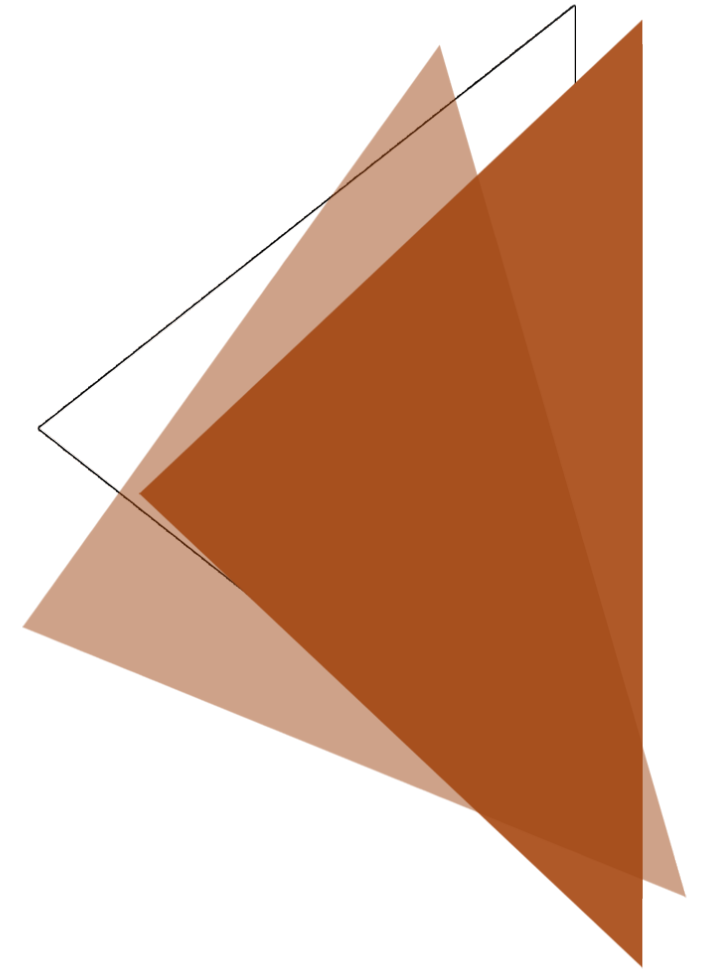




Birmingham's #1 resource for urban lifestyles

2021 MEDIA KIT





URBNHM

Birmingham's #1 resource for urban lifestyles

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 20 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 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 loyalty to the Urbanham brand. Our primary user base consist of head of households, community leaders, young professionals, corporate executives and business owners that all need to unwind at some point and have made **Urbanham.com** their local information source for social activity.



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.

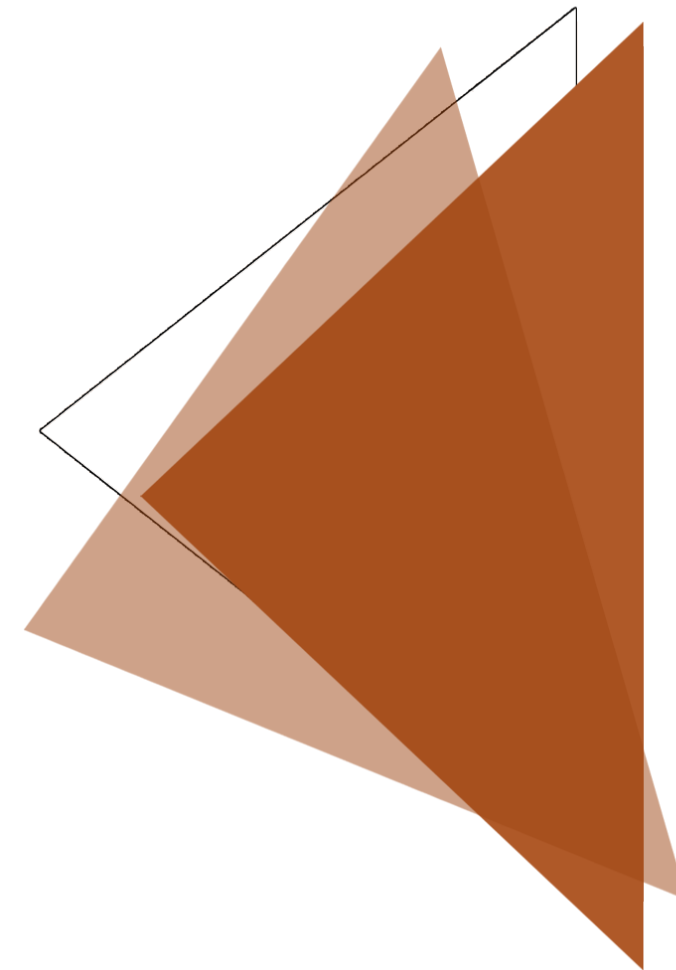
Women

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 our audience.



Couples

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



Primary User Base

Serving a professionally connected user community



Our users come from your workforce

Male: 43%

Relationship: 39%

17% did not respond

Female: 57%

Single: 44%

Employed: 77%

College Graduate: 58%

18 to 54 years old: 93%

17 and under: 6%

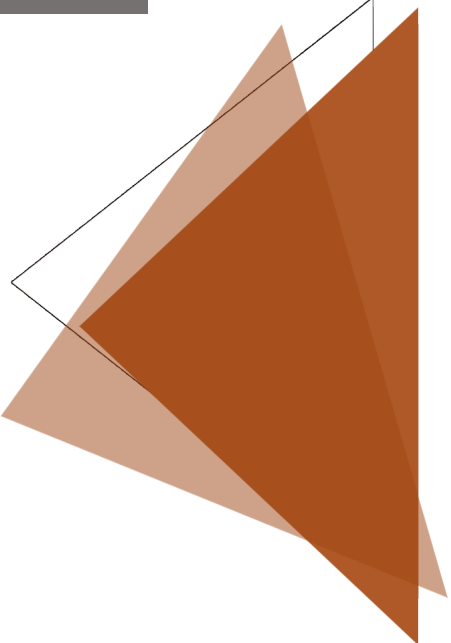
55 and older: 1%

African American: 96%

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 core 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 you and your business.





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: 7,743
Email List: 25,866
Instagram 3,207

Browsing Habits

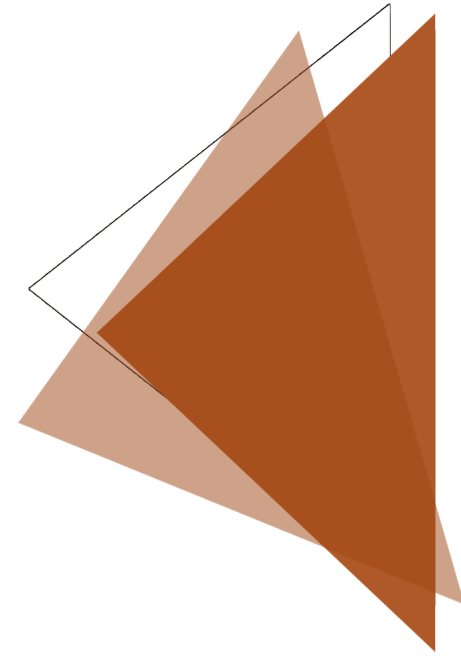
Many of the visits to Urbanham.com come from mobile devices while a lower number of users connect using desktop computers..

Analytics

Daily Page Views: 1,659
Average time on site: 6 minutes

Facts

Online since 1999
Receives more online traffic than any of the “urban” format radio stations in the Greater Birmingham market.

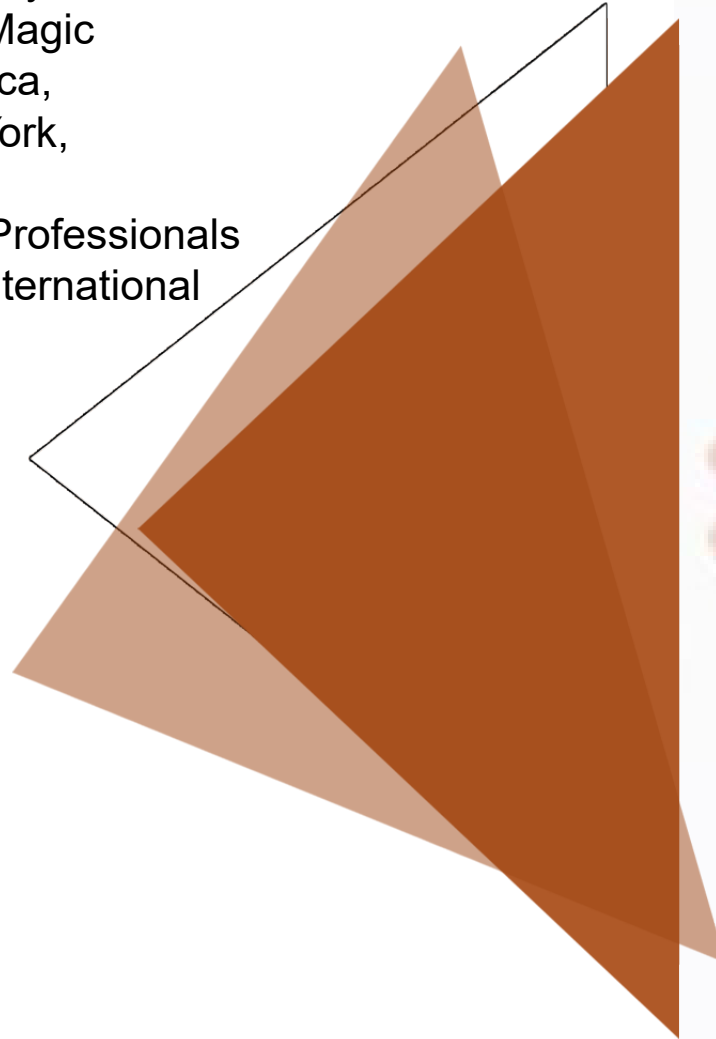


Urbanham Facts & Stats

The business community has taken notice of Urbanham.com's reach and loyalty among the web portals 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, University of Alabama at Birmingham, Miller/Coors, Urban Professionals of Atlanta, Hive Beverage Group, Inc., Just Liv International and Recess Getaways

The Business Community is Taking Notice





Connect with Us!

URBNHM

Birmingham's #1 resource for urban lifestyles

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

Twitter: @Urbanham

Instagram: @UrbanhamPromo

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

Office Contact

Phone: (205) 563-4273

team@eventfulmediagroup.com

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. Please speak with your representative for details and a complete quote.

(We recommend a four-week advertising minimum for most campaigns such as upcoming and one-time events. For businesses and on-going promotions 90 day to annual campaigns are recommended.)

Email Marketing

- Weekend Radar Weekly E-Newsletter Inclusion • \$ 50.00 per send
- Single 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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