Digital Group was created in March 2016 as an entertainment and event group in New Orleans, Louisiana. Our team successfully produced dozens of large scale events around the country.

As our brand grew, so did our knack for creating real stories and content. From those success stories was born Riverbeats.life, our digital publication. Within the 4 years of our publication's launch, we have welcomed over 160k followers across multiple social media platforms, and our readership has reached well over 2 million subscribers.

The success of our online publication speaks for itself, and with the information we've learned over the past five years, we realize how important it is to create a relationship with your audience.

Out of that knowledge and expertise, River Beats Media was born. Using the entrepreneur skills we have learned in digital advertising, social media management, and content creation, we feel our online skills are unmatched across a multitude of digital media campaigns.

THE GLOBAL NUMBERS

Social Media Followers	160,000
Video Views	15,000,000
Unique Website Visitors	2,000,000

OUR UNIQUE BRANDS

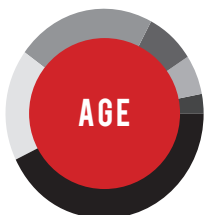


OUR Audience

DEMOGRAPHICS

- 87% Are over the age of 21
- 75% Actively attend music events
- 66% Are entertainment and movie lovers
- 63% Consider themselves foodies

WordPress



43%	18-24
17%	25-34
23%	35-44
8%	45-54
6%	55-64
3%	65+



GENDER

59% MALE
41% FEMALE

Facebook

Twitter

Instagram



42%	18-24
41%	25-34
8%	35-44
6%	45-54
2%	55-64
1%	65+



GENDER

59% MALE
41% FEMALE

SPONSORED CONTENT FUNDING

Sponsored content funding is a collaboration between our digital publications, our advertising agency, and you, the advertiser.

We work together to produce engaging and high-end media that will reach a well-targeted audience. The advertiser's ad spend is also used to create well-targeted Facebook, Instagram, and Twitter ads. These campaigns allow advertisers to provide creative direction and feedback directly to our team.

EXAMPLES INCLUDE

BRANDED CONTENT SERIES

A River Beats video or editorial series that is branded and sponsored by an advertiser's ad spend.

SUPPORTED BY

Supported By is an advertorial used to describe editorially independent River Beats content that is supported by a client's advertising spend.

EVENT MARKETING

Using a combination of digital & social media advertising, content funding, and event activation we can help push your event to the masses.

RIVER BEATS PARTNERS



SOUNDBOKS



Digital

Our digital advertising platform is for advertisers looking for event coverage or a monthly digital advertising insertion. We offer a wide range of options from home page takeovers, sponsored email blasts, social media management, featured calendar placements, or native advertising.

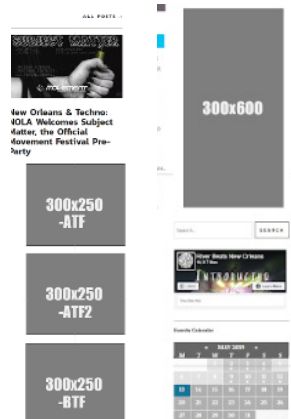
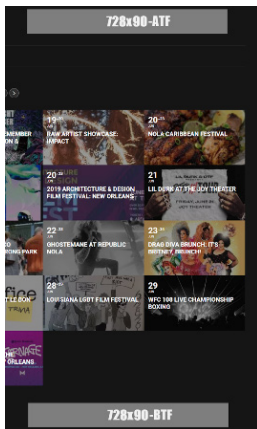
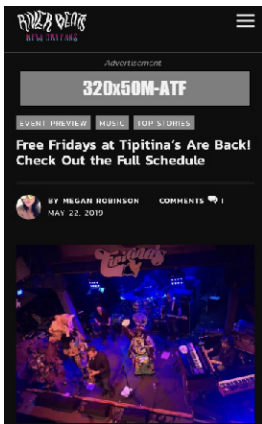
RATES

Med Rec Sidebar & In-Stream \$250*
300 x 250

Leaderboard Header & Footer \$150*
728 x 90
300 x 50

Half-Page Sidebar \$50*
300 x 600

**Indicating monthly basis*



ADVERTISING

CATEGORY, SERIES, OR HOMEPAGE TAKEOVERS

Interested in taking over a particular category or featured series on our website? How about a full homepage takeover to help push your event? These takeovers allow advertisers to pick where their ads will be seen based on relevance to their brand.

Category or Series Takeover

Homepage Takeover \$100**

EMAIL BLAST

Reaching over 5,000 subscribers per month, the River Beats newsletter provides readers with a detailed preview and recap of our top stories, festivals, events, music, restaurants, culture, sports, and exclusive content.

Sponsored E-Blast

Leaderboard Header or In-Stream\$40**

NATIVE ADVERTISING

Our native advertising allows us to place funded content within the feed of our website. This content matches the look, feel, and function of our website. Unlike display ads or banner ads, our native ads don't necessarily resemble an ad. Native can featured our "Supported by" content created by River Beats, or the advertisers choice.

Featured Native\$75*

SOCIAL MEDIA PARTERSHIP

By reaching the right audiences with well targeted ads and organic content, we can strengthen the loyalty between your customers and company's brand. In today's mobile world, your social media presence matters, and we're here to help.



**Indicating Monthly Basis*

***Indicating Weekly Basis*

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FOR FANS

BY FANS

SALES CONTACTS

Sean@RiverBeats.life / (504) 874-1321

Benny@RiverBeats.life / (504) 444-2354

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