



## **2018 MEDIA KIT**

# Entertainment & Urban Lifestyle

*It's a big part of our community and what we do!*

**Urbanham.com** is a web portal that provides entertainment and urban lifestyle information about social activities, events and people within the Greater Birmingham market.

For over 17 years we have delivered entertainment and lifestyle content with a focus on the diverse social options of the African American community.

Since our initial launch day in June of 1999 we have had one simple objective. To provide our users with reliable community news and event information from week to week. With thousands of users accessing our pages each month, Urbanham.com is one of the busiest African American focused websites in the region.

With the growth of Urbanham.com has come the growth of our user base which is not only measured in numbers but in responsibility. Our primary user base consist of head of households, community leaders, young professionals and business owners that all need to unwind at some point and have made Urbanham.com their local information source for social activity.



# Primary User Base

*Serving a professional user community*

## Professionals

According to Alexa.com college graduates and users that consider themselves “professionals” are largely represented on Urbanham.com when compared to websites worldwide. This includes the self-employed and those working in Corporate America.



## Women

According to Alexa.com women 25 and older are largely represented on Urbanham.com when compared to websites worldwide. African American women make up the largest portion of visitors on Urbanham.com.



## Couples

Surveys showed that 39 percent of the users that visit Urbanham.com stated they were in a relationship (either married or dating).



# Our users come from your workforce

The Urbanham.com audience is largely represented by professionals, women and college graduates when compared to websites worldwide according to Alexa.com

Survey's have shown that one of the top concerns for attracting and keeping young professionals in a metropolitan area is an active arts and culture scene. This is no different for the Birmingham Metro. Urbanham.com is focused on sharing information to promote active lifestyles and events that are important to our audience.

Due to our stability in the market and timely distribution of information our users have grown to trust our social recommendations. Our user loyalty and rising user rates makes Urbanham.com a great platform to distribute the information that is important to your corporation.

## AUDIENCE PROFILE

Male: 43%  
Relationship: 39%

Female: 57%  
Single: 44%

Employed: 77%  
College Graduate: 58%

18 to 54 years old: 93%  
17 and under: 6%

55 and older: 1%

African American: 96%



# Urbanham Facts & Stats



## Stats

### Core Age Groups

Age: 25 – 54 (According to Alexa.com the following age groups are largely represented on Urbanham.com when compared to websites worldwide (25-34, 35-44, 45-54)

### Education

According to Alexa.com users that attended college are greatly over represented on Urbanham.com when compared to websites worldwide.

### Social Media

Facebook Friends/Fans: 12,661

Twitter: 8,390

Email List: 25,866

Instagram 2,567

### Browsing Habits

Many of the visits to Urbanham.com come from mobile phones while a slightly lower number of users connect using desktop computers.

Urbanham.com reports a higher number of new visitors and a constant base of returning users.

## Analytics

Monthly Page Views: 11,488

Average time on site: 4 minutes

## Facts

Online since 1999

The most visited online “urban resource” in the Birmingham Metro - Alexa.com

Receives more event related traffic than any of the “urban” radio stations in the Birmingham market - Alexa.com

# The Business Community is Taking Notice

The great thing about online traffic is that it is easily measured. The business community is taking notice of Urbanham.com's increasing online traffic and loyalty among users.

**Most recent campaigns:** Jefferson County, The City of Birmingham, The Stardome Comedy Club, The Magic City Classic, Chevrolet, Broadway Across America, Alys Stephens Center, UrbanAd Serve of New York, Alabama Power, Finley Media Group, Miller/Coors and Hive Beverage Group, Inc.



# Connect with Us!

## Let us...

- promote your brand
- assist with increasing sales, sharing special campaigns and events
- assist with sharing community service initiatives
- conduct surveys and polls
- distribute news and announcements
- increase diversity

**Facebook:** LikeUrbanham & Urbanham Birmingham

**Twitter:** @Urbanham

**Instagram:** @UrbanhamPromo



Urbanham.com is managed by  
Eventful Media Group, Inc.

### Office Contact

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# Urbanham Advertising Rates

## GENERAL RATES

### Online Advertising

- Home Page Feature Article/Ad \$ 150.00 per week
- Social Media Promotions \$ 75.00 per week *(Includes Instagram, Twitter and Facebook)*

Specialty and custom ad options available upon request. *(Pop-up, video ads, click and reveal, interactive ads and surveys options are available. Please speak with your representative for details a complete quote. (We recommend a two week advertising minimum for most campaigns.)*

### Email Marketing

- Weekend Radar Weekly E Newsletter \$ 50.00 per send
- Solo Email Blast \$ 100.00 per send

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**Please make all checks and money orders payable to Eventful Media Group, Inc.**



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