

steed
media group

TARGETING THE URBAN
&
MILLENNIALS MARKET

WE ARE

AUTHENTIC . ENGAGING . CUTTING-EDGE . URBAN

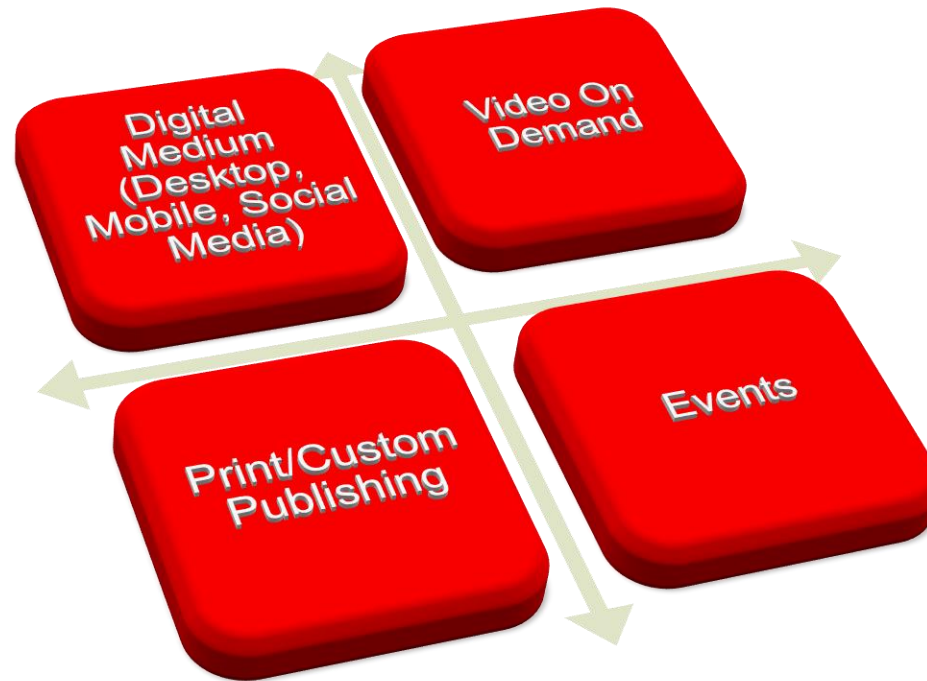
From entertaining sites, social networks, mobile technology, news content, original branded entertainment and online video, we are defining the way the internet works for niche audiences.

- Growing Family of Digital Brands Targeting the Urban Psychographic
- Reaching 6 Million people monthly...Digital, Broadcast, Print
- A year-round print presence in 19 of the top 25 urban DMAs

True 360 Brand Engagement

That introduces brands to new audiences in new ways

Our Goal is to reach our users by utilizing every touch point in their daily routines, the best way to execute this a cross platform solutions.





URBAN . POP CULTURE . EDGY . AWARE . UNIQUE . HOME OF BLACK HOLLYWOOD

Rolling Out® delivers an engaged and loyal following of Urban Millennials, tastemakers and influential trendsetters who are always "in the know" and keep abreast with what's hot in society.

CONTENT FEATURES:

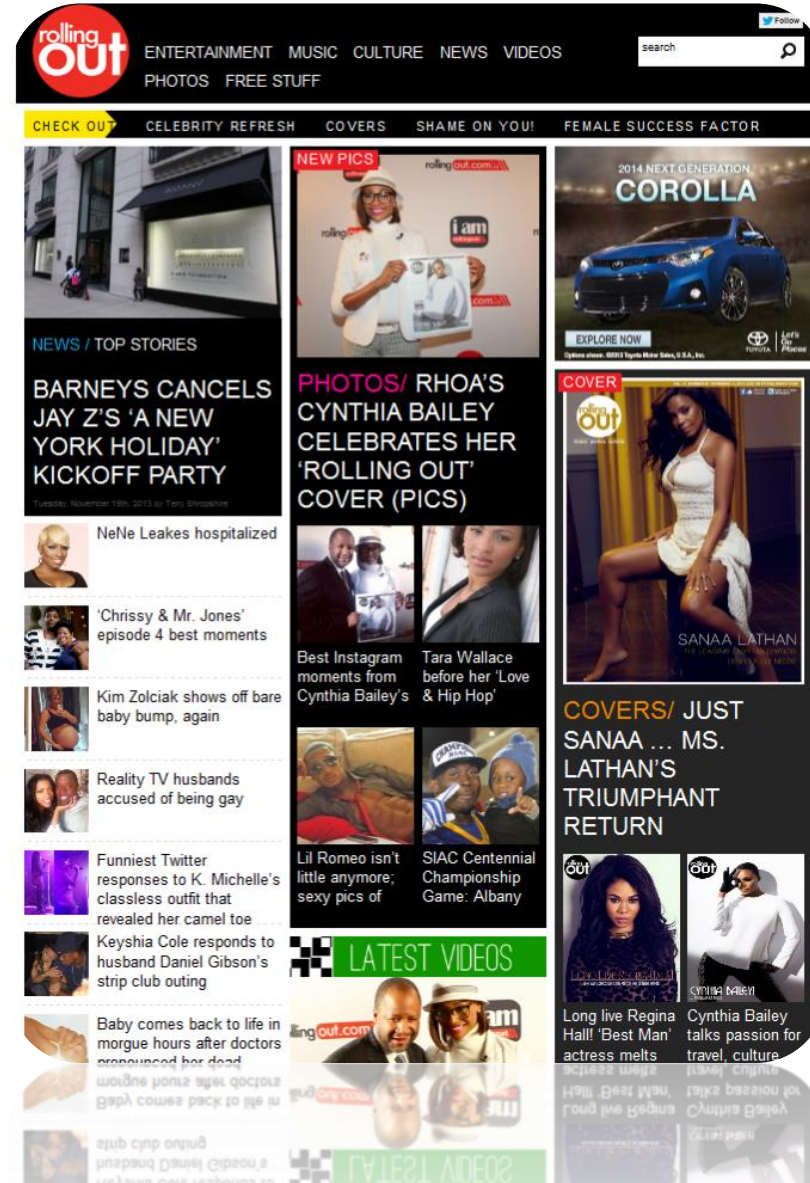
- Breaking Entertainment News
- TV Reviews, Recaps and Discussions
- Movie Reviews
- Exclusive Celebrity Interviews
- The Latest In Celebrity News
- Red Carpet Fashion
- Reality Rewind: Weekly Rundown and Highlights about Reality Television
- Custom Video Franchise: Celebrity Refresh

AUDIENCE

Median Age - 28 21+ - 86%
 Female: 56% Male: 44%
 Median HHI - \$71,797

THE STATS

Monthly Unique Users: 2.1M
 Monthly Page Views: 10.4M
 Avg minutes spent on site: 3.1



EUR WEB is the leading online destination for those interested in black culture and the black experience. EUR WEB offers original stories and features in key programming areas, including News, Sports, Lifestyle, Entertainment and Community. EUR WEB is one of the only national news-gathering organizations dedicated to bringing domestic news stories to life with a urban perspective.

CONTENT FEATURES:

- Breaking New
- Entertainment
- Politics
- Lifestyle Content

AUDIENCE

Median Age - 39 21+ - 90%
Female: 57% Male: 43%
Median HHI - \$80,000

THE STATS

Monthly Unique Users: 807,000
Monthly Page Views: 9M
Page View Per Visit: 6.50
Minutes spent on site: 5:00



talking pretty Urban Trendsetters . IT Fashion . Chic. Trailblazing

Talking Pretty® is the definitive fashion, beauty and style destination that targets the affluent, progressive and sophisticated fashion enthusiast. Our content team is updating talking pretty's loyal audience with the latest in chic trends, breaking fashion, beauty and style news, celebrity style profiles, exclusive snapshots of national and international street style.

CONTENT FEATURES:

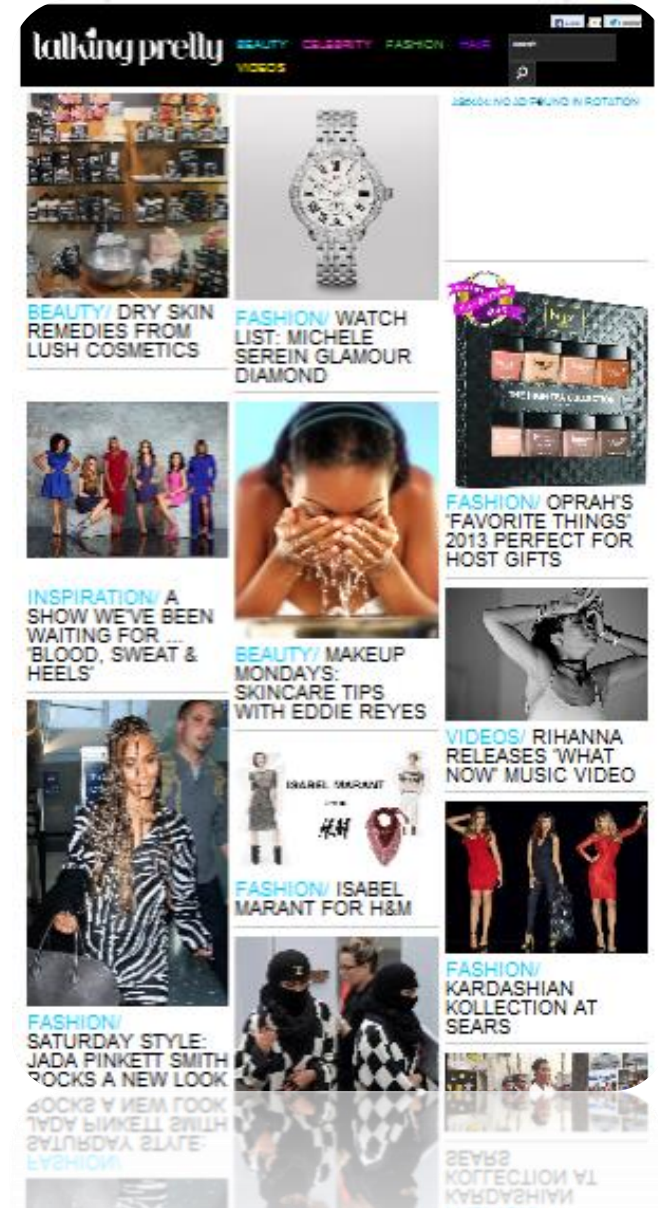
- Talking Pretty On The Street
- Celebrity Lux 4 Less
- Red Carpet Rundown
- Curvy Closet
- Fashion & Beauty
- Celeb News
- Gentleman's Pretty Peak: Dapper Don's
- Shopping Tips

AUDIENCE

Median Age - 23 21+ - 86%
 Female: 91% Male: 9%
 Median HHI - \$63,300

THE STATS

Monthly Unique Users: 100K
 Monthly Page Views: 520K
 Page View Per Visit: 4.22
 Minutes spent on site: 2:39



HipHopDemand® The premiere video-on-demand channel programmed exclusively for young adults with sophisticated urban tastes and preferences. HHOD averages 5.5 million monthly pre-roll commercials available on Comcast VOD channel available in 28MM US homes. Additional in channel advertising and product placement opportunities available. Latest Hip Hop and entertainment news destination delivering insightful discourse on music, politics, fashion, sports, technology and all topics that appeal to urban music affinities.

CONTENT FEATURES

- Featuring Short form programs
- Interviews with top artists
- Rap and dance battles
- Music video mixes
- Comedy
- And Long Form programs
- Celebrity interviews

AUDIENCE

Median Age - 24 21+ - 86%
Female: 39% Male: 61%
Median HHI - \$81,797

HIP HOP DEMAND REACH

- Available in 28MM Homes.
- 4-6MM views per month.



BECOME PART OF OUR CONVERSATION



Do you know Rolling Out?

To see what they share with friends, send them a friend request.

29 Mutual Friends

About

- Worked at Steed Media Group
- Lives in Atlanta, Georgia
- Followed by 1,054 people

Photos - 405

Linda Tiger Bell
31 minutes ago · Edited ·

We have a huge surprise for the people who always have wanted to Model or are a Model but you just need help getting in the door. You need to come out fit this Open Model & Designer Casting Call for Female & Male models! Ages: 17 & up... See More — with Kim Laney and 53 others.

FARA EVENTS IN CONJUNCTION WITH TIGER TALENT MODEL & DESIGNER CASTING CALL
SAT 23 NOV 2013 • 3-4PM
SUN 24 NOV 2013 • 2-3PM
VENUE: THE GLOBE, 2178 HWY 138 STOCKBRIDGE, GA, 30281

FEMALE MODEL REQUIREMENTS
• AGES: 17yrs & Up
• DRESS: ALL SIZES
• DRESS: ALL BLACK WITH HEELS
• BRING COMPOSITE CARD OR HEADSHOT PHOTO

MALE MODEL REQUIREMENTS
• AGES: 17yrs & Up
• DRESS: ALL BLACK
• BRING COMPOSITE CARD OR HEADSHOT PHOTO

Talking Pretty
1,329 likes · 4 talking about this

Entertainment Website
Rolling Out Magazine's sister site about everything hot in fashion, beauty, celeb news, and exclusive interviews. It's a lifestyle. Let's talk pretty!

About · Suggest an Edit

1,329 likes · 4 talking about this

Post

Write something...

Talking Pretty shared a link.
Yesterday ·

<http://talkingpretty.com/celebrity/cute-couple-alert-jaden-smith-and-kyle-jenner/>

4 Friends like Talking Pretty

Invite Your Friends to Like This Page

- Erin Petty
- Justin Tarr
- Michelle Boucher

LEE BAILEY'S **eurweb** .COM
ELECTRONIC URBAN REPORT

Join the EURweb.com Facebook Community!

Click on the Like button below

www.eurweb.com
21,644 likes · 971 talking about this

Liked Message

Entertainment Website

About · Suggest an Edit

21,644 likes

Post

Photo / Video

Write something...

www.eurweb.com shared a link.
47 minutes ago ·

Oh! Reality Star Tami Roman Pisses Off EURweb
<http://wp.me/p33GTY-1H3I>

18 Friends like eurweb.com

Invite Your Friends to Like This Page

- King Aziz Adetimirin Jr.
- Tasha Bailey

BECOME PART OF OUR CONVERSATION



Talking Pretty

@TalkingPretty




Rolling Out Magazine's sister site showcasing what's hot in fashion, beauty and celeb news. It's a lifestyle. Let's talk pretty!

talkingpretty.com

4,688 TWEETS 9,236 FOLLOWING 7,804 FOLLOWERS



Tweets

-  **Talking Pretty** @TalkingPretty
Beyonce rocks pieces from Jay Z's Barneys Collection | Talking Pretty: talkingpretty.com/fashion/beyonc... #Beyoncé#Barneys #Jayzholidaycollection
Expand Reply Retweet Favorite More
-  **Talking Pretty** @TalkingPretty
Healthy Hair Thursdays: All natural hair care at LUSH: The quest to find quality, natural hair care products ... bit.ly/1e4g6yp
Expand Reply Retweet Favorite More
-  **Talking Pretty** @TalkingPretty
Boozy Brunch Review: Dean St: Another week another opportunity to have a boozy brunch weekend with friends. T... bit.ly/17Ojh9d
Expand Reply Retweet Favorite More
-  **Talking Pretty** @TalkingPretty
Wedding Wednesday: Evan Ross says he wants to marry Ashlee Simpson: Love is in the air! Evan Ross and Ashlee S... bit.ly



RollingOut

@RollingOut

Music · Politics · Culture

UT: 33.727435, -84.394097 · rollingout.com

37,355 TWEETS 24,304 FOLLOWING 33,901 FOLLOWERS



Tweets

-  **RollingOut** @RollingOut
Maxwell parties with Erica Mena and her girlfriend Cyn Santana 2h ht.ly/2BEsa1
Expand Reply Retweet Favorite More
-  **RollingOut** @RollingOut
Zappos snaps back at Kanye West with an epic tweet ht.ly/2BEsa2 2h
Expand Reply Retweet Favorite More
-  **RollingOut** @RollingOut
'Delivery Man' ht.ly/2BEsa3 2h
Expand Reply Retweet Favorite More
-  **RollingOut** @RollingOut
Behind the scenes with 'Boardwalk Empire' cover girl Margot Bingham ht.ly/2BEkZH 3h
Expand Reply Retweet Favorite More
-  **RollingOut** @RollingOut
Kanye West and Kim Kardashian Kick it backstage at NYC 'Yeezus' 3h



Lee Bailey

@eurweb

Breaking urban/black infotainment news - 24/7. Check us out on facebook: facebook.com/EURWeb?ref=ts los angeles · eurweb.com

1,324 FOLLOWING 5,528 FOLLOWERS



Tweets

-  **Lee Bailey** @eurweb
Natalie Cole on Beyoncé: She's 'the new Madonna' (Watch) 38m wp.me/p33GTY-1uux
Expand Reply Retweet Favorite More
-  **Lee Bailey** @eurweb
Uh Oh! Reality Star Tami Roman Pisses Off EURweb wp.me/p33GTY-1H3I 2h
Expand Reply Retweet Favorite More
-  **Lee Bailey** @eurweb
'R&B Divas: Atlanta' Signs New 'Girlgroup' Castmembers wp.me/p33GTY-1Hbp 3h
Expand Reply Retweet Favorite More
-  **Lee Bailey** @eurweb
Elle France Editor Jeanne Deroo Ripped for Solange Costume and 4h Blackface wp.me/p33GTY-1Hbh
Expand

PRODUCTION POWERHOUSE

STEED MEDIA STUDIOS IN-HOUSE PRODUCTION ARM

Steed Media Group's very own production house provides your brand access to full service studios in Atlanta, the new Black Hollywood; with expertise in all production aspects from casting to completion. We also offer offsite production

- Original Online Series
- Talent Alignment
- In-Show Integrations
- Featured Segments
- Branded Pod Busters
- Pre-roll Spots and Commercial Units
- Social Media integration

OUR TITLE



CAPABILITIES



IAB Ad Units
 Video
 Mobile
 Pre-Roll
 Video Take Over
 Advertorials
 Tweets
 Facebook Posts
 Reskins
 Pre/Interstitials
 XL Unit (300x600)
 Marquee
 Pushdown
 Geo-Targeting
 Panorama
 Mobile Video Interstitial
 Rich Media



IN GOOD COMPANY

OUR PARTNERS

CUSTOM CATERING TO BRAND MARKETING OBJECTIVES

AUTOMOTIVE

Chevrolet
Ford Motor Company
Mercedes-Benz
Chrysler
Toyota

BEAUTY & PACKAGED GOODS

African Pride
Bronner Bros. International Hair Show
Bump Zapper
Colgate-Palmolive
Cover Girl
Perfect Results
Procter & Gamble
World Natural Health & Beauty Show

EDUCATION

Atlanta Technical College
Baltimore City Community College
Emory University
Georgia Perimeter College
National Education Association
Wayne County (MI) Community College

EVENTS, SHOWS & VENUES

Center Stage Atlanta
Center Theatre Group, Los Angeles
Brooklyn Academy of Music
Feld Entertainment
Ferst Center for the Arts, Atlanta
For Sisters Only
Honda Battle of the Bands
Live Nation
Rialto Center for the Arts, Atlanta
Six Flags America
Woodruff Arts Center, Atlanta

FOOD / BEVERAGE

Bacardi
Burger King
Copeland's
Crown Royal
Hennessy
Jewel-Osco
Korbel
MillerCoors
Pepsico

FINANCIAL

Allstate
American Family Insurance
Chase
Comerica
GEICO
Nationwide Insurance
State Farm
Wachovia
Wells Fargo

HEALTHCARE

Abbott Labs
American Diabetes Association, Chicago
Amerigroup Community Care
The Female Health Co.
Eli Lilly
DeKalb County (GA) Health Department

MISCELLANEOUS

ComEd
D.C. Lottery
Georgia Power
Harley-Davidson
Illinois Lottery
Internal Revenue Service
New Birth Missionary Baptist Church (Atlanta)
Obama for President
The Urban League

RETAIL

Eye Care Centers of America
The Home Depot
Macy's
MetroPCS
Mall at Stonecrest (Atlanta)
Target
Verizon
Walmart

SPORTS

Atlanta Braves
Atlanta Dream
Atlanta Hawks
Atlanta Thrashers
Harlem Globetrotters
NBA

TELEVISION, MOVIES & MUSIC

BET
Comcast
Dimension Films
HBO
Fox Searchlight
Lionsgate / Lionsgate Home Video
Nielsen Media Research
Overture Films
Screen Gems
Sony Music
Touchstone Pictures
Turner Broadcasting
TVOne
Universal Studios

TRAVEL / TOURISM

American Airlines
Bermuda Department of Tourism
Delta Airlines
Los Angeles CVB
Orlando/Orange County CVB
Wisconsin Department of Tourism

AND LASTLY ...

FIVE FACTS TO KNOW ABOUT STEED MEDIA GROUP

- 1.TURNKEY EXECUTION:** We can leverage our in-house production studio, editors, and creative team to develop custom content for your brand all under one roof; allowing for fast turn-around and an efficient use of your dollars. “One stop shop” for the creation, distribution, and strategic planning of media.
- 2.ACCESS:** To our close relationships with pop culture’s biggest names, VIPs and bloggers.
- 3.AUTHENTIC VOICE:** We have mastered the art of storytelling, speaking directly to and with each segment of the market, in an authentic voice that keeps our loyal users coming back.
- 4.SEAMLESS SYNDICATION:** Across mobile, desktop, social media, video, events and print for our portfolio of sites.
- 5.WHITE-GLOVE SERVICE:** From a team that aims to have a deeper understanding of your brand’s image and needs within the digital and social media landscape.

THANK YOU

Contact Info:

Munson Steed

Thought Organizer

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