



OUR CITY ONLINE

2018 Media Kit

Advertising Media Kit 2018

OUR CITY ONLINE

About Columbus Underground

A Focus On The Future

For a city to thrive, relationships matter. Many of our city's media outlets have undergone drastic changes recently, changing ownership to profit-based publishers, reducing staff, and in some cases, closing all together. In the midst of this uncertainty, Columbus Underground is growing.

CU is the independent, honest, and reliable voice Columbus residents can turn to 24/7 for information that will help them make more informed decisions about how they spend their time and money to support our community.

Fueled by a team of local writers, photographers, and community organizers who are ingrained in the fabric of Columbus, CU delivers forward-thinking stories and experiences that help residents live their best lives in the city they call home, and show the opportunities for others to build their life here.



Improving Your Traditional Marketing Efforts Through Online Advertising

Online advertising is best for local businesses in driving engagement with your web-based communication strategies (website, social media, etc.). Online engagement is crucial to building awareness of your brand, product, and service. Advertising online provides an immediate click-thru call to action and the flexibility to custom-cater marketing messages to time of day or day of the week.

How We Work for Small Businesses

Columbus Underground provides an opportunity for small businesses to engage directly with their audiences, their fans and their potential customers. Our advertising platform was custom created to cater specifically to the needs of our local small business community and provide an affordable, flexible, and accountable service for delivering your message to a targeted Columbus market.

How We Work for Larger Organizations

Our advertising options have expanded to offer opportunities for larger organizations looking to connect to our unique, local audience. We can provide amplified rotation rates for a more saturated marketing presence, customized messages to help associate your brand with our audience, and other customized marketing opportunities.

Credibility and Customer Testimonials

"Advertising with Columbus Underground for our urban apartment communities has been the best use of our marketing dollars to date. We've been able to target a very specific audience of people who are passionate about living Downtown, and have been able to bypass traditional apartment advertising channels which has saved us thousands of dollars. Our partnership with Columbus Underground has contributed greatly to the successful lease up of The Julian, and we look forward to working with them as our advertising partner for upcoming urban projects!"

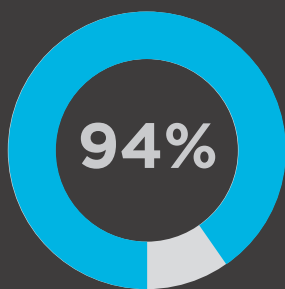
- Hilary Deason, Marketing & Communications Specialist | Marketing & Public Relations

"It's been great working with everyone at Columbus Underground! Truly one of the best media relationships that I've dealt with throughout, well, the whole world!"

- Mat Herbers of Prime Social Group

"I am thrilled with my advertising relationship with Columbus Underground. It has introduced Shadowbox Live to an audience we weren't reaching through our other advertising efforts."

- Julie Klein, Marketing Director of Shadowbox Live



94% of Columbus Underground readers consider our news articles to be more credible or equal in credibility to those produced by other local news outlets.



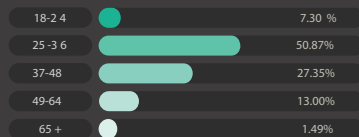
Reader Demographics 2018

OUR CITY ONLINE

Demographics Overview

The readership of Columbus Underground can easily be described as young, educated, affluent, open-minded, diverse, tech-savvy, engaged, connected, well-informed, opinionated and honest. The latest demographic survey of our readers was conducted in 2016 and provides a more in-depth look at who our readers are, where they live, where they work, where they spend their time and money, and more.

Age Ranges

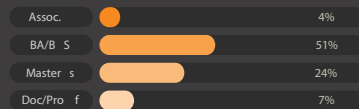


51% FEMALE
48% MALE

Income Levels



Education Levels



Quick Demographic Breakdowns

- XY** 79% of our readers fall between the ages of 22 and 45 (Generations X & Y).
- 51%** of our readers fall between the ages of 25 and 36 (Young Professionals).
- Gender split is 48% male to 51% female.
- 71%** of our readers make more than \$50,000 per year in household income.
- 55%** of our readers make more than \$70,000 per year in household income.
- 31%** of our readers make more than \$100,000 per year in household income.
- 54%** of our readers are either married or in a committed relationship.
- 46%** of our readers classify themselves as being single.
- 83%** of our readers have 4-year college degrees or higher.
- 31%** of our readers have master's degrees or higher.
- 68%** of our readers have pets (34% dogs, 31% cats, 3% fish), 32% do not.
- 58%** of our readers own homes or condos, 42% of our readers rent or lease.



Where our Readers LIVE

- 15.89% Clintonville / Beechwood
- 15.22% Short North (Victorian, Italian, Harrison)
- 12.95% North Suburbs (Dublin, Worthington, Etc)
- 12.95% German Village / South Side Neighborhoods
- 12.01% Grandview Heights / Upper Arlington
- 8.27% East Suburbs / Gahanna / Bexley / Reynoldsburg
- 6.54% Downtown (Arena, Discovery)
- 6.27% West Side Neighborhoods (Westgate, Hilliard, Etc)
- 5.07% University District (Weinland, Dennison, Old North)
- 4.81% Olde Towne East (KLD, Woodland, Franklin Park)

Where our Readers WORK

- 30.08% Downtown / Arena District
- 13.13% University District
- 10.23% Westerville / Polaris / Worthington
- 9.01% Easton / Gahanna / New Albany
- 7.79% Grandview / Upper Arlington
- 6.26% Dublin
- 6.11% Short North
- 5.35% Bexley / Whitehall /OTE
- 4.73% German Village / Brewery District
- 3.21% Clintonville
- 3.97% Hilliard / West Side / Franklinton

Where our Readers PLAY

- 48.48% Short North
- 19.70% Downtown / Arena District
- 9.42% German Village / Brewery District
- 7.90% Grandview / Upper Arlington
- 9.52% Clintonville / University
- 2.60% Suburban (Easton, Polaris, Etc)
- 2.38% Olde Towne East

Event Demographic Information

Each year, thousands of attendees participate in Columbus Underground events, including our Food tasting festivals, Urban Living Tour Events, The Columbus Coffee Fest, Metropreneur small business gathering ASPIRE, and other partner events with local businesses. Our event attendees are as diverse as our online readership, representing a cross-section of Columbus that is actively engaged in the City of Columbus.

Additional Analytic Information

More information is available to advertisers based on specific industries and sectors. Contact advertising@columbusunderground.com for more info or to schedule a consultation.

Analytics 2018

What our analytics can tell you about our daily visitors, visitor habits, website traffic, and our readership

OUR CITY ONLINE

Overview of Analytics

Site Traffic Statistics

TOTAL ANNUAL VISITS: 4,764,091
UNIQUE ANNUAL VISITORS: 2,222,649
TOTAL ANNUAL PAGEVIEWS: 8,533,563

AVERAGE VISITORS PER DAY: 13,052
AVERAGE PAGES PER DAY: 23,379

All statistics based on information gathered between Jan 1, 2017 and Dec 31, 2017 utilizing Google Analytics.



Why do people visit Columbus Underground?

- 93% "To find new places to dine, shop or make other purchases"
- 81% "To find local events"
- 68% "To read local news"
- 60% "To read reviews and opinions"
- 39% "To read special features"
- 18% Used CU to find a place to live
- 10.4% Used CU for industry research
- 6.6% Used CU to find a job
- 6.3% Used CU to meet new friends
- 6.3% Used CU to help relocate to Central Ohio



34,300+
SUBSCRIBERS

Email Newsletters
Our two weekly email newsletters are delivered every Monday and Thursday. Our growing distribution list currently contains over **34,300+ subscribers** (as of Jan 2018). Our weekly email readers are interested in current events, news updates and other special promotions.
Twitter Followers



167,500+
FOLLOWERS

Columbus Underground has long embraced Twitter as a component of our news delivery system and to engage our readers in two-way communication. Each day, the @ColsUnderground twitter account sends out updates to over **167,500+ followers** (as of Jan 2018).
Facebook Fan Page



77,000+
FOLLOWERS

The official Columbus Underground Facebook Fan Page has over **77,000+ followers** (as of Jan 2018) who read our news updates, event listings, photos, videos, and other content. We also feature Facebook "like" buttons on all of our articles for easy content sharing.



65,400+
FOLLOWERS

Instagram Followers
Columbus Underground has quickly become one of the most popular local Instagram accounts to follow for photos and updates with over **65,400+ followers** (as of Jan 2018). Our Instagram posts include a variety of photo-centric news updates to accompany our articles.

Event Analytic Information

- The Best Bites food tasting event series each host 800-1000 attendees and sell out in advance.
- The Urban Living Tour apartment hop hosts over 700 attendees annually
- The Metropreneur ASPIRE conference hosts over 150 entrepreneurs and startups annually
- The Columbus CoffeeFest hosted over 2000 attendees in 2017 and continues to expand annually

Additional Analytic Information

More information is available to advertisers based on specific industries and sectors. Contact advertising@columbusunderground.com for more info or to schedule a consultation.

Advertising Rates Overview

Our advertising rate structure was created with local businesses in mind. We offer scalable pricing that can fit any budget. Every banner that appears in any placement on Columbus Underground can scale from 10,000 to over 100,000 impressions per month, and all banner ads are optimized for mobile, tablet and desktop displays.

CU Website Advertising Prices & Details:

Super Leaderboard Banner

- Dimensions: 970x90, 728x90, 320x50
- Most prominent placement across the top of all website pages
- Prices range from \$32 to \$40 CPM

Upper Square Banner

- Dimensions: 300x250
- Placement in upper half of sidebar column across all website pages
- Prices range from \$21 to \$25 CPM

Middle Leaderboard

- Dimensions: 970x90, 728x90, 320x50
- Placement in midway content column across website homepage
- Prices range from \$15 to \$18 CPM

Half Page Banner

- Dimensions: 300x600
- Placement in midway sidebar column across all website pages
- Prices range from \$16 to \$20 CPM

Lower Leaderboard

- Dimensions: 970x90, 728x90, 320x50
- Placement in midway content column across website homepage
- Prices range from \$10 to \$13 CPM

Lower Square Banners

- Dimensions: 300x250
- Placement in lower section above footer across all website pages
- Prices range from \$4 to \$8 CPM

(CPM price ranges based on campaign impression totals.)

CU Email Advertising Prices:

CU Weekly

- Dimensions: 728x90
- Placement in-content across all emails delivered
- Prices start at \$150 per week

Mega Weekend

- Standard: 556x80
- Medium: 556x160
- Large: 556x320
- Placement in-content across all emails delivered
- Prices range from \$200 to \$400 per week

CU Social Advertising Prices:

Twitter

- Limited to 140 characters per tweet
- Can include images, hashtags and links
- Can be scheduled in advance any time of day
- Limited to one sponsored tweet per day
- Prices start at \$200 per tweet

Instagram

- Recommend two lines of text
- Can include hashtags and links
- Can be scheduled in advance any time of day
- Limited to one sponsored post per day
- Prices start at \$500 per post

Display Ad Add-Ons

Prices Vary

All website advertising campaigns offer the ability for advance targeting to maximize the effectiveness of your campaign reach:

Geo-targeting +\$3 CPM

Content targeting +\$3 CPM

Dayparting +\$5 CPM

Roadblock +\$5 CPM

Device targeting +\$5 CPM

Event Sponsorship

Prices Vary

Columbus Underground hosts a full slate of events throughout the year that feature the best in local food, drinks, entertainment and more.

Sponsorship opportunities exist at multiple levels, and can include an engaging and experiential event presence to make your brand stand out in an exciting way.

Native Advertising

Prices Vary

Columbus Underground offers the opportunity for appropriate native advertising partnerships through organically crafted content partnerships. This includes Monthly Series, Featured Weeks, and other collaboratively designed campaigns. This option is only made available on a case-by-case basis.