

relatemaq.com

media kit



Reaching teen girls  
where they spend their  
time: online.

Join your brand with the online community that delivers values and trust.

Our mission is to inspire teen girls to pursue their dreams with confidence, and to teach them to be an example for others in their speech, life, love, faith and purity.

relate is an advertising outlet with an opportunity to reach a growing audience of teens and their families. This elite access to spending power and purchase influence provides a valuable return on investment.

relate presents high moral standards and integrity.

relate is supported by parents who appreciate a positive voice reaching their teens.

## Demographics

Primary: Female, Ages 12-23

Secondary: Teen parents/guardians/mentors/teachers/etc seeking to learn more information on how to communicate with and handle teens.

relatemaq.com visitors have a strong sense of empowerment and believe they can conquer any challenge.

They have a big vision. They are searching for ways to become all they dream of.

They value authenticity.

They are bombarded with media that brings them down.

They are intelligent, hungry for advice, internet-savvy and interested in the latest products and technology.

Teens spend \$209 billion per year.

Teens influence their parent's buying decisions.

Teens want to contribute to society through their consumer choices.

87% of teens are online and 35% of teen media consumption is online.

Teens are increasingly connecting with friends, carving out an identity and being creative through brands.

## Web Traffic and Stats

Over 10,000 visits per month and steadily rising.

Over 20,000 page views per month.

We have been experiencing a 40% raise in overall traffic per month, with 76% of our traffic being new visitors.

Each section of the web site draws in traffic and is equally represented in our total figures.

## Newsletter and Member Stats

Over 450 teens are free members of relatemag.com.

Membership is growing at a rate of 100%.

All members receive a weekly e-newsletter, which they have opted in for. Newsletters highlight popular new articles on the site, Relate news and opportunities.

## Social Media Stats

Relate has active accounts on Facebook, Myspace, Twitter and YouTube with over 5,000 interested "friends" and "fans."

New posts and updates are made several times every day, driving teens back to relatemag.com.

*It is estimated that teens spend approximately 30 hours per week online and that 85% of all high school and college students are members on social media sites.*



## Web Ad Sizes and Rates

\* File Types: JPG, GIF, or SWF; 30 KB File Max

### Home Page Banner Ad

600 x 70 pixels  
\$150 for 30 days

### Internal Page Banner Ad

468 x 60 pixels  
\$150 for 30 days

### Sidebar Tile Ad

120 x 240 pixels  
\$90 for 30 days

### Text Ad (on single article page)

"Hot Tip: Check Out Your URL for great Your Topic ideas!" directly under selected article title.

\$30 for 90 days

Reports on your specific ad impressions and click through numbers are automatically generated and emailed to you each week. You can use these stats to determine the effectiveness of your ads and see your return on investment.

ALL BANNER/TILE ADS ARE ON A PAGE CLICK/REFRESH ROTATION

Web ads can be purchased directly on [relatemaq.com](http://relatemaq.com) going live immediately.

## Newsletter Ad Sizes and Rates

### Rectangular Ad

\* Ads appear higher up on email

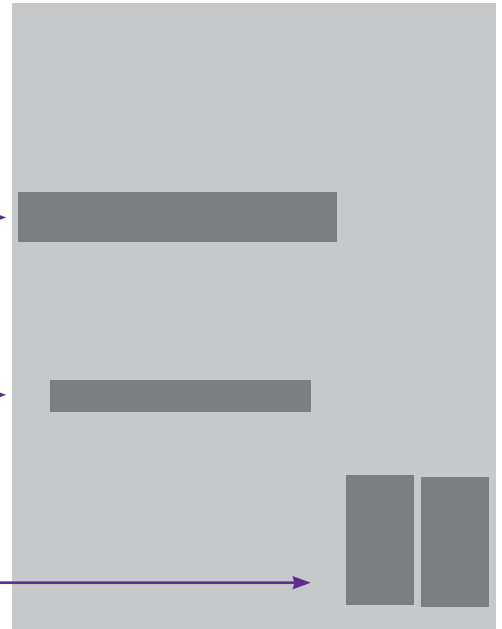
400 x 200 pixels  
\$25 for 4 week inclusion

### Square Ad

\* Ads appear at the bottom of email

300 x 300 pixels  
\$20 for 4 week inclusion

\* File Types: JPG, GIF, or SWF; 20 KB File Max



## Other Advertising Options

### Advertorial

A combination of advertisement and editorial-like content that catches readers attention in a different way. Pick any section of the web site for your advertorial. Advertorials promoted through newsletters and social media.

### Giveaways

A monthly giveaway calendar is online every month. Send winners directly to your business by participating in a giveaway. Many readers visit relatemag.com every day just to enter for the giveaways. You must send the product directly to winners.

### Social Media Mentions

Get a special announcement or offer out to thousands of teens instantly on our social media pages. Mentions are included on all Relate social media accounts.

### Blogs

Sponsor one of our Relate blogs for a period of time. Post new related blog entries as often as you want. Limitations on content to protect our visitors.

### Webcasts and Podcasts

Single video "commercials" or video series broadcast on a specific, chosen section of the web site. Various time durations available.

## Contact Us

For pricing and further information on these advertising opportunities call: (636)444-9994 or e-mail: [advertising@relatemag.com](mailto:advertising@relatemag.com)



Looking for a more specific advertising option? Contact us for customized opportunities, including contests, ads running with a particular article, or any other idea you have.