A WILLOUGHBY AVENUE BRAND

"we believe in the power of an informed & mobilized vote."

Tristan Eaton, Muralist
Wynwood Wall, Miami, Florida

A WILLOUGHBY AVENUE BRAND

"our voices, votes and commitments to being fully represented require that we are informed."

The FIVE/FIFTHS is the creative innovation of Willoughby Avenue, founder of KOLUMN Magazine, KINDR'D Magazine and digital channels serving Communities of Color. We believe in the power of an informed and mobilized Vote. Communities of Color can now quickly learn more about candidates who represent their shared interests and mobilize friends, family and neighbors through sharing.

California African American Museum8
600 State Drive, Los Angeles, CA 90037

A WILLOUGHBY AVENUE BRAND

our audience reach: 9m+ prospective voters within our communities

The FIVE/FIFTHS strengthens the ability of political candidates who are committed to best serving Our Communities. Our social media marketing expertise, coupled with well-established and People-of-Color-centric social media channels, represents the ideal solution to reach voters.

We are keenly aware of the power of social media, and design a highly-effective custom solutions that align with a Candidate's brand. The FIVE/FIFTHS campaigns are designed to ensure that brand messaging is relevant, consistent, timely, targeted and actionable.

You Go Girl, Ursula Rucker
North Philadelphia

A WILLOUGHBY AVENUE BRAND

our approach:

The FIVE/FIFTHS employs a Discover, Design, Publish & Measure approach to each social media campaign, to ensure that we establish clear and concise messaging that aligns with your personal and professional brand. Our goal is to capture your campaign priorities and present them in a manner that ultimately attracts interests and votes.

Discovery – A progressive consultation that reveals key political campaign positions, issues, verbiage, electorate and profiles/persona. _Outcome_ – Campaign Brief that serves as an outline for related Social Media artifacts.

Design – An iterative process that yields Conceptual, and ultimately Production-ready, Designs that align with the Discovery outcomes. _Outcome_ – Digital Conceptual & Detailed Designs.

Publish – Development and Execution of a Campaign Plan informed by industry standard targeting, established Profiles/Persona, deliverability and related performance metrics. Outcome – Timely and effective Publishing of approved content.

Measure – Establish and provide reporting of campaign key performance metrics.

Employ iterative review of campaign performance and apply enhancements.

The Great Blacks In Wax Museum
1601 E North Ave, Baltimore, MD 21213

WILLOUGHBY

A V E N U E

Willoughby Avenue is an independent digital marketing agency & publisher, creator of KOLUMN Magazine (Digital) and KINDR'D Magazine (Print & Digital) publications. Our brands, print & digital, represent a generation of media that prioritizes substantive, relevant and engaging content that elevates the narratives of People of Color. Our combined digital reach of 1.4M social media users (Users and related network) continues to fuel our growth towards being a leader in next-generation media.

KOLUMN, a digital publication, celebrates the lives of People of Color. We curate content globally, that focuses on historic, economic, political and social issues that impact our communities.

KINDR'D, a digital & print publication, shares the Travel, Art and Cultural experiences of People of Color. Published twice per year, KINDR'D is filled with personal stories that capture the discovery of new and familiar places, art, culture and of course, great food. Our photo-centric publication is anchored by the rich imagery of contributors, and contextualized by their written experiences.

The FIVE/FIFTHS, social media marketing services designed to inform and mobilize the People of Color Vote. Our web domain provides a creative source to quickly learn more about candidates who represent our shared interests and mobilize friends, family and neighbors through sharing. The FIVE/FIFTHS social media marketing services provide a custom targeted solution of political candidates that are committed to best serving Communities of Color.

WILLOUGHBY
AVENUE

Impressions

Reach

1.9M

28 Days Total Impressions (Avg.)

The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)

817K

28 Days Organic Impressions (Avg.)

The number of times any content from your Page or about your Page entered a person's screen through unpaid distribution. This includes posts, check-ins, social information from people who interact with your Page and more. (Total Count)

255K   28 Days Organic Reach (Avg.)

579K

28 Days Viral Impressions (Avg.)

The number of times any content from your Page or about your Page entered a person's screen with social information attached. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Total Count)

452K

28 Days Total Reach (Avg.)

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

Facebook Metrics

Source
Facebook Insights
Calendar Year 2018, Quarter 4
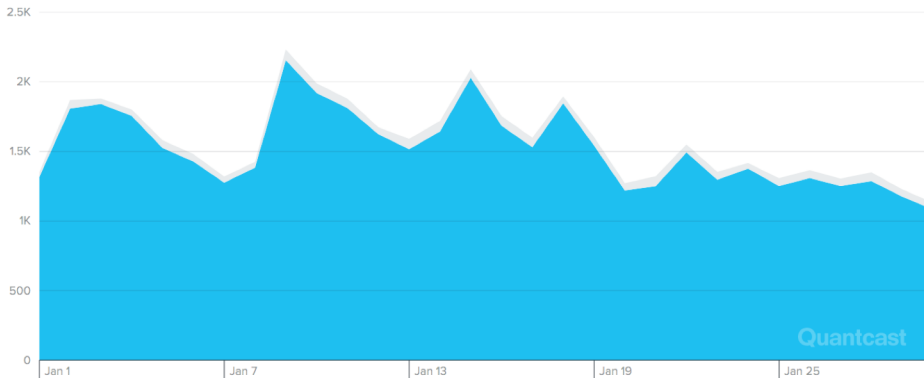(October – December)

WILLOUGHBY
A V E N U E

Traffic

Uniques   Visits   Views

	39.3K	**52.7K**	**63.9K**
	GLOBAL UNIQUES	GLOBAL VISITS	GLOBAL VIEWS

Quantcast

CUSTOM RANGE	UNIQUES	VISITS	VIEWS
■ United States	37.9K	50.8K	61.5K
▢ Rest of World	1.5K	1.9K	2.3K
Global Total	39.3K	52.7K	63.9K

Uniques   Visits   Views

	-	**60.0K**	**70.5K**
	GLOBAL UNIQUES	GLOBAL VISITS	GLOBAL VIEWS

Quantcast

ℹ Total unique counts are not available for your current date range selection. They are only available for 1, 7, and 30-day date ranges. However, you can always click in the graph above to see uniques for any individual data point.
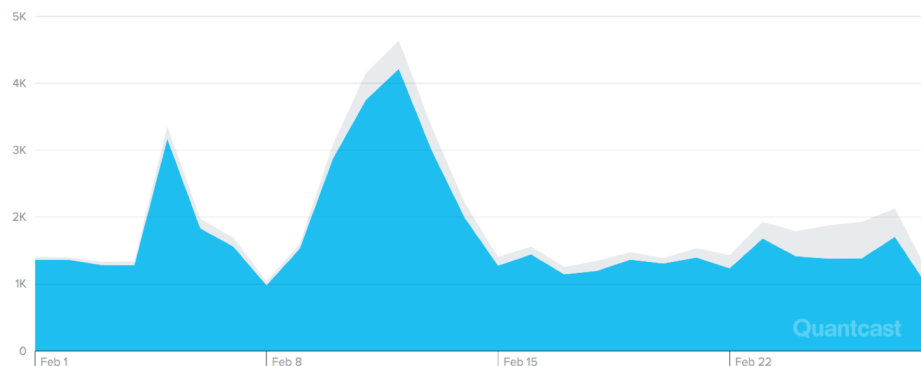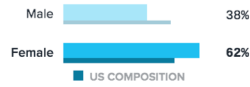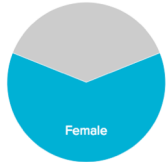
CUSTOM RANGE	UNIQUES	VISITS	VIEWS
■ United States	-	53.9K	63.7K
▢ Rest of World	-	6.1K	6.8K
Global Total	-	60.0K	70.5K

KOLUMN

Definitions

Views
The total number of views of all the pages on this property (website, network, or mobile app).

Visits
The number of individual sessions initiated by all the visitors to this property. A session is a period of browsing, either online or in a mobile app. During a single visit, a user may view multiple pages on a site.

Uniques
The number of distinct devices that visit this property. For example, if Joe goes to a property 10 times on his desktop computer, that is 10 visits but one Unique. If Joe visits a property 5 times from his computer and 5 times from his mobile device, that is 10 visits but 2 Uniques.

Calculations

For properties (websites, apps, and networks) who have implemented the Measure tag, we measure traffic directly.

For properties that do not have our Measure tag implemented, we use third-party data to generate accurate estimates.

Views
A view is an instance of a page being loaded by a browser. There is no mobile app equivalent for a view.

Visits
We record a visit for a website if a visitor accesses one or more pages within a certain period. Subsequent page views are included in the same visit, until the user is inactive for more than 30 minutes. If a user becomes active again after 30 minutes, that counts as a new visit. For mobile apps, a visit is defined as a visitor launching the application from start, or from a background state after being idle for more than 30 minutes.

Uniques
Online uniques count reflects the distinct Quantcast cookies received from or sent to visitors. Mobile app uniques count reflects the number of distinct devices using the app over a given time. These counts are only available for 1, 7, and 30-day date ranges. However, you can always click in a graph to see uniques for any individual data point.

WILLOUGHBY
A V E N U E

Gender

Composition

Male		38%
Female		**62%**

■ US COMPOSITION

Index

Male		78
Female		**121**

US AVERAGE

Age

All Genders   Male   Female

Composition

13-17		8%
18-24		8%
25-34		13%
35-44		24%
45-54		**25%**
55-64		14%
65+		8%

■ US COMPOSITION

Index

13-17		63
18-24		61
25-34		73
35-44		119
45-54		**133**
55-64		130
65+		132
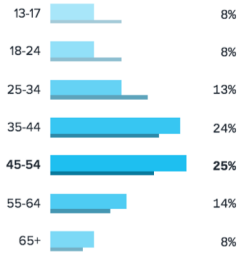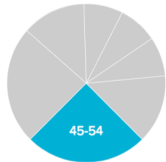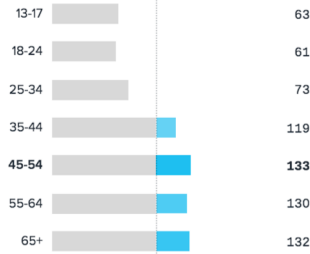
US AVERAGE

Children in Household

Composition

No Kids		**53%**
Has Kids		47%

■ US COMPOSITION

Index

No Kids		**105**
Has Kids		95

US AVERAGE

Household Income

Composition

$0-50k		**57%**
$50-100k		29%
$100-150k		9%
$150k+		5%

■ US COMPOSITION

Index

$0-50k		**112**
$50-100k		99
$100-150k		77
$150k+		64

US AVERAGE

WILLOUGHBY
A V E N U E

Education Level

Composition

No College		36%
College		**45%**
Grad School		19%

■ US COMPOSITION

Index

No College		81
College		109
Grad School		**133**

US AVERAGE
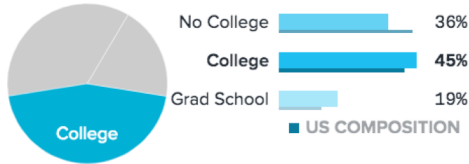
Ethnicity

Composition

Caucasian		42%
African A...		**45%**
Asian		2%
Hispanic		9%
Other		2%

■ US COMPOSITION

Index

Caucasian		55
African A...		**489**
Asian		49
Hispanic		101
Other		133

US AVERAGE
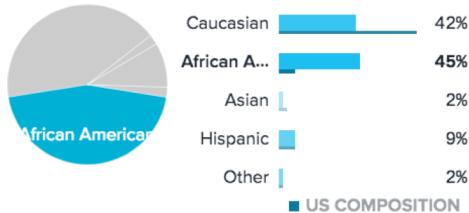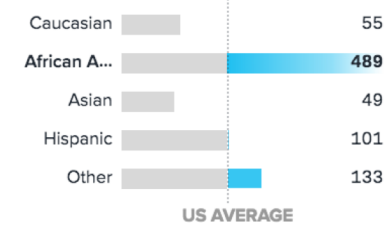
Geographic

COUNTRIES	UNIQUES		GLOBAL CITIES	UNIQUES	
United States	22.6K		Chicago, IL (US)	1.6K	
Canada	213		Atlanta, GA (US)	1.3K	
United Kingdom	170		Houston, TX (US)	870	
Sweden	101		Philadelphia, PA (US)	804	
South Africa	66		Brooklyn, NY (US)	671	
France	54		Los Angeles, CA (US)	629	
Germany	51		Detroit, MI (US)	590	
Brazil	49		Dallas, TX (US)	588	
Australia	48		Charlotte, NC (US)	585	
India	39		New York, NY (US)	503	

KINDR'D. Travel, Art and Cultural experiences of People of Color.

Feature Stories. Our primary articles, focused on events personally experienced by our contributors, written in a less formal style, quite often with a leisurely pace. KINDR'D Feature Stories are typically framed within 1200-1600 words, supported by well-applied research and are intended to encourage the reader to personally invest in the shared experience.

Other Articles Types.

How To - Offer instructions for how to accomplish or effect something or how to do it better.

- Makes a rousing promise of success
- Describes what you need in easy to follow instructions
- Gives step-by-step directions (sometimes with subtitles)
- Includes shortcomings or warnings
- Tells how to locate resources
- Gives proofs and promises
- Makes referrals to other sources

Inspirational - Describes how to feel good or how to do good things. Can describe how to feel good about yourself and often convey a moral message.

Other Articles Types.

Personality profiles and interviews - Describes a contemporary or historical person, community and/or association-of-color

- Must have a theme or focus.
- Presents as a "Q & A" or a written article.
- Requires strong interviewing and perception skills for the "best" information

Informative or Service - Offers information about a specific field, such as travel, art, culture, etc. Service articles are similar, but are used as shorter fillers. Service articles offer a few pieces of good advice or tips, but aren't usually long or involved.

Historic - Describes a moment in time. Structured chronologically, focuses on a single aspect of the subject and may go beyond history to make a current connection

WILLOUGHBY
A V E N U E

AD RATES

KINDR'D offers advertisers two premium options:

<u>Full Page</u>, Single Run, 4 Color Ads. All ads are applied within a single issue (Spring/Summer & Fall/Winter). Rate - $10,000 per page.

<u>Sponsored Content</u>, Branded content, containing brand summary messaging accompanied by logo. Rate - $5,000 per article.

DESIGN STANDARDS

KINDR'D has established a design standard that is minimalistic in presentation, with a sharp focus on creating a reading experience that is simultaneously beautiful and insightful. Throughout each page of KINDR'D , ads are seamlessly integrated to ensure that our readers' experience is uninterrupted and meaningful.

CREATIVE DEVELOPMENT

KINDR'D offers brands the creative development expertise required to ensure that ads align with our well-considered layout.

DIGITAL

As KINDR'D is a Willoughby Avenue brand, digital ads are shared across the same highly engaging social media profiles, reaching more than 1.4M social media users (Users and related network) per month.

WILLOUGHBY

A V E N U E

AD RATES

KOLUMN offers advertisers premium options:

<u>.COM</u>, post embedded ad placement. Minimum 25K impressions per month. Rate - $1,000 per month.

<u>Facebook Ad</u>, Branded post, published twice daily per month within Facebook News Feed. Rate - $2,000 per month.

DESIGN STANDARDS

KOLUMN has established a design standard that is minimalistic in presentation, with a sharp focus on creating a reading experience that is simultaneously beautiful and insightful. Throughout each page of KOLUMN , ads are seamlessly integrated to ensure that our readers' experience is uninterrupted and meaningful.

CREATIVE DEVELOPMENT

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601 >
608

< 610
622