

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



- THE RIVER BEATS DIGITAL GROUP - MEDIA KIT -

# OUR **VISION**

The River Beats Digital Group was founded in March 2016 as an entertainment & event organization based in New Orleans, Louisiana. As our brand expanded, so did our ability to craft compelling stories and engaging content. This growth led to the creation of Riverbeats.life, our digital publication. Within four years of its launch, we garnered over 160,000 followers across various social media platforms, and our readership has surpassed 2 million subscribers.

The success of our online publication speaks for itself. Over the past five years, we've gained invaluable insights into building meaningful relationships with audiences.

With that knowledge and expertise, River Beats Media was born. Leveraging the entrepreneurial skills we've honed in digital advertising, social media management, and content creation, we deliver unmatched digital media campaigns across various platforms.

As we continue to grow, we are exploring new avenues for River Beats. In 2023, we launched River Beats TV & Productions—a full-service video and film production company. Specializing in cinema and broadcast-quality content for businesses of all sizes, we are equipped with top-tier equipment and a skilled production team, experienced in venues like Red Rocks and events for NBC, Comcast, and major festivals. We're ready to bring your vision to life.

## **THE GLOBAL NUMBERS**

Social Media Followers .....	160,000
Social Video Views .....	15,000,000
All Time Unique Web Visitors .....	2,000,000

# OUR UNIQUE BRANDS



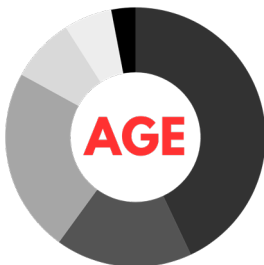
# OUR Audience



## DEMOGRAPHICS

- 87% Are over the age of 21
- 75% Actively attend music events
- 66% Are entertainment & 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

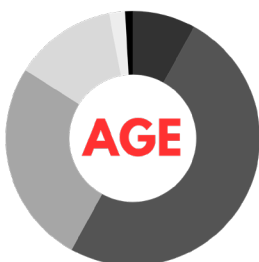
- 59% MALE
- 41% FEMALE

### FACEBOOK

### TWITTER

### TIKTOK

### INSTAGRAM



- 16% 18-24
- 42% 25-34
- 26% 35-44
- 13% 45-54
- 2% 55-64
- 1% 65+



### GENDER

- 53% MALE
- 47% FEMALE

# Digital ADVERTISING

River Beats offers a variety of digital advertising strategies tailored to meet different needs. Whether you're looking for one-time event coverage or a monthly advertising retainer, we provide a wide range of options including website media buys (banner ads), sponsored or featured email blasts, social media partnerships, text blasts, and our unique sponsored content funding program. Explore the options below to learn more. Everything we offer is à la carte, allowing advertisers to pick and choose the services that best suit their dedicated ad spend.

## **SOCIAL MEDIA PARTNERSHIP: GOLD PACKAGE**

THIS SMALLER-PRICED PACKAGE LETS US BATCH YOUR EVENTS AND PROMOTE THEM WEEKLY VIA OUR SOCIAL MEDIA. HERE'S WHAT'S INCLUDED IN THE GOLD PACKAGE:

- **Weekly Features in Our Monday News Blast:** Your shows will be highlighted in "Shows You Cannot Miss This Week," which boasts open rates of 35-45% **Examples: [Denver](#), [NOLA](#)**
- **Dedicated Instagram Posts:** Your shows will be featured in a dedicated Instagram post every Monday. **Examples: [Denver](#), [NOLA](#)**
- **Giveaway(s) on Our Instagram Page:** Engage our audience with giveaways related to your events.
- **Open Guest Lists:** We can provide potential open guest lists for shows that need last-minute assistance to fill the venue.

### **PRICING: \$50-\$75 PER SHOW BASIS**

*NOTE: WE OFFER INDIVIDUAL SOCIAL MEDIA POSTS SEPARATE FROM OUR GOLD PACKAGE, WHICH CAN ALSO BE ADDED TO IT. PRICING IS À LA CARTE, TAILORED TO THE ADVERTISER'S GOALS, AND INCLUDES COLLABORATIVE OR SOLO, NATIVE-STYLE POSTS*

# Digital Advertising

## CONTINUED

### EMAIL BLASTS

RIVER BEATS NEWSLETTERS REACH 20,000+ SUBSCRIBERS WITH PREVIEWS AND RECAPS OF TOP STORIES, EVENTS, MUSIC, & MORE. SENT EVERY MONDAY, OUR EMAILS TARGET THE RIGHT AUDIENCE WITH OPEN RATES OF 20% TO 45%. EX: [DENVER](#), [NOLA](#)

#### PRICING:

**SPONSORED E-BLAST: \$75**

**\*GOLD PACKAGE LEADERBOARD FEATURE: \$50**

*\*THIS COST IS INCLUDED IN OUR GOLD PACKAGE FEATURE FOR YOUR EVENT.*

### SMS TEXT BLASTS

WE OFFER SMS BLASTS TO 3,000+ RIVER BEATS INSIDERS, REACHING HUNDREDS OR THOUSANDS WITH EXCLUSIVE PERKS IN DENVER, NOLA, AND NATIONWIDE.

#### PRICING:

**\$0.05 TO \$0.10 PER SMS**

*NOTE: PLEASE INQUIRE FOR A SPECIFIC QUOTE TAILORED TO YOUR BUDGET AND OUR CAPABILITIES.*

Hi! River Beats NOLA here. Hop on our guest list to see BLXST tonight @ Fillmore. Closing @ 3pm:  
<https://forms.gle/h4sDMGwGqMgXs6xZ6>  
Reply stop to stop

### SPONSORED CONTENT FUNDING

THIS IS OUR MOST EFFECTIVE WAY TO REACH A BROAD AUDIENCE, WITH CAMPAIGNS TYPICALLY RANGING FROM **\$300 TO \$1,000+** FOR ONE-OFF SHOWS. SPONSORED CONTENT IS A COLLABORATION BETWEEN OUR DIGITAL PUBLICATIONS, ADVERTISING AGENCY, AND YOU. THE BUDGET GOES TOWARD HIGH-QUALITY MEDIA AND WELL-TARGETED ADS ON FACEBOOK, INSTAGRAM, AND TWITTER. THE MAIN GOAL (KPI) IS TO BOOST AWARENESS AND ENGAGEMENT WITH NATIVE-STYLE CONTENT.

**TOTAL ANNUAL USERS REACHED: 354,997**

**TOTAL ANNUAL ENGAGEMENT: 21,241**

**TOTAL ANNUAL IMPRESSIONS DELIVERED: 683,769**

*NOTE: ATTACHED CASE STUDY FOR 2023 RESULTS*

# Digital Advertising

## CONTINUED

### RIVERBEATS.LIFE BANNER AD PLACEMENT: CATEGORY, SERIES, OR HOMEPAGE TAKEOVERS

MEDIA BUYS (BANNER DISPLAY ADS) ARE AVAILABLE ON ALL OUR SITES, ALLOWING YOU TO CHOOSE SPECIFIC CATEGORIES, FEATURED SERIES, OR A FULL HOMEPAGE TAKEOVER FOR YOUR EVENT. SEE BELOW FOR PLACEMENT, SIZE, AND PRICING DETAILS

## RATES

### Med Rec Sidebar & In-Stream

300 x 250

### Leaderboard Header & Footer

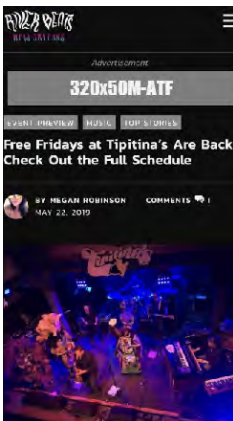
728 x 90

300 x 50

### Half-Page Sidebar

300 x 600

*Note: Price based on total impressions available:  
Ranges anywhere from \$75 - \$250 per month*



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## SALES CONTACTS

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

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

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