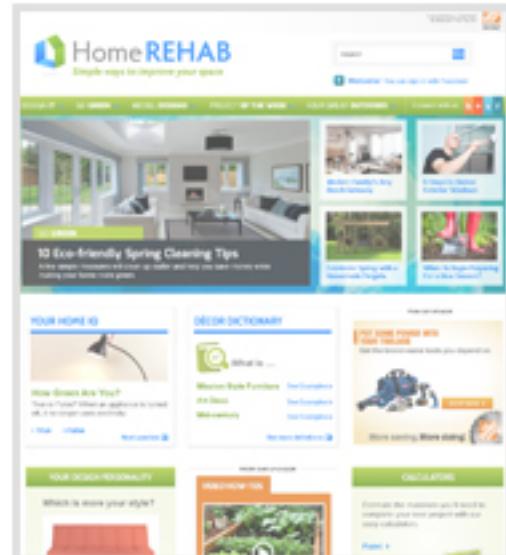


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We offer publishers a way to boost traffic and increase revenue - at no cost. Our certified journalists create the kind of engaging, valuable content that resonates with your audience.

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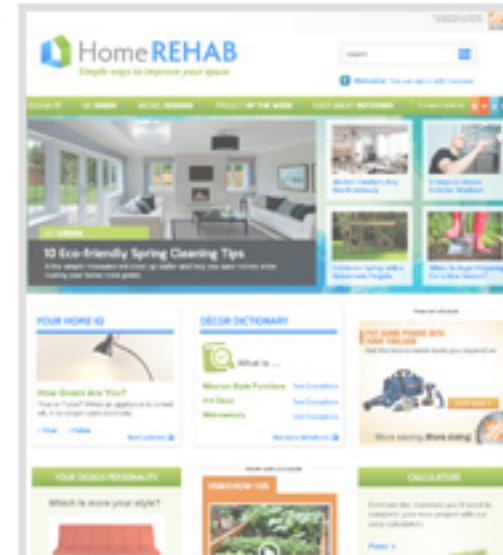
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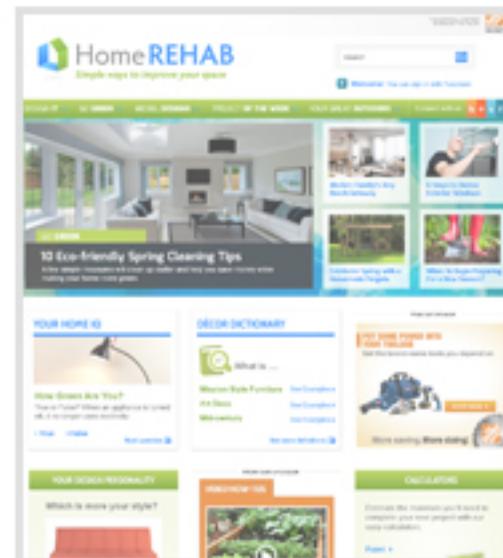
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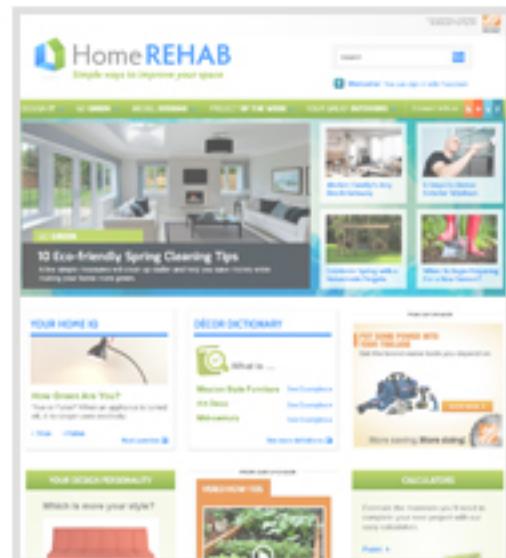
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## Introducing CAMP: the Content Management Dashboard that makes your brand work harder!



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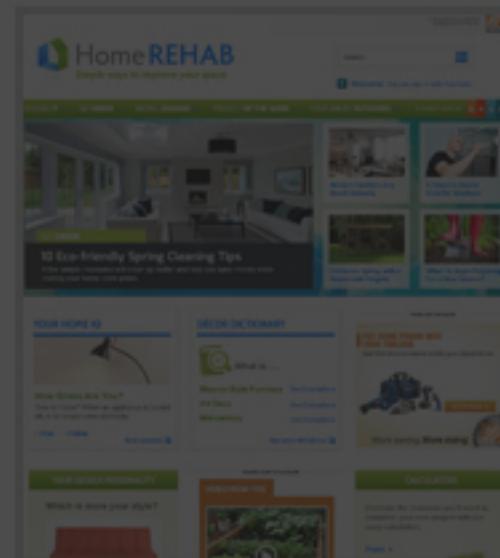
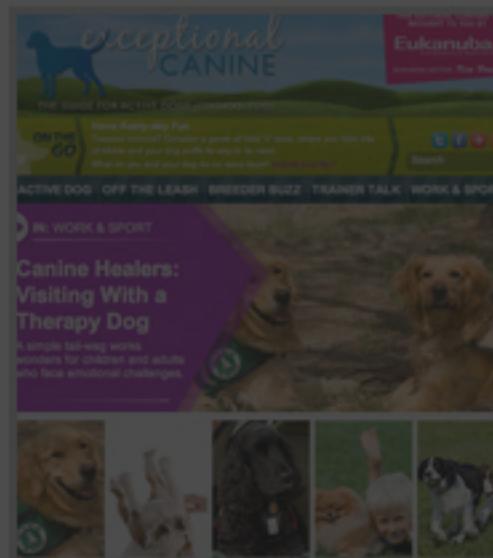
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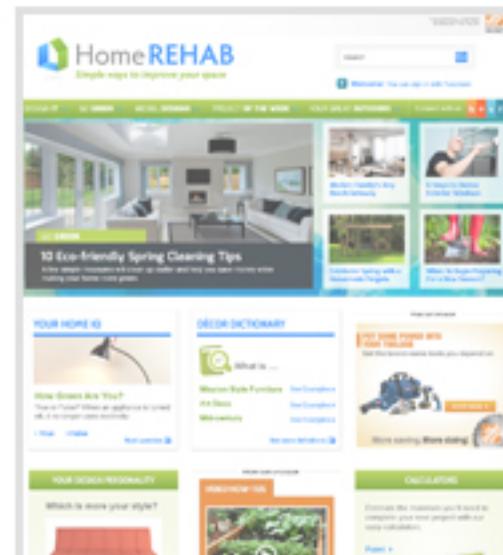
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[See Our Programs >](#)**M**

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The grid displays 15 different website examples, each representing a specific program or publication offered by StudioOne. The sites cover various niches including:

- THE DAILY CAT**: A cat-themed news and advice site featuring stories like "RESCUE HERO'S STORY ABOUT BRUCER".
- THE DOG DAILY**: A dog-themed news and advice site featuring stories like "RESCUE HERO'S STORY ABOUT SAMMY".
- DIGITAL INNOVATION GAZETTE**: A technology and innovation news site.
- life & Beauty Weekly**: A beauty and lifestyle news site.
- IT Insider**: A technology news site.
- LIVEWELL**: A health and fitness news site.
- Your Family Today**: A family and parenting news site.
- Exceptional CANINE**: A canine-related news site.
- Sniffle Solutions**: A site focused on pet care and comfort.
- MEN'S LIFE TODAY**: A men's lifestyle news site.
- Completely You**: A self-help and wellness news site.
- INTELLIGENCE IN SOFTWARE**: A software and technology news site.
- las fabulosas**: A site focused on personal branding and professional development.
- EVERY DAY CONNECTED**: A site focused on connectivity and digital life.
- The Style Glossy**: A fashion and style news site.
- Healthy Kids**: A site focused on children's health and well-being.

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## Certification

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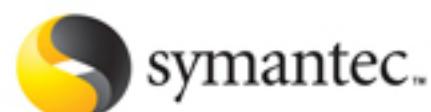
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The world's most recognized brands turn to Studio One as the trusted partner that consistently delivers the right consumers to marketers within a constantly evolving digital landscape.

**"** Studio One has provided excellent programs to help us find and reach a larger, yet still targeted, audience for our content. They also provided outstanding support during that time. **"**

Lisbeth Armentano, Nestlé



TimeWarner



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## Media Kit

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### Overview

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Program Example Name

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Program Example Name

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#### Family

Program Example Name

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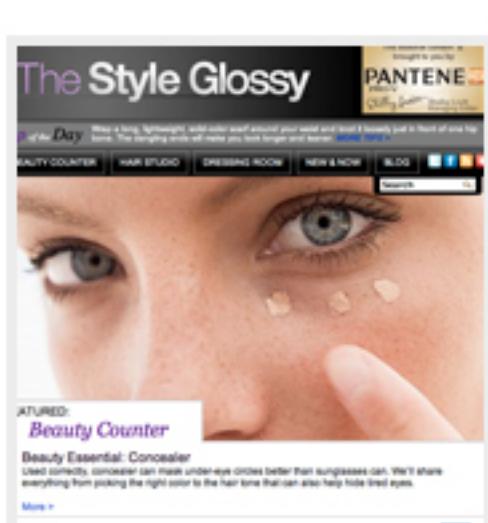
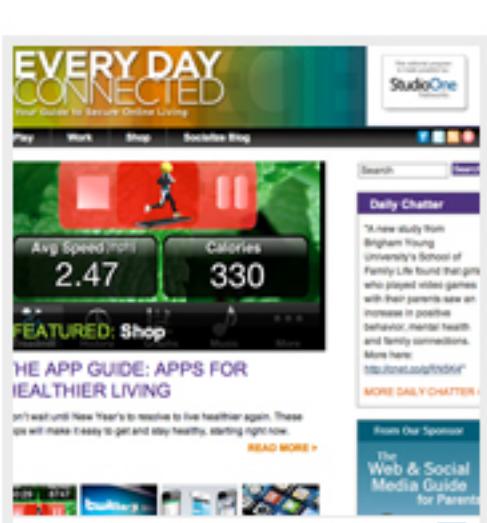
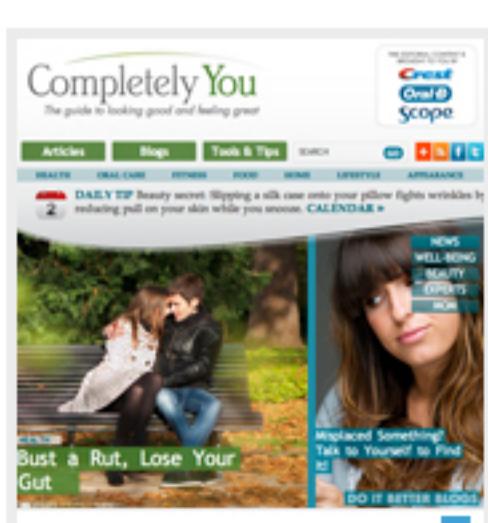
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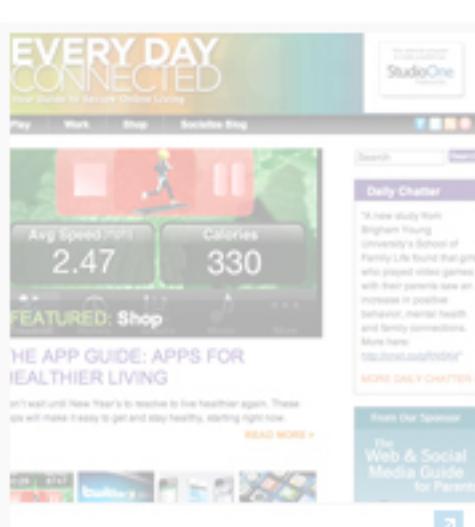
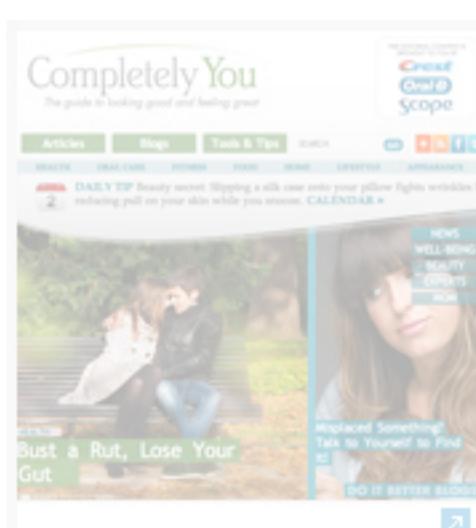
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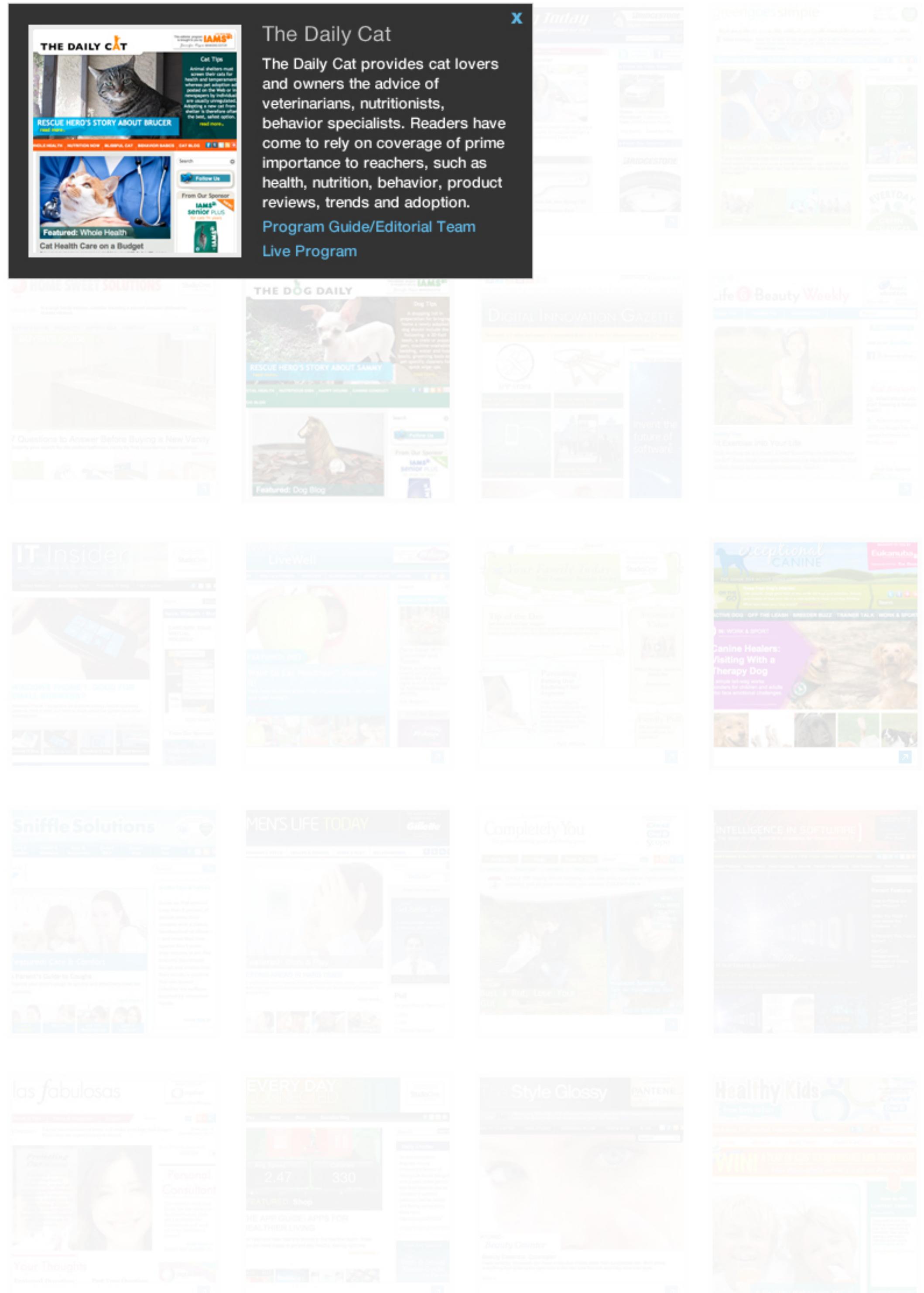


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The Daily Cat

The Daily Cat provides cat lovers and owners the advice of veterinarians, nutritionists, behavior specialists. Readers have come to rely on coverage of prime importance to readers, such as health, nutrition, behavior, product reviews, trends and adoption.

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## The Daily Cat

### Program Guide

*\*Cat Writers' Association Muse Medallion for Best Online Magazine*

The Daily Cat is an award-winning\* multi-media editorial program with a mission to provide cat owners with practical skills and the insights necessary to give one's feline the most comfortable, long, and happy life possible.

Original content in this program provides answers to questions about cat health, diet, behavior, mind, and spirit. Readers learn how to integrate their cats into their own hectic modern lives, while still maintaining safety and comfort for the animal.

The Daily Cat is updated weekly with new content including: quality features, interactive quizzes, engaging photos, expert blogs and Q&As specifically selected to meet the needs of this unique target audience. The Daily Cat readers are passionate about cats, and crave information on how to improve their daily lives.

### CONTENT

Feature channels:

**Whole Health:** Features deliver information on keeping felines well and free of illness -- inside and out. The stories provide actionable advice owners can incorporate into the routine care of cats at all life stages, from kittens, to adults and seniors. Topics include: fitness, grooming, home health checkups, emergency care and more.

**Nutrition Now:** Stories cover relevant and new topics on feline nutrition and feeding. Readers are informed on how to use food to maximize the health, wellness, and overall energy levels for cats at all life stages -- kittens, adults and matures.

**Blissful Cat:** Articles show how to create the best lifestyle for cats so they are safe, comfortable, and integrated into modern family life and activities. The feature contains creative and easy playtime ideas to encourage cat and owner bonding. Subjects range from litter box management to toys and games.

**Behavior Basics:** Get how-to's on reading a cat's body language, sounds, movements and behavior. Understanding your cat's communication style enables pet owners to quickly and effectively meet the needs of their favorite feline. Subjects include: reading body language, training tricks (yes, cats can be trained), discipline techniques for misbehavior, scratching, and more.

Additional multimedia elements:

**Videos:** Instructional videos feature leading dog behavior and medical experts. Short and informative, these online videos offer instructions on cat nutrition, training and more.

**Breed Spotlight:** A visually engaging slideshow detailing the average adult weight, personality and optimal home of cat breeds to help readers determine suitable breeds for their lifestyles.

**Cute Cats:** Reader-submitted pictures of their cats with name, location, likes, dislikes and a brief description.

**Rescue Heroes:** Reader-submitted pictures similar to Cute Cats, with a brief description of the cat's rescue and adoption.

**Ask Our Experts:** Field experts answer reader-submitted questions about cat behavior, adoption and more. This Q&A section touches on very specific cat care issues

**Cat Quiz:** Interactive and entertaining quizzes test reader's knowledge of all things feline. Readers answer multiple-choice tests, and learn more about cat history, physiology, breeds and more.

**Cat Blog:** Experienced pet bloggers cover current cat-related topics, seasonal tips and more in these fun, yet informative, blog posts.

**Cat Tips:** Short behavior, breed, adoption, training, nutrition tips for cat owners

### STAFF

Managing Editor

**Jennifer Viegas** is an award-winning writer and editor who specializes in animal topics. She is a longtime contributor, radio personality and broadband video director for Animal Planet's multimedia offerings, Discovery Channel News, and the Australian Broadcasting Corporation. Formerly Viegas was the science and animal reporter for ABC News, a nationally syndicated newspaper columnist and women's magazine contributing editor. Viegas is also author of more than 20 books on a range of topics from animals to science.

Contributors:

**Rose Springer** is a writer for The Dog Daily. She lives in New York City.

**Kim Boatman** is a journalist based in Northern California whose work has appeared in such publications as The Miami Herald, the Detroit Free Press and the San Jose Mercury News. She is a lifetime lover of animals and shares her home with three cats.

**Elijah Merrill** is a freelance writer whose work has appeared in The New York Times Magazine and Discover.

**Darcy Lockman** is a Brooklyn, N.Y.-based freelance writer whose work has appeared in publications such as The New York Times and Rolling Stone.

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### Our Program: The Daily Dog



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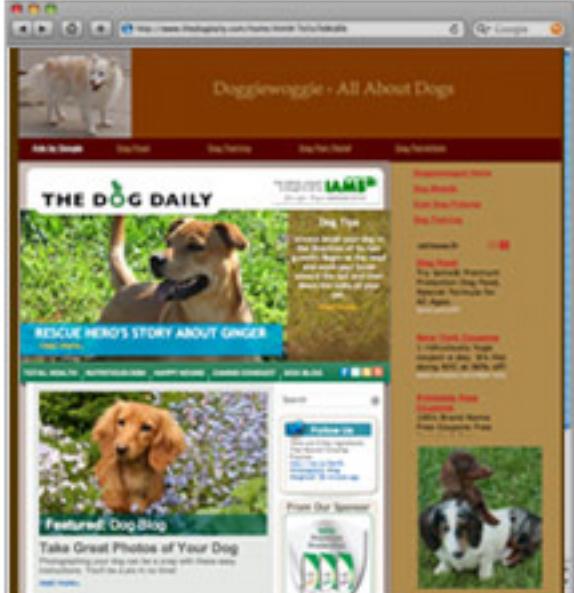


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Studio One has long-standing relationships with more than 3,000 syndication partners that reach more than 200 million consumers a day. Our partners rank among the leading media companies and destinations across many interesting categories, and they count on Studio One to enrich their content offerings to keep consumers coming back.

Many of our partners have noticed as much as a 25 percent lift in average page views per visit after carrying our programs on their websites. We are committed to maximizing returns for our media partners and audience through rigorous measurement, analysis and continued improvements of our programs.

**“We rely on Studio One as an extension of our editorial team; they consistently provide quality content that resonates with our audience, creates a sticky environment and effectively increases page views.”**

Ron Stitt  
Group VP, Digital Media & Internet Ops  
Fox Television Stations, Inc.

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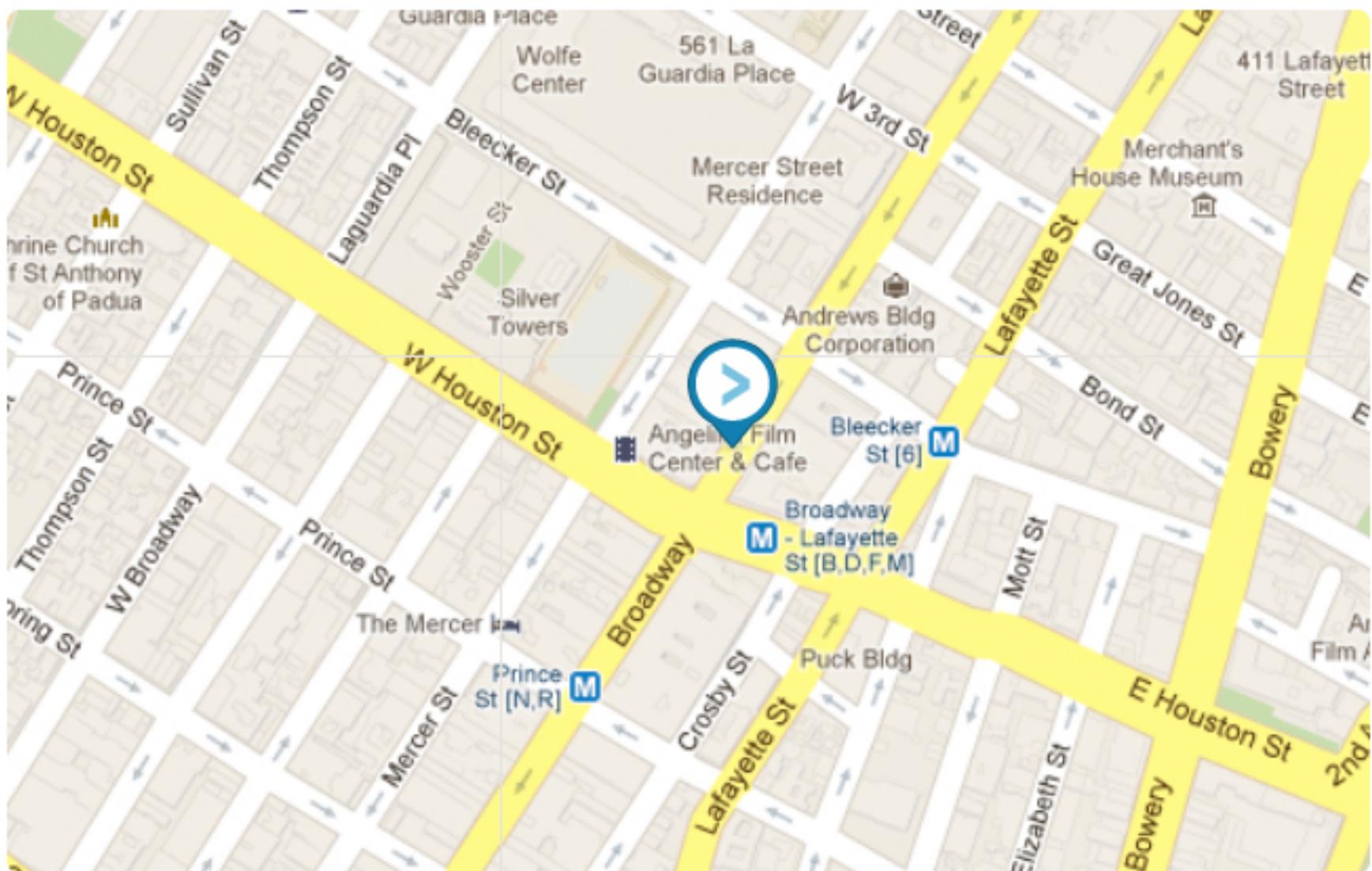
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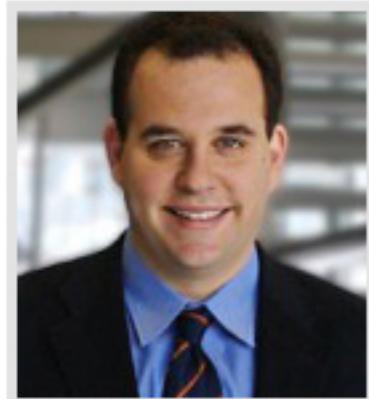
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### [Andrew Susman](#) President and CEO

Andrew Susman co-founded Studio One in 1998 with Bob Blackmore. As the CEO, he is in charge of the organization's quality, productivity, and competitive position. Previously, Susman was an executive at Time Warner and Young & Rubicam. He is the founding chairman of the Internet Content Syndication Council, which functions as the central resource for the industry. In addition, he serves on the boards of the Advertising Educational Foundation, and Business for Diplomatic Action. He is a native of Missouri.



### [Devin Johnson](#) Chief Operating Officer

Devin Johnson is responsible for strategic and operational leadership for Studio One's partnerships with online publishers and brand marketers that want to reach enthusiast audience verticals. As COO, he oversees the management of the company's finances, marketing, business development and technology. Previously, he served as general manager of Digital Works@NBCU and led NBC-Universal's Digital Innovation team. Over the course of his career, he has also held roles at Tribune Interactive, PepsiCo (Quaker Foods), and Unilever.

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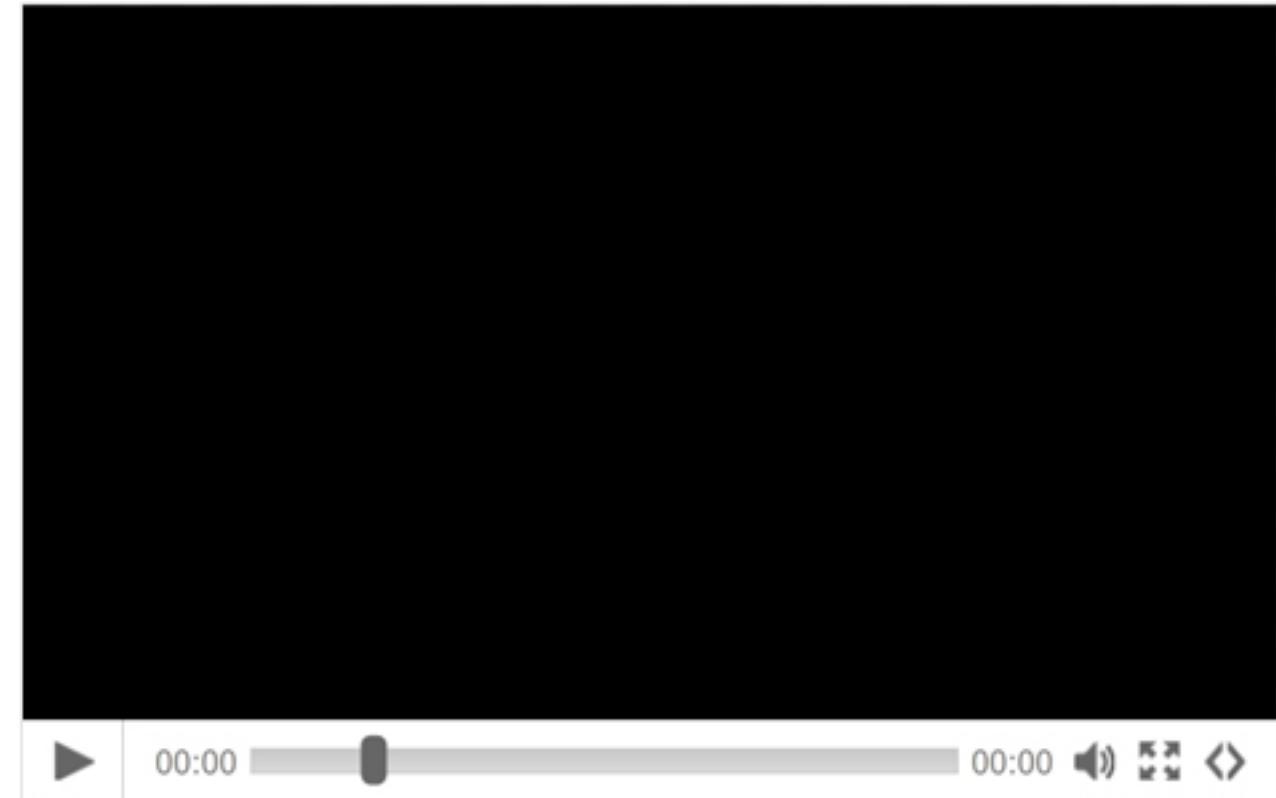
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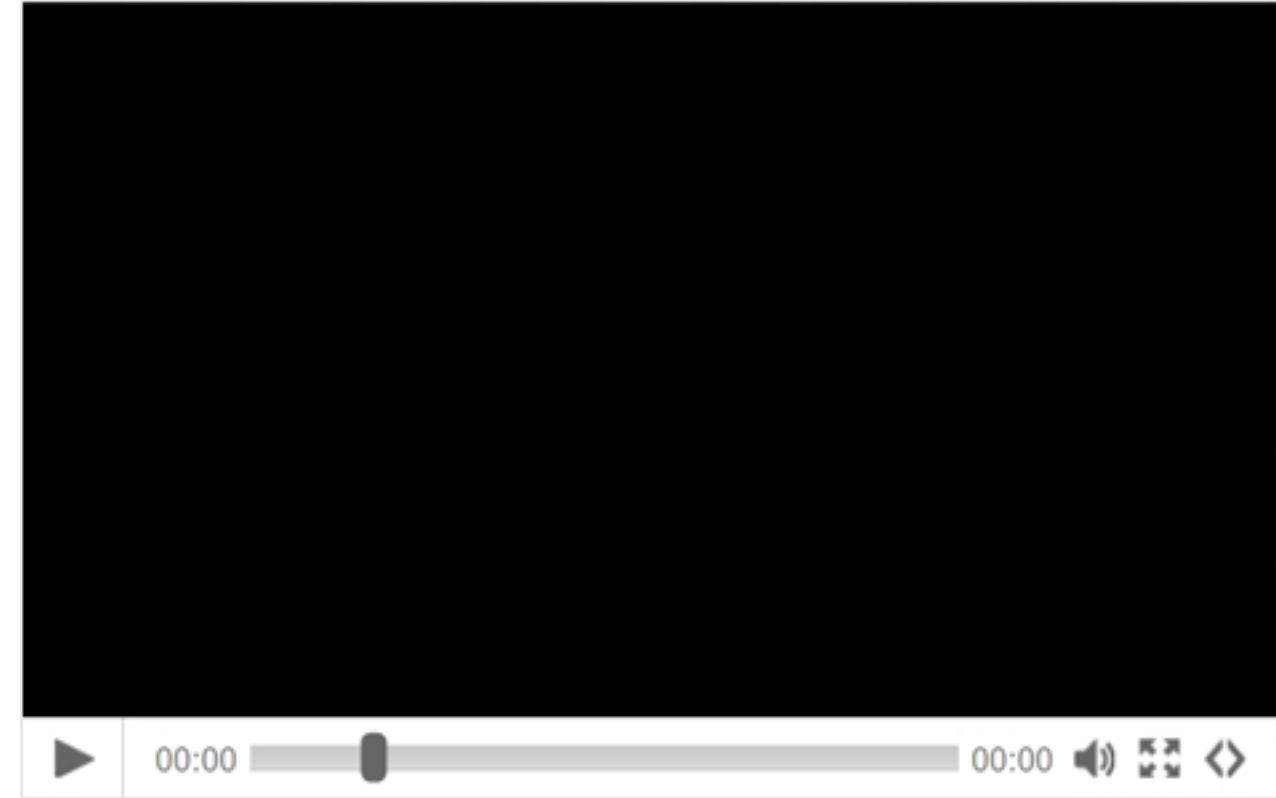
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