

# ZIMBIO



MEDIA KIT



Livingly Media is an online media company that reaches an audience of more than 30 million monthly readers across women's lifestyle categories. The company was founded in 2006 and is venture-backed by Menlo Ventures and Draper Richards.

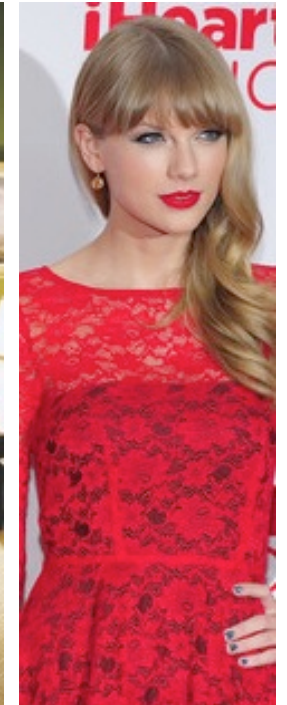
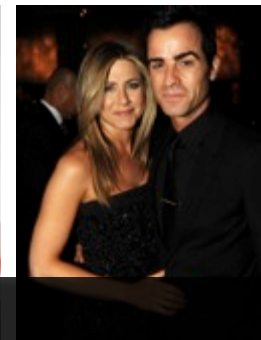
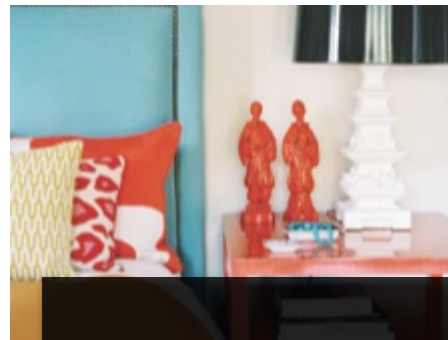
**EXECUTIVE TEAM:**

- **Tony Mamone**  
*CEO & Co-Founder*
- **Danny Khatib**  
*President & Co-Founder*
- **Nicole Amico Smith**  
*VP of Sales*
- **John Newlin**  
*Editor-in-Chief*
- **Bruce Martin**  
*CTO*

**OUR SITES:**

- **Zimbio.com**  
*Entertainment News*
- **StyleBistro.com**  
*Fashion & Beauty*
- **Lonny Magazine**  
*Home Design*

LIVINGLYmedia



We publish  
deeply engaging content  
across entertainment,  
fashion, beauty, and home  
design to a mass-market  
female audience

## OUR DIFFERENTIATORS

MASSIVE  
REACH  
AND VOLUME



OWNED AND  
OPERATED  
PROPERTIES


= INTEGRATED PROGRAMS AT **SCALE**

LIVINGLYmedia



Zimbio mixes the day's most interesting headlines with in-depth features, celebrity interviews, and a wealth of entertainment photos. Zimbio puts a clever and enthusiastic spin on pop culture with content written by editors who truly love TV, music, and movies.

ZIMBIO



“Entertainment news is about more than chasing the next story. Stories reach millions in minutes, and we do cover them all. We also take it a step further and focus on interesting patterns and trends in pop culture – and approach everything from art films to reality stars, as fans, not critics.”

**JOHN NEWLIN**  
Editor-In-Chief

## THE ZIMBIO AUDIENCE

### OUR READER:

The Zimbio reader is a pop culture junkie who loves all things TV, movies, and music. She is tech-savvy and always well-informed about the most interesting news coming out of the celebrity world.



60% male, 40% female



Spends disposable income  
On electronics, travel, or clothing



Age 18-49  
71%



HHI \$75K+  
51%



Is well-educated  
61% attended college



Goes to the movies  
At least once a month

*Based on comScore January 2013*

## ZIMBIO BY THE NUMBERS

### AUDIENCE

1. omg! From Yahoo
2. TMZ
3. BUZZMEDIA Entertainment
4. People
- 5. Zimbio**
6. E! Online
7. CNN Entertainment
8. Mail Online
9. Entertainment Weekly
10. Moguldom Digital Network



**10.6 Million**

Monthly US Uniques\*

### SOCIAL MEDIA

1. People
2. E! Online
3. TMZ
4. The Hollywood Gossip
5. US Magazine
6. omg! From Yahoo
7. Entertainment Tonight
8. Entertainment Weekly
9. Celebuzz

**10. Zimbio**



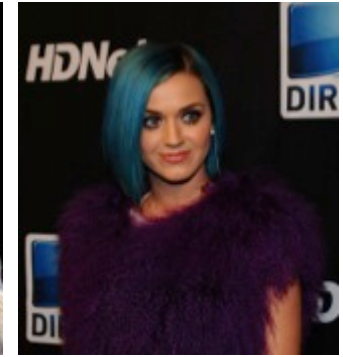
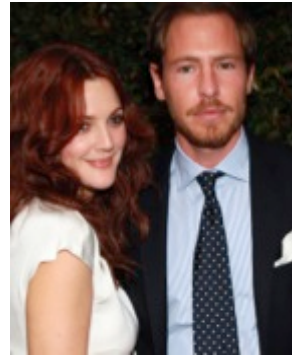
**344,044**

Facebook Fans

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\*Entertainment News Media  
comScore January 2013 USA Uniques. Facebook, January 2013.





# CHANNELS/TAKEOVER OPPORTUNITIES

## MOVIES

- Exclusive interviews with directors and actors
- Movie reviews
- Large video library of movie trailers
- Industry news

## TV

- Daily roundup of TV news
- Show reviews
- TV-centric editorial features
- Extensive galleries of TV Fashion photos
- Polls & Games

## MUSIC

- Daily roundup of music news
- Exclusive interviews with musicians
- Album & concert reviews

## VIDEOS

- Massive video library of A-list interviews, music videos, movie trailers, and news clips

## GAMES

- Face-off games pitting celebrities against each other around a variety of topics
- Ex: "Who is the funniest comedian?"

## CELEBS

- News, pictures, and videos revolving around thousands of celebs

# ZIMBIO EDITORIAL CALENDAR

## JANUARY

- People's Choice Awards
- SAG Awards
- Critic's Choice Movie Awards
- Golden Globe Awards
- 5 Hottest Stars Under 25



## FEBRUARY

- Oscars
- Grammy Awards
- The Zimbio Award Show Awards
- Valentine's Day
- 100 Hottest Celebrity Couples



## MARCH

- SXSW
- TV Couples March Madness



## APRIL

- Academy of Country Music Awards
- Hollywood's Hottest Latinas
- Coachella & More Spring Music Festivals
- Kid's Choice Awards
- MTV Movie Awards



## MAY

- Spring Break Bikini Bodies
- Mother's Day
- 50 Most Beautiful Women Over 50
- Zimbio Yearbook



## JUNE

- 100 Most Influential Celebs on the Internet
- Summer Movie Guide
- Daytime Emmys
- CMT/CMA/BET Awards



## JULY

- 100 Hottest Actors
- Comic-Con
- Pitchfork Music Festival



## AUGUST

- Teen Choice Awards
- 100 Hottest Actresses
- 50 Hottest Songs of Summer
- Best Beach Bodies
- Lollapalooza



## SEPTEMBER

- Primetime Emmys
- 2012's Most Powerful Women in Television
- Back-to-School



## OCTOBER

- Sexiest Music Videos of the Year
- 100 Hottest Musicians of the Year
- Celebrity Halloween Costumes



## NOVEMBER

- Hottest Bachelors of the Year
- Reader's Choice Awards



## DECEMBER

- Celebrity Gift Guides
- Winners and Losers of the Year
- Best of the Year Roundups



# ZIMBIO

HIGH IMPACT AD PRODUCTS



# HOMEPAGE TAKEOVER

The image shows a screenshot of a website homepage takeover for ZIMBIO. The layout includes a top navigation bar with the ZIMBIO logo, a search bar, and a menu with categories like PICTURES, VIDEOS, CELEBS, MOVIES, TV, MUSIC, STYLE, and MORE. Below the navigation is a main content area with a large carousel of celebrity photos. The carousel features three images: a woman in a silver dress, a man in a suit, and a woman with long blonde hair and sunglasses. Below the carousel is a section titled "Celebrity Tweets of the Week". To the right of the carousel is a social media section with "Follow Us Everywhere" (Facebook, Twitter, Pinterest) and "Sign Up for Our Newsletter" (Email Address field, SUBSCRIBE button). Below the carousel and social media is a "RECENT STORIES" section with a featured article titled "Chris Brown Crashes His Porsche, Blames Paparazzi" by Deena Bustillo. The article includes a small photo of Chris Brown in a car. The page is decorated with various celebrity portraits and promotional banners for "SOMETHING BORROWED NOW PLAYING".

**ZIMBIO** SOMETHING BORROWED

PICTURES VIDEOS CELEBS MOVIES TV MUSIC STYLE MORE

KATE HUDSON

COLIN EGGLESFIELD

CELEBRITY TWEETS OF THE WEEK

RECENT STORIES

CELEBRITY NEWS  
**Chris Brown Crashes His Porsche, Blames Paparazzi**  
by Deena Bustillo  
So far, the singer's Grammy weekend

Follow Us Everywhere  
f t p Like 368k

Sign Up for Our Newsletter  
Enter Email Address SUBSCRIBE

IT'S A

THIN LINE

JOHN KRASINSKI

SOMETHING BORROWED NOW PLAYING

# HOMEPAGE TAKEOVER

The screenshot shows the ZIMBIO website homepage with a teal and white color scheme. At the top, the ZIMBIO logo is displayed, along with navigation tabs for PICTURES, VIDEOS, CELEBS, MOVIES, TV, MUSIC, STYLE, and MORE. A search bar is located on the right. The main content area features a large image of Taylor Swift performing at the Grammys, wearing a white coat and a top hat, with a person in a white bunny suit next to her. Below this image is the caption "Taylor Swift Grammy Performance Pictures". To the right of the main image is a social media section with "Follow Us Everywhere" (Facebook, Twitter, Pinterest) and "Sign Up for Our Newsletter" (Email input, SUBSCRIBE). Below the newsletter sign-up is a promotional banner for "OWN THESE HOLIDAY MOMENTS ON BLU-RAY & DVD" featuring movie covers for "ALVIN AND THE CHIPMUNKS: A VERY MERRY MOVIE", "SCREE OWEN: THE MOVIE", and "THE ALVIN SHOW". On the far right, a vertical banner reads "OWN THESE HOLIDAY MOMENTS ON BLU-RAY AND DVD". The bottom section is divided into "RECENT STORIES" and "STAR PICS". Under "RECENT STORIES", there is a music news article titled "Rihanna's Naked in the Bathtub for the Entire 'Stay' Music Video" by Deena Bustillo. Under "STAR PICS", there is a picture of Rihanna holding a Grammy award.

ZIMBIO STYLEBISHOP LONNY

HI, DANCING! MY ACCOUNT

## ZIMBIO

PICTURES VIDEOS CELEBS MOVIES TV MUSIC STYLE MORE

YEAR OF A MILLION MOMENTS

Follow Us Everywhere

f t p Like 3721

Sign Up for Our Newsletter

Enter Email Address SUBSCRIBE

OWN THESE HOLIDAY MOMENTS ON BLU-RAY & DVD

OWN THESE HOLIDAY MOMENTS ON BLU-RAY AND DVD

### RECENT STORIES

MUSIC NEWS

#### Rihanna's Naked in the Bathtub for the Entire 'Stay' Music Video

by Deena Bustillo

The singer leaves little to the imagination in the slow, sexy clip. →

### STAR PICS

PICTURES

## CAST SPOTLIGHT CUSTOM SECTION

ZIMBIO STYLEBISTRO LONNY REGISTER | LOGIN

**ZIMBIO** CHANNING TATUM FROM THE DIRECTOR OF INDEPENDENCE DAY AND THE PATRIOT JAMIE FOXX MAGGIE GYLLENHAAL **WHITE HOUSE DOWN** NOW PLAYING

PICTURES VIDEOS CELEBS MOVIES TV MUSIC STYLE MORE Search

Zimbio and White House Down Present **An All Star Cast** **WHITE HOUSE DOWN**

**White House Down: The All Star Cast**  
Get the inside scoop on this new blockbuster's all-star cast.

**Channing Tatum and Jenna Dewan at Heathrow**

**Garcelle Beauvais Joins White House Down**

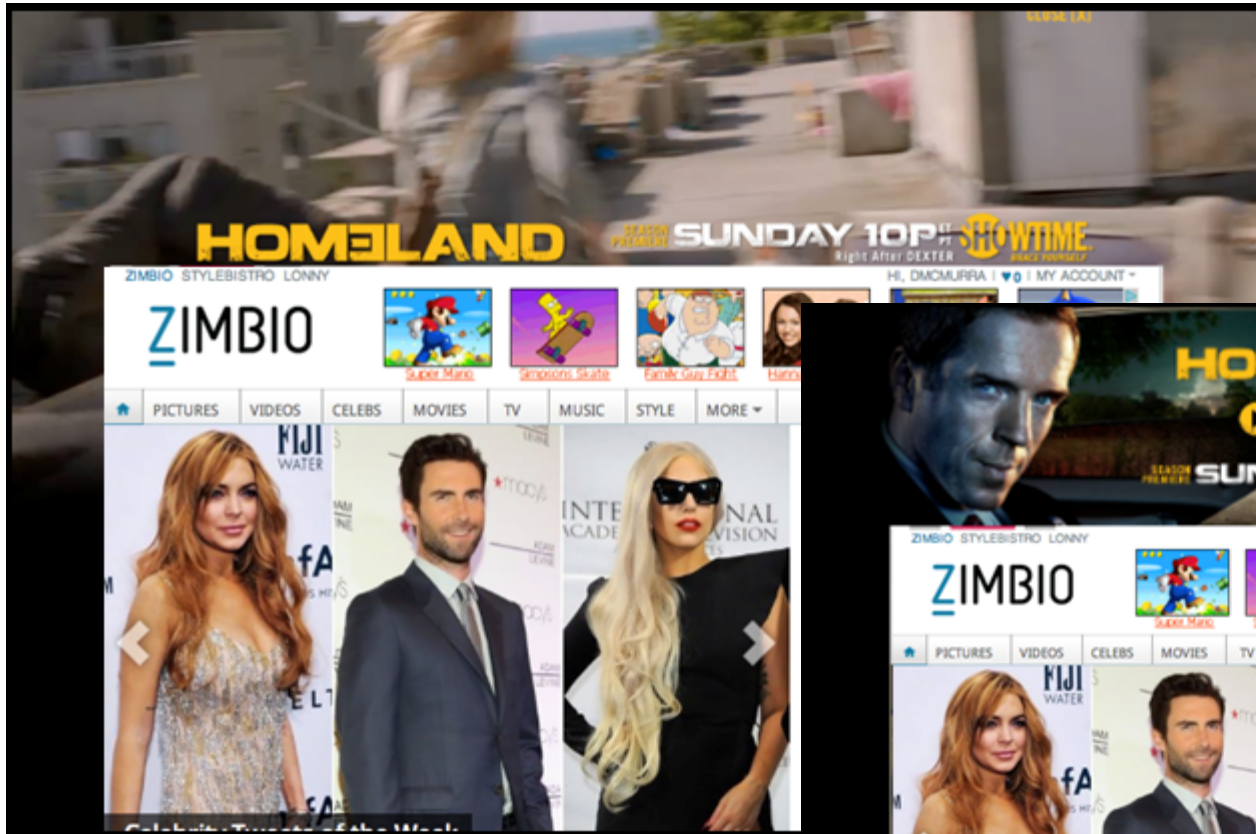
ARTICLES  
First look at Jamie Foxx in White House Down

Entertainment enthusiasts can find everything they need to know about your movie or show's all star cast in an editorially curated custom section on Zimbio.com.

### DETAILS

- Custom section aggregating Zimbio content related to cast members
- Co-branded section header featuring "brought to you by" messaging
- 100% SOV throughout section and content pages - leaderboard, m-rec and skin featuring brand creative

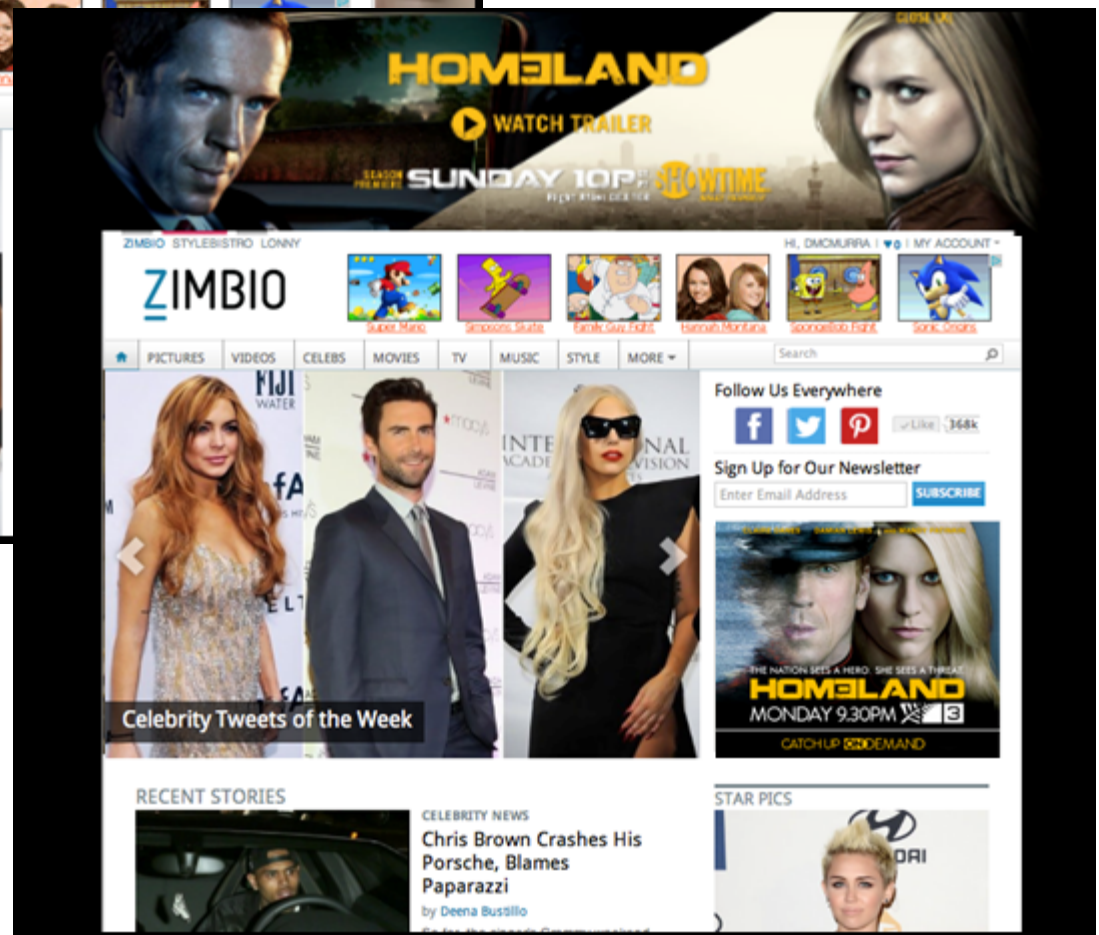
# VIDEO WALL



Video teaser (video autoplays)

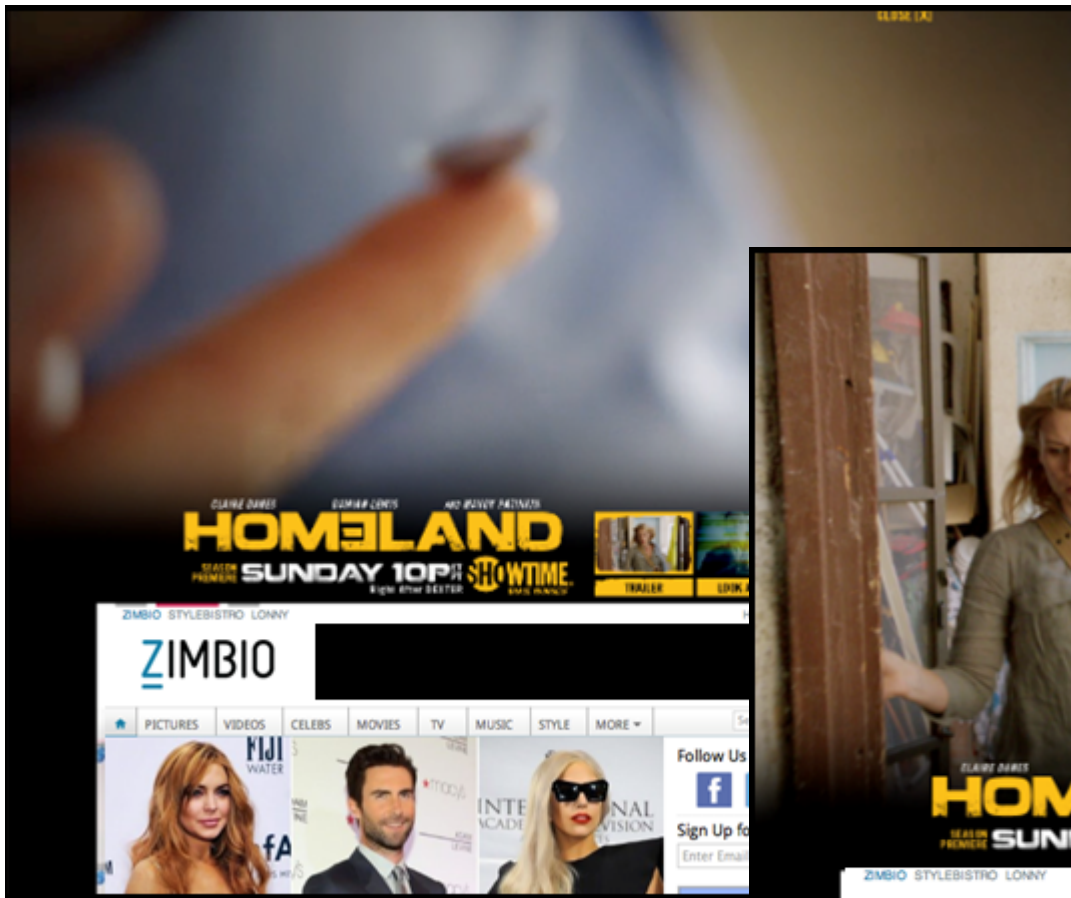
Demo link: <http://bit.ly/Wj5tMY>

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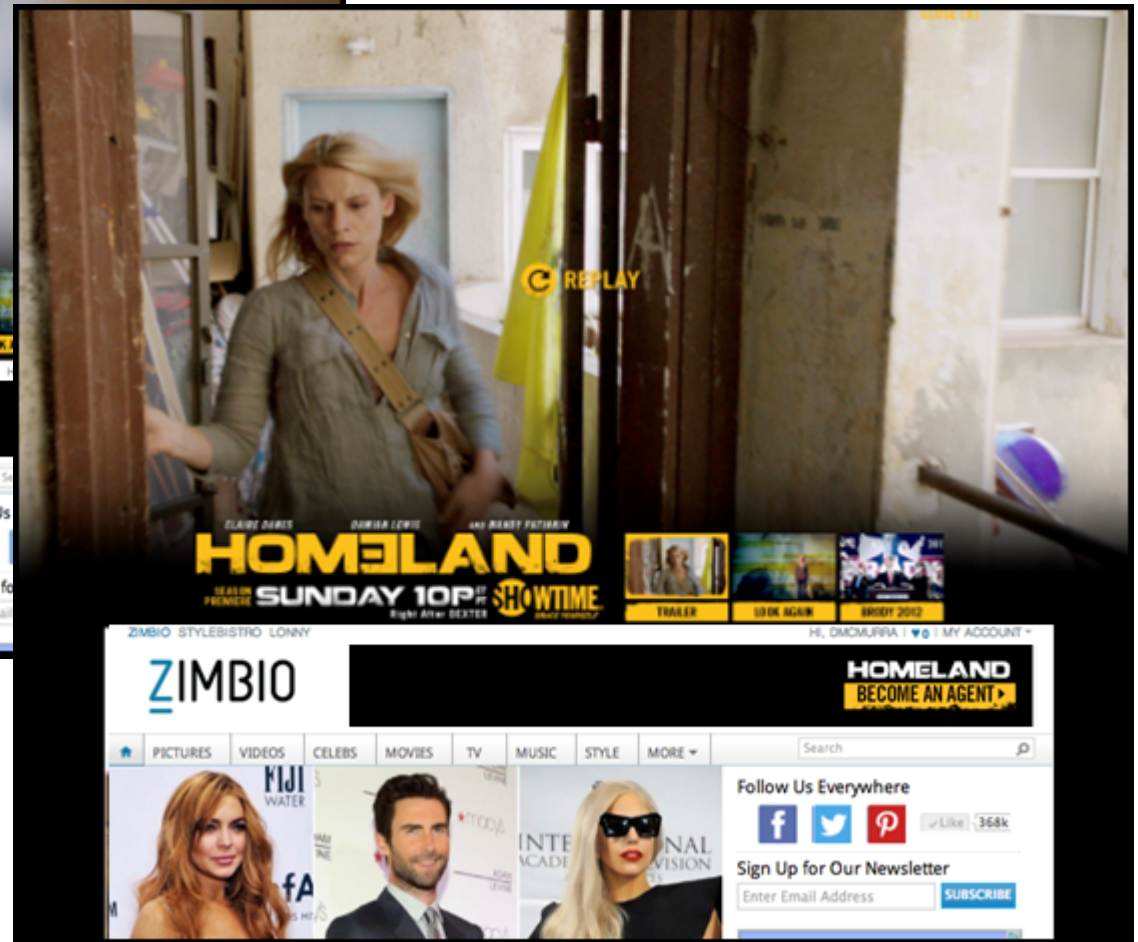
Video teaser resolved

## VIDEO WALL (CON'T)



Large video (expanded state in play mode once user clicks resolved video teaser)

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Large video resolved



# VIDEO LAUNCHER SKIN

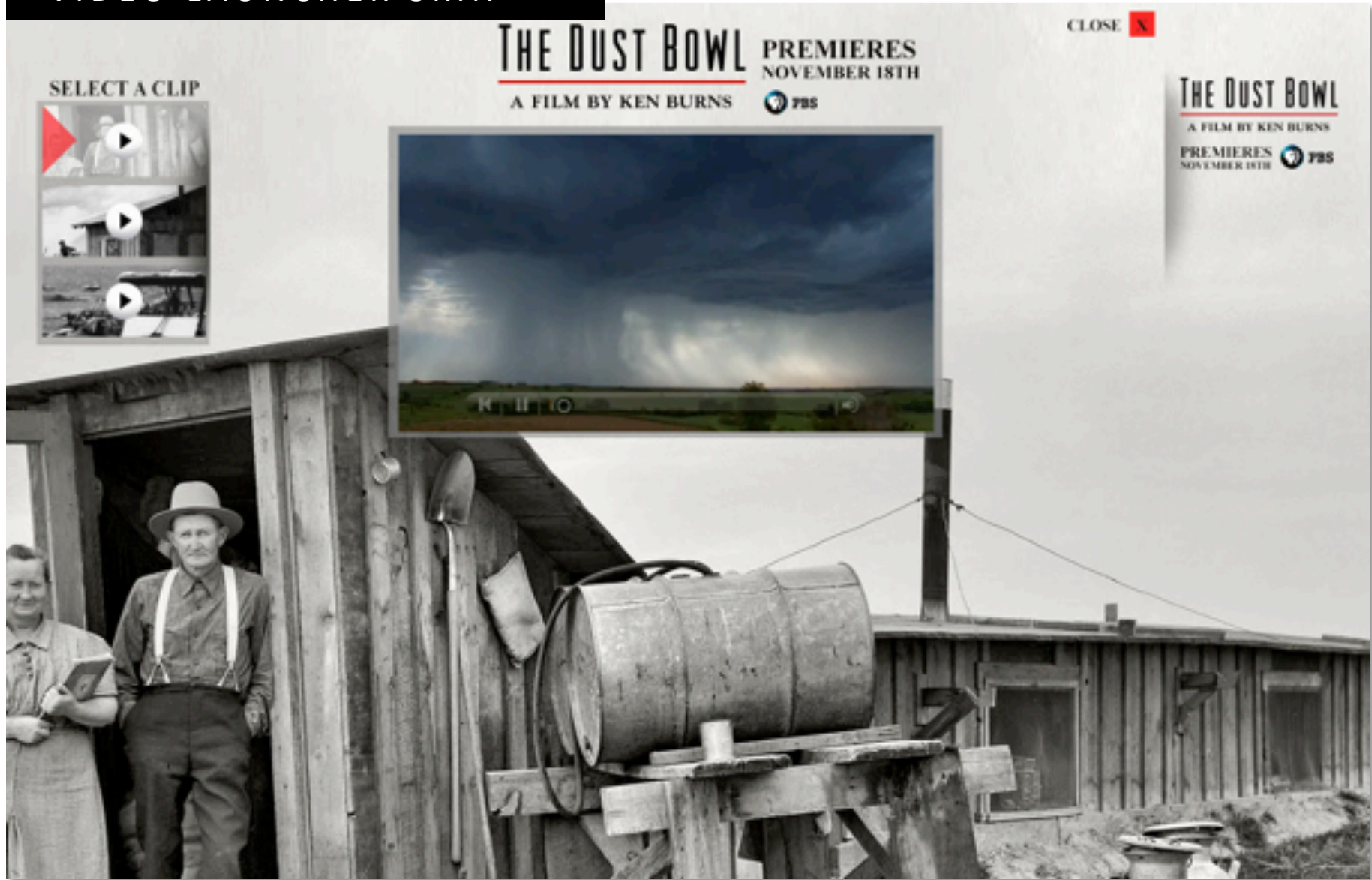
The screenshot displays the ZIMBIO website interface. At the top, the ZIMBIO logo is on the left, and a banner for 'THE DUST BOWL' is on the right, featuring the text 'SUN NOV 18 8/7c' and 'WATCH A TRAILER'. Below the logo is a navigation menu with categories: PICTURES, VIDEOS, CELEBS, MOVIES, TV, MUSIC, STYLE, and MORE. A search bar is located to the right of the menu. On the left side, there is a 'SELECT A CLIP' section with three video thumbnails. The main content area features a carousel of four celebrities: a woman in a blue dress, a woman in a gold sequined dress, a man in a suit, and a woman in a white dress. Below the carousel is the text 'Reader's Choice: You Pick the 2013 Oscar Winners'. To the right of the carousel is a social media section titled 'Follow Us Everywhere' with icons for Facebook, Twitter, and Pinterest, and a 'Sign Up for Our Newsletter' form. Below this is another 'THE DUST BOWL' banner with 'WATCH A TRAILER' and 'SUN NOV 18 8/7c'. At the bottom, there are sections for 'RECENT STORIES' (featuring a story about Hilary Duff's baby) and 'STAR PICS' (featuring a photo of a woman in a black and white dress). The right edge of the screenshot shows a vertical banner for 'THE DUST BOWL' with 'PREMIERES NOVEMBER 18TH' and the PBS logo.

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On Load, skin appears with play video CTA

Demo link: [http://www.zimbio.com/?debug\\_ads=videolauncherskin](http://www.zimbio.com/?debug_ads=videolauncherskin)

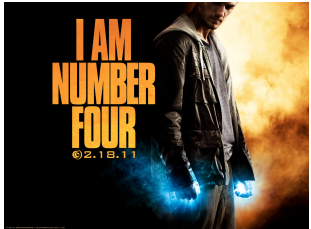
## VIDEO LAUNCHER SKIN



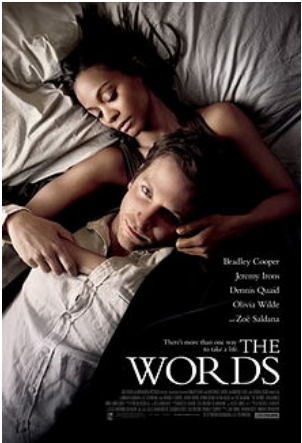
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Full page overlay state covers site when user clicks play video. Each clip can feature a different skin/overlay image.

THE COMPANY YOU KEEP



How Do You Know



LIVINGLY media



THANK YOU

## ZIMBIO

**11,586,000**

Monthly Uniques (comScore)

**#5** Entertainment News  
(comScore)

**2,373,095** celebrity photos  
**36,727** celebrities

## STYLEBISTRO

**4,598,000**

Monthly Uniques (comScore)

**#5** Fashion/Beauty/Style  
(comScore)

**1,315,9795** runway photos  
**70,094** fashion credits  
**4,678** featured celebrities

## Lon ny magazine

**1,079,148**

Million Pageviews (comScore)

**5:44** Minutes  
Time on Site

We are convinced  
**Inspired design can be  
achieved anywhere**

LIVINGLY  
media

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