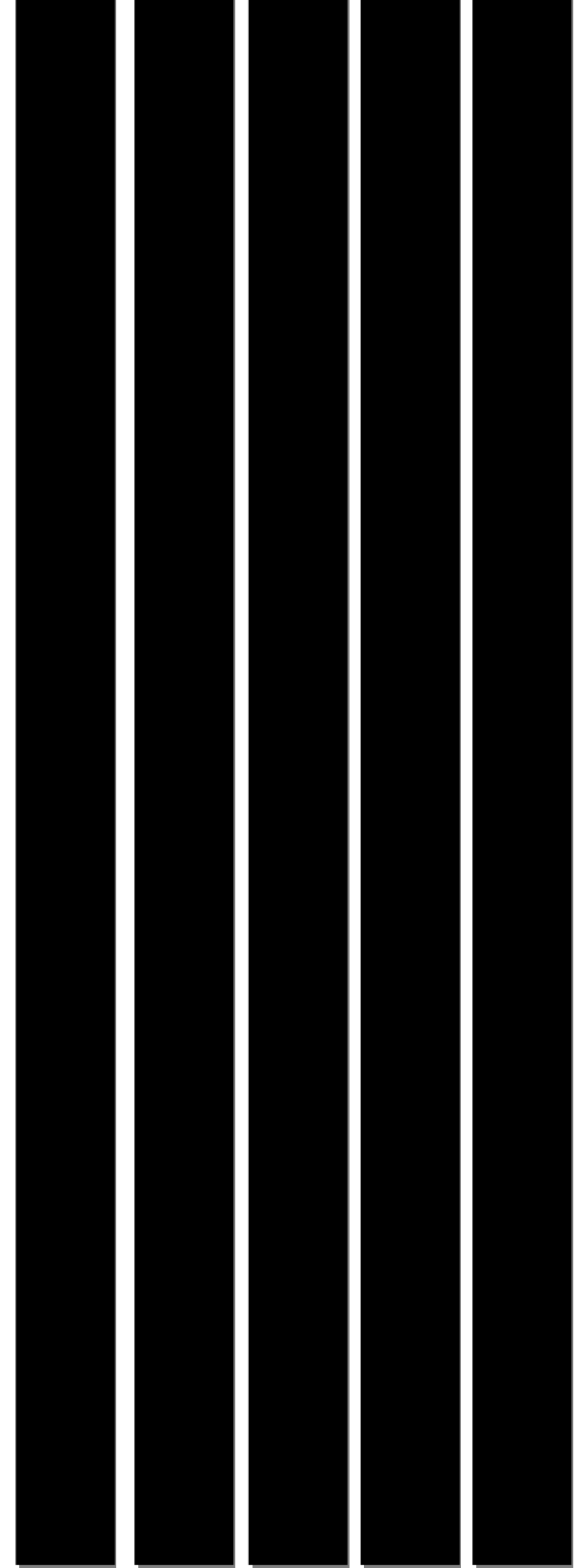


EXUDE

MAGAZINE

EXUDE INDIVIDUALITY.



—ABOUT US

EXUDE IS A FRESH INTERACTIVE DIGITAL MAGAZINE CATERING TO THE YOUNG, CULTURED PROFESSIONALS OF OUR DAY. WITH A PERFECT MIXTURE OF MAINSTREAM AND CULTURE, EXUDE IS A MEDIA OUTLET FOR FASHION, NIGHTLIFE, TECHNOLOGY, HEALTH, BEAUTY AND SOCIAL ISSUES FACED BY “GENERATION Y”. EXUDE’S GOAL IS TO PROVIDE UP-TO-THE-MINUTE NEWS ON WHAT’S IN FASHION. TO EXUDE, FASHION IS NOT JUST A DEFINITION OF WHAT YOU WEAR—FASHION IS A WAY OF LIFE. A PERSON’S ABILITY TO BE AN INDIVIDUAL AND TO “EXUDE” THEIR OWN PERSONAL STYLE IS *FASHION*.



—THE EXUDE TEAM



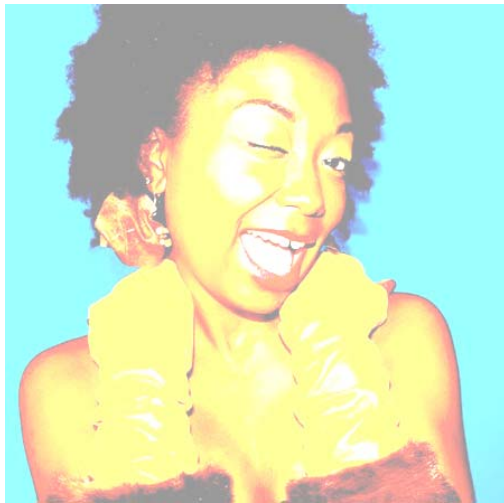
“EXUDE IS CONFIDENT, INTELLIGENT AND STYLISH— COMPLETELY PERSONIFIED.”

—KINYA HARTE,
FOUNDER/EDITOR-IN-CHIEF



“EXUDE TO ME IS CREATIVITY... THINKING OUTSIDE THE BOX, BECAUSE WHEN EVERYONE IS THINKING ALIKE, SOMEONE IS NOT THINKING!”

—JAMIL CREWS, EXEC. DIR.
OF MARKETING



“EXUDE WHAT YOU WANT OUT OF LIFE AND IT WILL BECOME YOU.”

—MILAN STAPLES, SR. BEAUTY
EDITOR



“IN LIFE YOU MUST EXUDE YOURSELF IN EVERYTHING YOU DO. SET YOURSELF APART, AND STAND ON THE TOP OF YOUR DYNASTY, CREATING, LIVING, AND LOVING.”

—TRICIA GRANNUM, SR.
FASHION EDITOR

—OUR DEMOGRAPHICS & RATES

MALE
FEMALE

AGES 18-34

AFRICAN AMERICAN
HISPANIC AMERICAN
ASIAN AMERICAN

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OVER 6,000 PAGE VIEWS

300 TWITTER FOLLOWERS
465 FACEBOOK FANS

LEADERBOARD: 728X90 PX

1 MONTH: \$300 PER MONTH
3 MONTHS: \$225 PER MONTH
6 MONTHS: \$200 PER MONTH

SQUARE: 350X200 PX

1 MONTH: \$200 PER MONTH
3 MONTHS: \$125 PER MONTH
6 MONTHS: \$100 PER MONTH



—EDITORIAL CALENDAR

ISSUE DATE	ISSUE CLOSING	FOCUS
*JANUARY	NOVEMBER 1	DESIGNER SHOWCASE
*FEBRUARY	DECEMBER 1	DESIGNER SHOWCASE, FW COVERAGE , STYLE STAR
*MARCH	JANUARY 1	DESIGNER SHOWCASE, SPRING FASHION, SPRING PHOTO EDITORIAL
APRIL	FEBRUARY 1	DESIGNER SHOWCASE, STYLE STAR
MAY	MARCH 1	DESIGNER SHOWCASE
JUNE	APRIL 1	DESIGNER SHOWCASE, STYLE STAR, SUMMER PHOTO EDITORIAL
JULY	MAY 1	DESIGNER SHOWCASE, ENTERTAINMENT ISSUE , SUMMER FASHION
AUGUST	JUNE 1	DESIGNER SHOWCASE, STYLE STAR
*SEPTEMBER	JULY 1	DESIGNER SHOWCASE, FW COVERAGE , FALL PHOTO EDITORIAL
*OCTOBER	AUGUST 1	DESIGNER SHOWCASE, STYLE STAR
*NOVEMBER	SEPTEMBER 1	DESIGNER SHOWCASE
*DECEMBER	OCTOBER 1	DESIGNER SHOWCASE, HOLIDAY ISSUE , STYLE STAR, WINTER PHOTO ED.

*SEPTEMBER-MARCH: AWARDS SEASON COVERAGE:

MTV MUSIC AND MOVIE AWARDS, BET AWARDS, GOLDEN GLOBES, EMMY (PRIMETIME, DAYTIME & INTERNATIONAL), SAG, GRAMMYS, LATIN GRAMMYS AND ACADEMY AWARDS.

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