

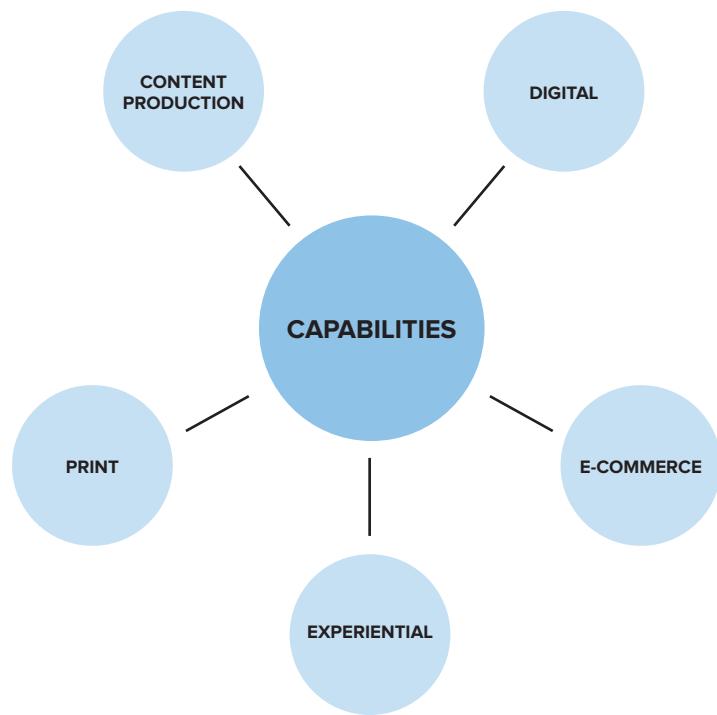
BLEULIFE

MEDIA KIT AND CAPABILITIES

2016 - 2017



BleuLife media speaks to the modern and aspirational multicultural audience by leveraging multiple verticals in fashion, music, culture and other lifestyle trends. We connect brands to young trendsetters and influencers through blended distinctive content fostering greater brand loyalty and recognition.



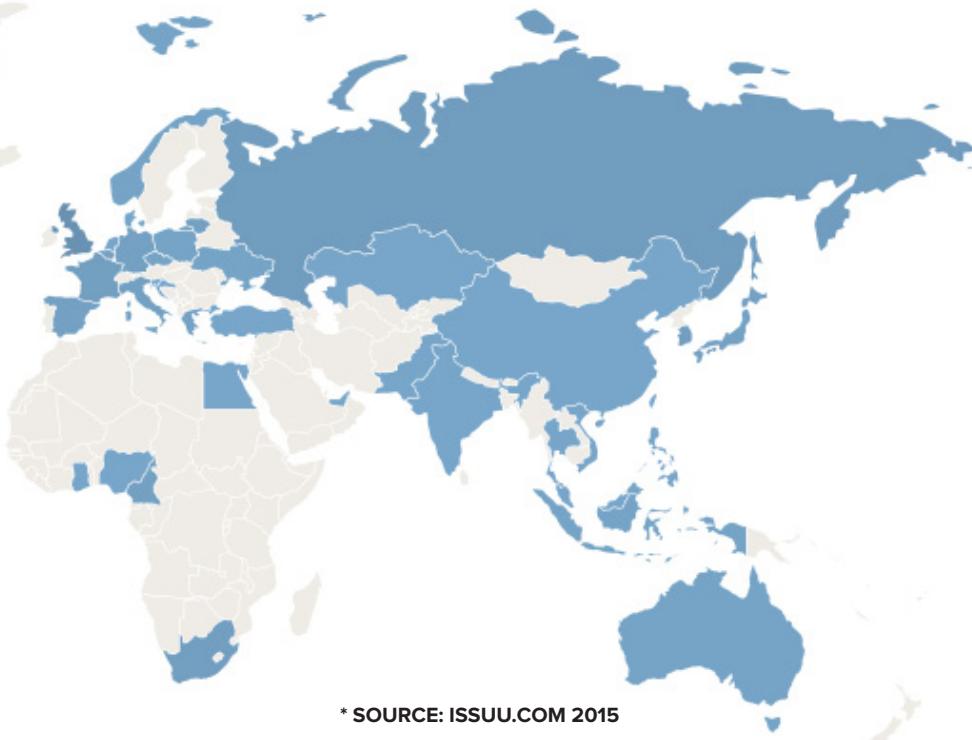
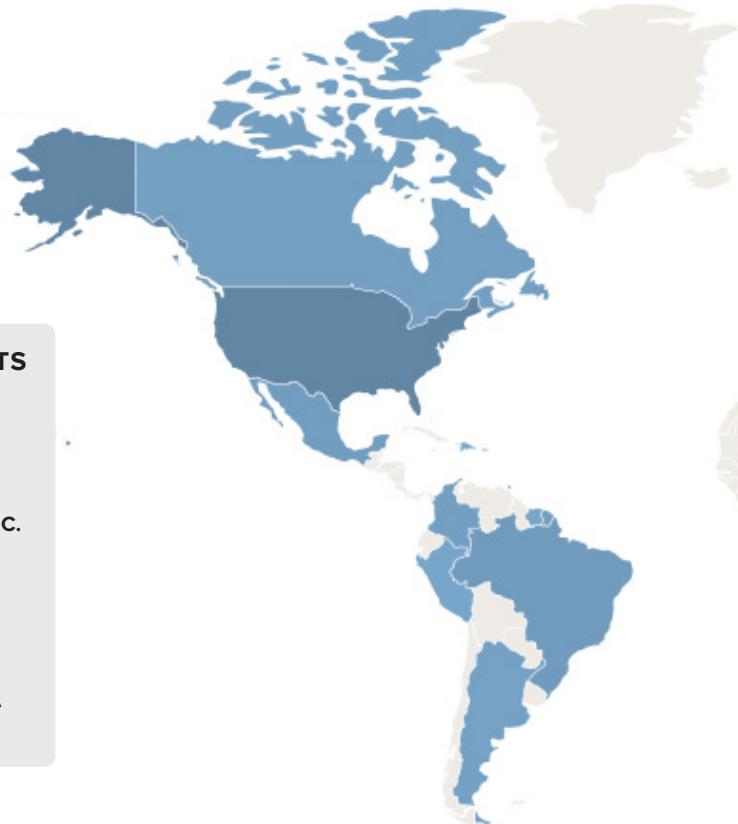
GLOBAL REACH

PRINT

150k copies distributed in all 50 states, UK and France

KEY MARKETS

—
NEW YORK
LOS ANGELES
ATLANTA
WASHINGTON D.C.
CHICAGO
DETROIT
DALLAS
BAY AREA, CA
MIAMI
PHILADELPHIA
—



COMBINED SOCIAL MEDIA PRESENCE



FACEBOOK
40.8K Followers



INSTAGRAM
169.5K Followers



TWITTER
52.5K Followers

SITE VISITATION

MONTHLY PAGE VIEWS: 80K +
AVG PER PAGE SESSION: 3 MIN 50 SECS
RETURNING VISITORS: 75.3%
NEW VISITORS: 24.75%
MALE: 55%
FEMALE: 45%

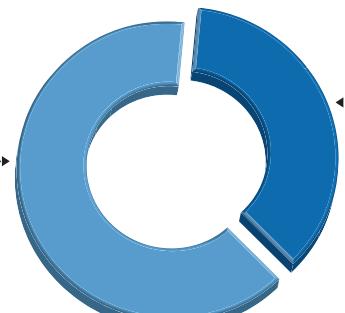
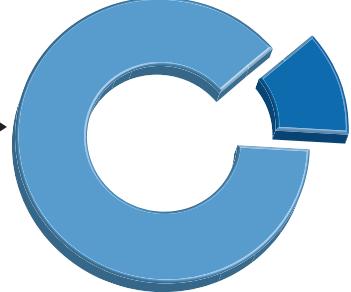
AUDIENCE PROFILE

GENDER RATIO

RELATIONSHIP STATUS

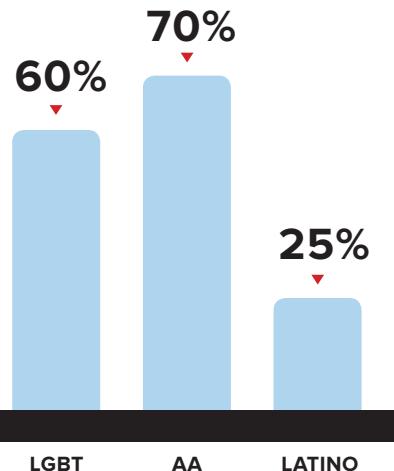
MALE 88%
FEMALE 12%

SINGLE 64%
IN A RELATIONSHIP 36%



MEDIAN AGE | 30

AUDIENCE MAKE UP



HOUSEHOLD INCOME



MEDIAN | \$75k

EDUCATION

COLLEGE GRAD

87%

POST GRAD

40%



EMPLOYMENT

Full time 85%

Part-time 15%

51% Management level or higher
26% Business owner or self-employed

BLEU READERS ARE:

ENGAGED | LOYAL | SPENDERS

- 88% Have at least the last four issues of Bleu
- 35% Purchased a laptop or tablet
- 50% Upgraded smartphone or mobile device
- 23% Made new TV purchase
- 56% Reads Bleu on a desktop
- 79% Travels at least three times a year

THE NEW MAINSTREAM

Multicultural consumers are younger new buyers who make up 38% of the U.S. population. 21 of the top 25 most-populated counties in the United States are already more than 50% multicultural. Knowing the cultural appeal of a brand is critical to marketers.



**BLEU'S GOT
THE KEYS TO
THE KINGDOM**

PEOPLE WE KNOW

JUSSIE SMOLLETT



1.8M Followers
551K Followers



XONECOLE

409K Followers
15.8K Followers

NICK CANNON

1M Followers
5.1M Followers



MICHAEL B JORDAN

706K Followers
247K Followers



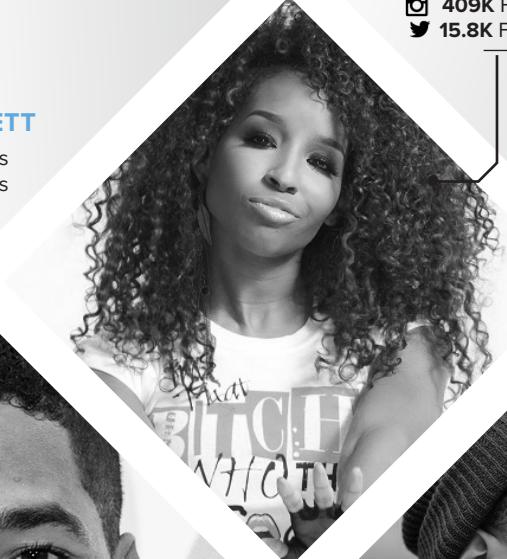
KAREN CIVIL

312K Followers
361K Followers

CLAIRE SULMERS

(Fashionbombdaily)

568K Followers
52.6K Followers



CHRIS FINDLEY

(Simplydapper)

121K Followers
7.25K Followers



TERRENCE J

1.5M Followers
1.86M Followers

BRANDS WE LOVE

BleuLife Media partners with brands from all industries



**BLEU BRINGS
DIVERSITY**



With diverse audiences possessing significant buying power, it's important for brands and marketers to recognize this immense potential. Embracing diversity is not only the right thing to do; it's also the best decision you can make for your business. Ignoring diversity means you're leaving money on the table.
-Wylie & Co.

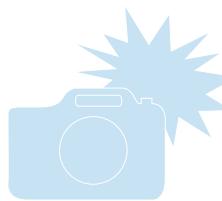
BLM CAPABILITIES

Our in-house capabilities allow us to create custom content for your brand across our diverse channels.



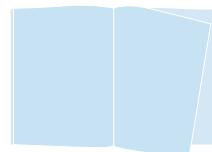
CONTENT PRODUCTION

- REVIEWS
- BRANDED CONTENT
- BUYERS GUIDES
- TRAVEL
- EVENT RECAPS



EXPERIENTIAL

- SIGNATURE EVENTS
- TEST DRIVES
- STEP & REPEAT
- LIVE STREAM



PRINT MEDIA

- BLEU MAGAZINE
- BOMBSHELL BY BLEU
- ANNUAL BLEU FITNESS CALENDAR
- THE 10THZINE



DIGITAL MEDIA

- WEB
- SOCIAL
- VIDEO
- EMAIL

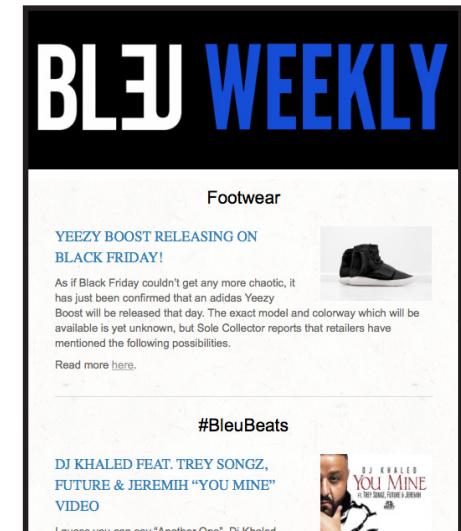
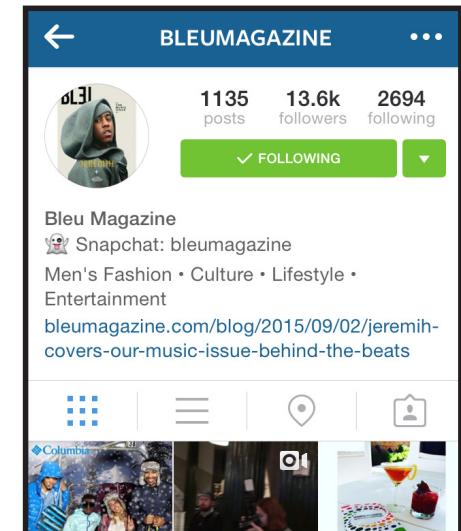
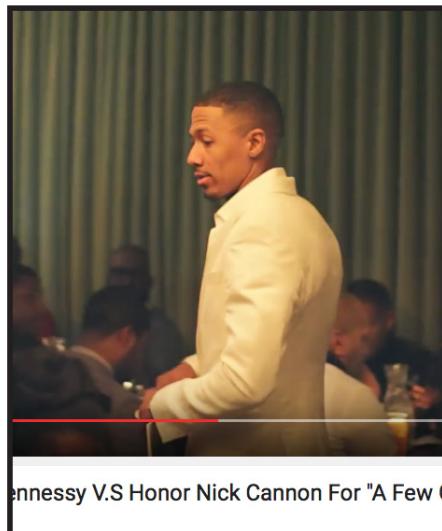
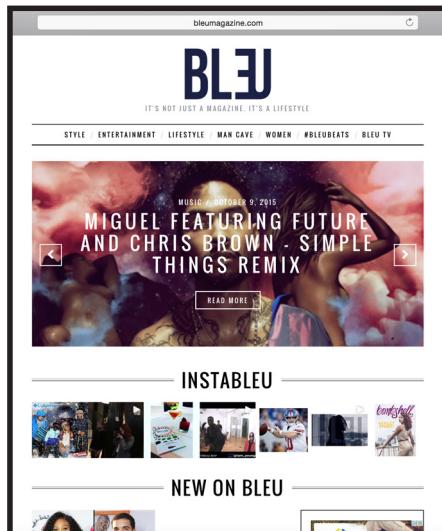
CONTENT PRODUCTION



DIGITAL MEDIA



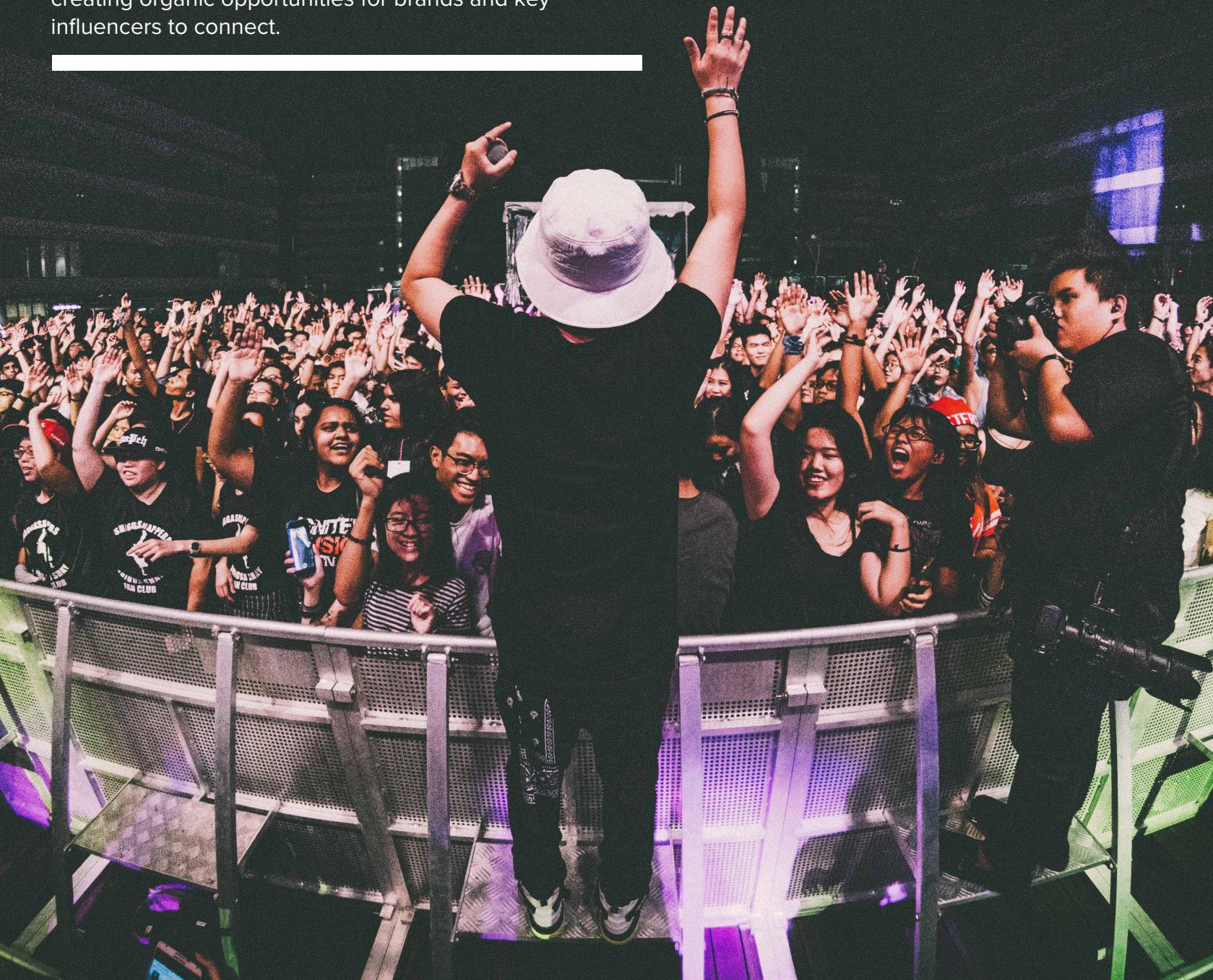
Bleulife Media digital presence provides fresh developments in fashion, music and other lifestyles trends to multicultural trendsetters and influencers.



EXPERIENTIAL



Our tailored events bring together the best from the world of music, fashion, media and other lifestyle brands creating organic opportunities for brands and key influencers to connect.



BLEU:INSPIRED DINNER SERIES

FASHION WEEK PARTIES

COVER RELEASE PARTIES

LGBT SPECIALTY EVENTS

FOOD AND BEVERAGE TASTINGS

TEST DRIVES

LIVE STREAM

BLEU MAGAZINE



Bleu is a staple in multicultural, African American, and LGBT communities. Our bi-monthly print publication covers topics our readers love.

FOCUS

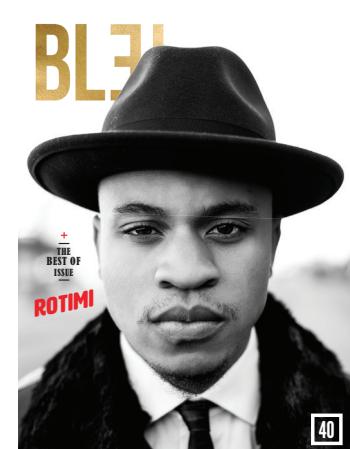
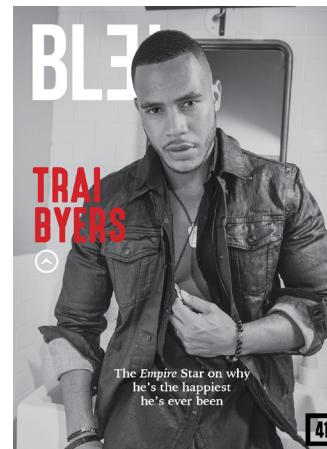


IN-DEPTH INTERVIEWS

FASHION
EDITORIALS

BRAND LOYAL
CONSUMERS

MEDIAN HHI | \$75K



EDITORIAL CALENDAR

#43 JUNE/JULY
10th ANNIVERSARY ISSUE
Space closes May 9th
Art Due May 23rd

#44 AUGUST/SEPTEMBER
FASHION ISSUE
Space closes July 5th
Art Due July 19th

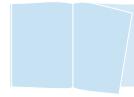
#45 OCTOBER/NOVEMBER
CREATIVE ISSUE
Space closes September 6th
Art Due September 20th

#46 DECEMBER/JANUARY
TRAVEL ISSUE
Space closes November 7th
Art Due November 22nd

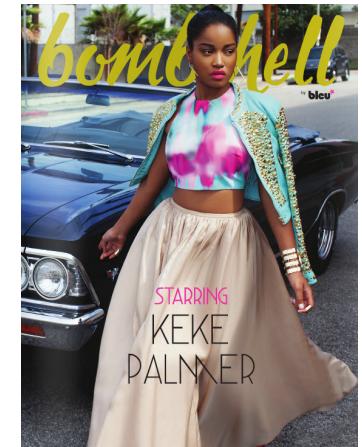
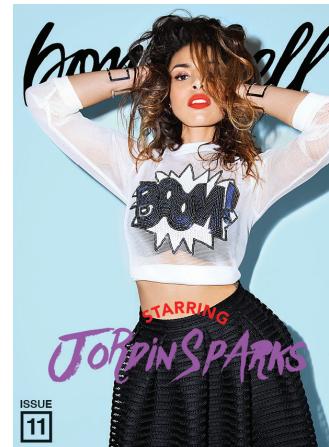
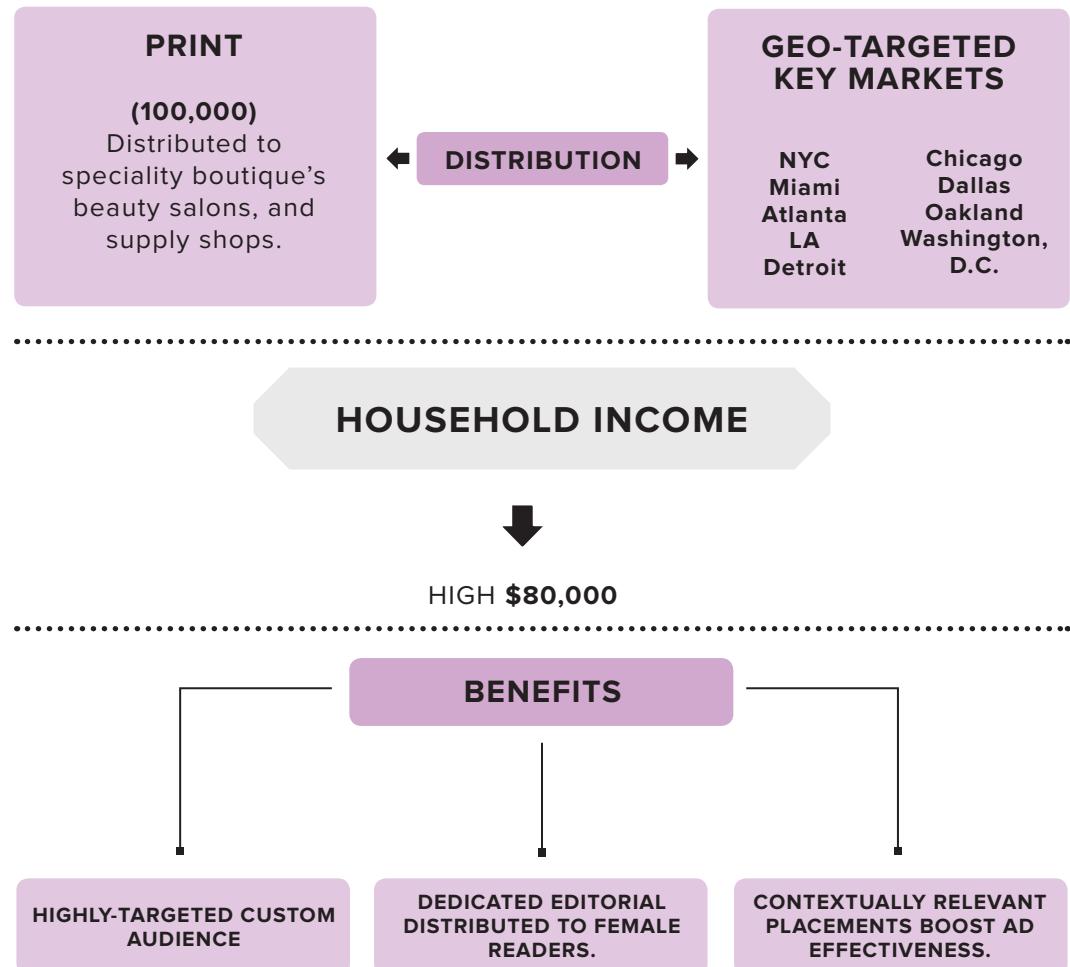
#47 FEBRUARY/MARCH '17
ENTERTAINMENT ISSUE
Space closes January 3rd
Art Due January 17th

#48 APRIL/MAY '17
YOUNG HOLLYWOOD
Space closes March 7th
Art Due March 22nd

BOMBSHELL BY BLEU



The editors of Bleu have come together to create female focused content into a special annual issue featuring beauty, fashion and fitness.



THE 10THZINE

THE 10TH is an independent project from Pink Rooster Studio, committed to producing work that is not only commercially and conceptually inventive, but also that which enriches communities.

NATIONALLY DISTRIBUTED BI ANNUAL MAGAZINE
SPRING/SUMMER AND FALL/WINTER

BENEFITS

DIVERSE
AUDIENCE

SCHOLARLY
JOURNAL

PROVACTIVE

VISUALLY
ENGAGING

CURATED CONTENT



BRAND EXTENSIONS

BLM is committed to connecting brands with consumers that will enhance their lives and help pave the way toward becoming one's truest self.

NATIVE

BLEU

THE TENTH



bombshell
BLEU

STRATEGIC PARTNERS



High
FASHION MEN

INSIDE
THE MEDIA

SD
SIMPLY DAPPER

ERICA VAIN

CRWN

RATE CARD

DIGITAL

PRICING AND SPECS

1. Leaderboards

728 X 90 \$30 CPM

2. Medium Rectangle

300 X 250 \$25 CPM

3. Wide Skyscraper Unit

160 X 600 \$20 CPM

4. Supremeheader Unit

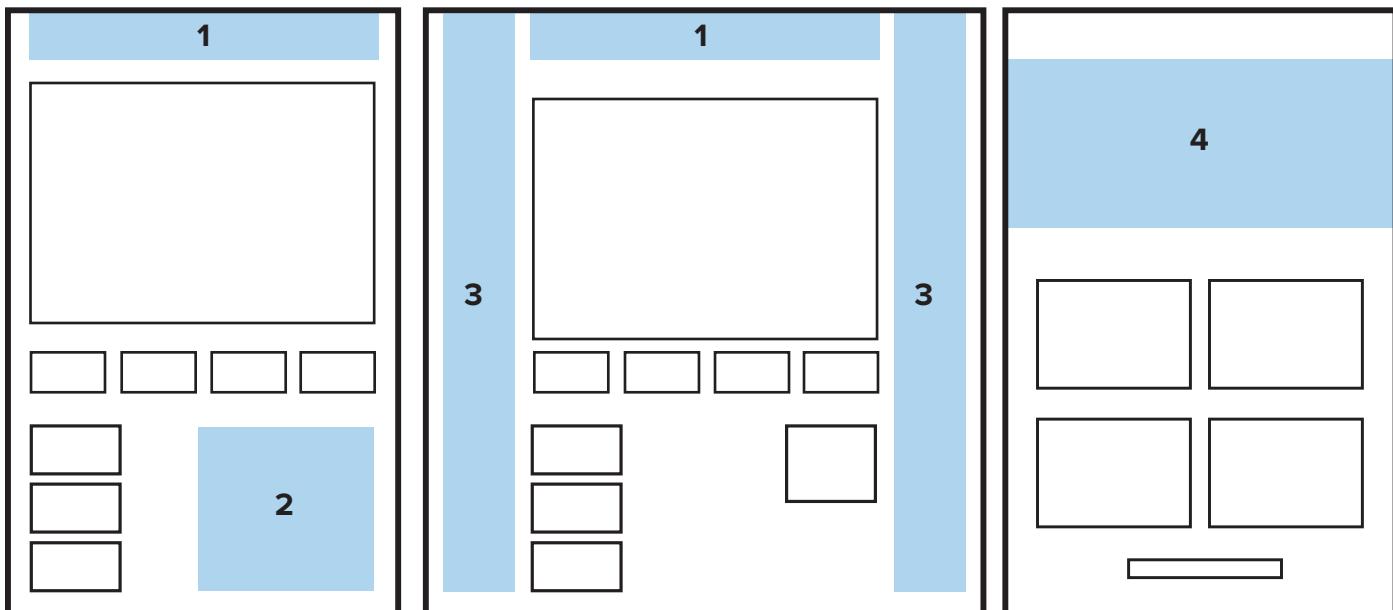
970 X 270 \$40 CPM

Rich Median (Bleu To Pay Serving Fees)

\$5 Cpm surcharge

Email Blasts

\$30 Cpm

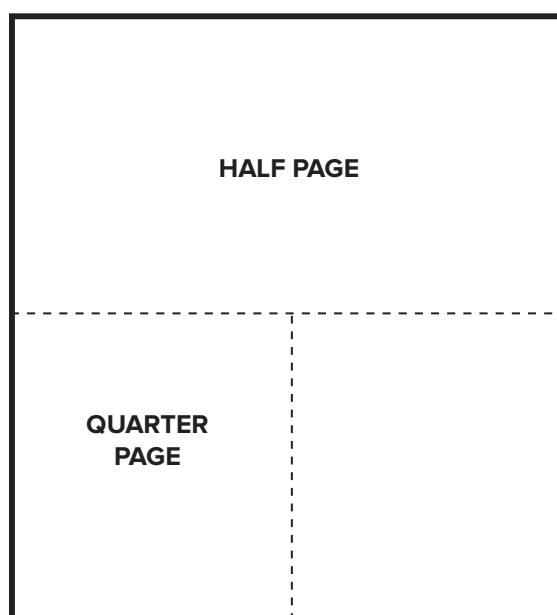


FULL PAGE

PRINT

PRICING AND SPECS

	1-3x	4-6x
Full Page 4C	\$18,476	\$17,921
½ Page 4C	\$11,514	\$11,112
¼ Page 4C	\$8,288	\$7,838
Full Page BW	\$13,516	\$13,063
½ Page BW	\$11,126	\$10,665
¼ Page BW	\$7,026	\$6,573
Cover 2	\$21,296	
Cover 3	\$19,756	
Cover 4	\$24,327	



Please contact our sales representative for pricing on:

- Home Page TakeOver BleuMagazine.com
- Video Production
- Social Media Promotions
- Experiential Packages
- Branded Content



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