

MEDIA KIT 2015



The White House National Security Council names MiLLENNiAL
TOP 100 MOST INFLUENTIAL DIGITAL MEDIA SITE

MILLENNIALS

BORN 1975 - 1995

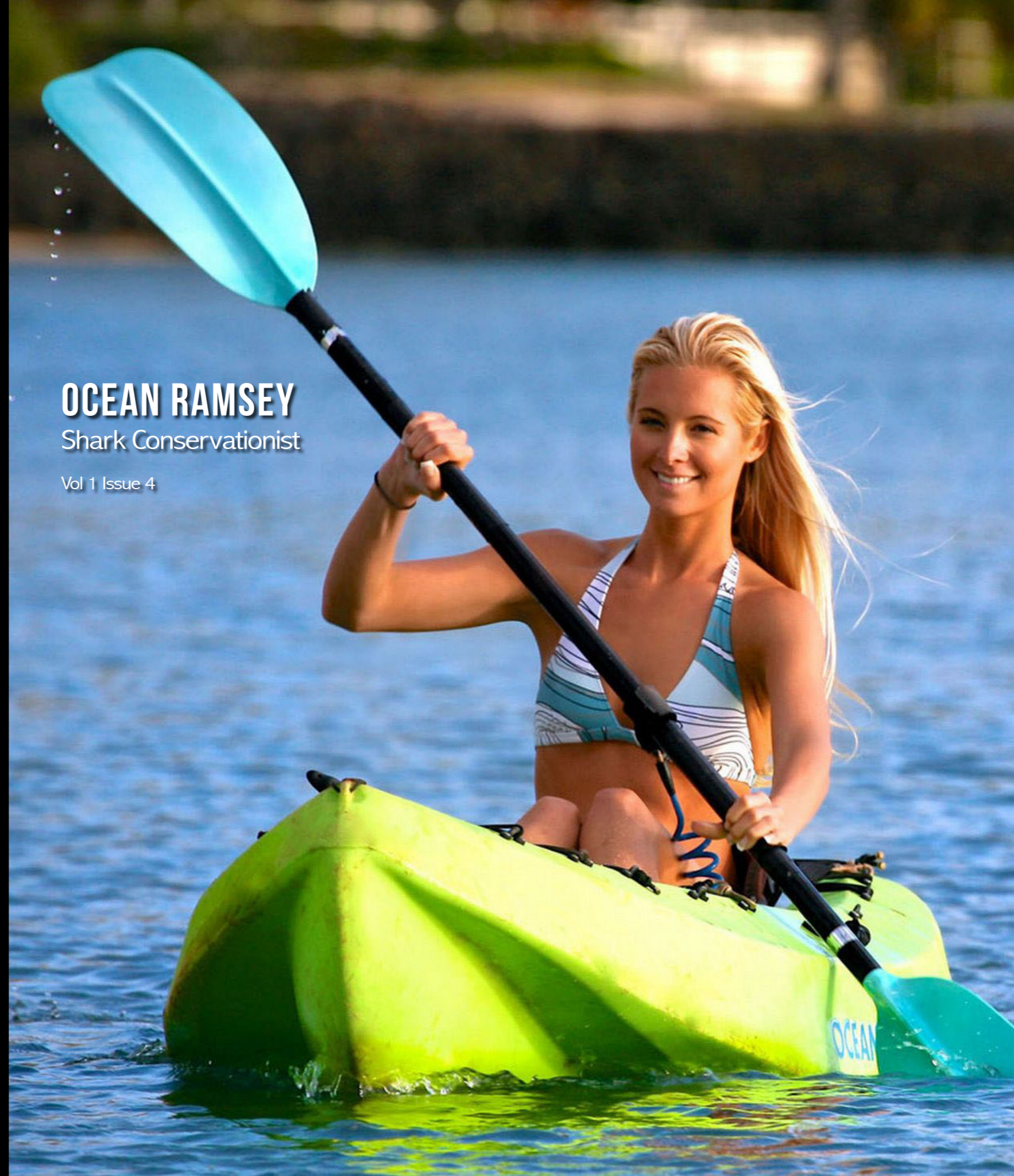
80 MILLION STRONG IN U.S.

\$2 BILLION SPENDING POWER

75% OF THE WORKFORCE BY 2025

MILLENNIAL CHARACTERISTICS

- educated
- adventurous
- hopelessly romantic
- eco-friendly
- informed
- tech savvy
- charitable
- trend-setting
- health conscious



OCEAN RAMSEY
Shark Conservationist

Vol 1 Issue 4



OUR TRAFFIC

monthly uniques **125,000+**

monthly page views **380,000+**

facebook fans **19,500+**

twitter followers **14,800+**

average mins on site **5.18**

average pages per session **4.3**

SOURCE

- referral- 60%
- organic search- 27%
- direct traffic- 3%

ADAM & RYAN GOLDSTON

CoFounders of Athletic Propulsion Labs

Vol 1 Issue 3

OUR AUDIENCE

The “millennial lifestyle” isn’t just for those in their twenties and thirties, it’s for anyone who is digitally connected and cares about our planet. While 75%* of our audience is under 44, we’re just as happy to report 25% are 45 and older.

DEMOGRAPHICS

- men 54%
- women 46%

- 18- 24 27.5%
- 25- 34 33.5%
- 35- 44 15.5%
- 45- 54 12.5%
- 55+ 11%

*google analytics

THE DO LAB
Festival Producers

Vol 1 Issue 7



ABBY MARTIN

Political Journalist

Vol 1 Issue 9

OUR CONTENT

MILLENNIAL is a modern cross between Forbes and Life Magazine with a social impact twist.

Through iconic photography and compelling editorial, we are highlighting the unsung heroes of the generation.

From celebrities involved in causes to CEOs disrupting their industries, we are inspiring readers to take positive action in their own lives.

Our stories act as a catalyst to awaken the power of the individual.

REACH MILLENNIALS

NATIVE ADVERTISING & EXPERIENTIAL EVENTS

At MiLLENNiAL, we encourage brands to use native advertising to reveal the positive aspects of their company, products and employees while engaging readers with an objective voice.

Similarly, experiential events create lasting memories and give millennials a reason to talk about your brand online - instant activations.

If you'd like to integrate your brand with MiLLENNiAL, contact: sales@MilMagz.com.

WHAT WE OFFER

- native advertising
- vertical takeovers
- contests & sweepstakes
- experiential influencer events
- sponsored video content



ALEX CORRAL
Reality TV Producer

Vol 1 Issue 17

CONTACT US



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JADED INCORPORATED

Recording Artists

Vol 1 Issue 1