

COOL MATERIAL

Cool Material is one of the leading men's lifestyle blogs and gives brands the audience they want. We have a young, affluent, organic and influential audience, making our site a powerful platform for your brand. The average Cool Material reader is male, 25-34, college educated, with an HHI of \$100k plus. Our audience is loyal to Cool Material, with over 70% coming to the site directly each monthly--that's 23.8% higher than our competitive set.

Finally, our overall audience continues to grow, with 3 million page views and 1 million average visits per month. It's no surprise that we also boast a strong social presence, with 164,000 fans on Facebook, and over 41,000 followers on Twitter.

TRAFFIC

1 Million

Monthly Unique Visitors

3 Million

Monthly Pageviews

86%

Male Readers


25-34

Reader Age Group

SOCIAL

 **164,000**

fb/coolmaterial

 **41,000**

@coolmaterial

 **30,000**

#coolmaterial

SOME OF OUR ADVERTISERS

Casper

WARBY PARKER
eyewear

Me
Undies



SQUARESPACE

MVMT



DOCKERS

BIRCHBOX

CONVERSE

Timberland

INFEEED AD



- Lives in the #3 spot on the home, category and archive pages for 1 full week, Monday through Sunday.
- Title, image, and copy link directly to advertiser site.
- CM writes copy to align with voice. Word count limited to 100 words.
- Clearly labeled as 'Partner'.
- Promoted to the following:
 - Facebook (164k) • Twitter (41k) • RSS (15k)
 - Newsletter (95k)

Cost: \$2,500 / Nov - Dec: \$3,500

APPROX. IMPRESSIONS

225,000

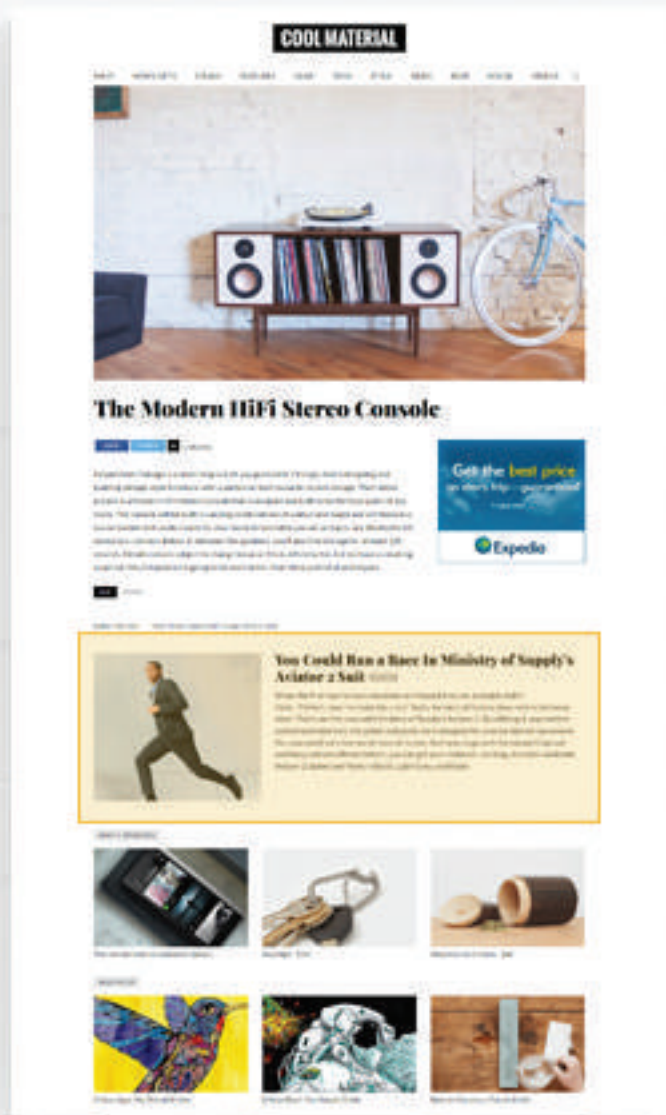
ESTIMATED CLICKS

2,500 - 3,000

EST. CLICK-THRU-RATE

1.4%

IN-ARTICLE NATIVE RECOMMENDATION



- Promoted run-of-site below content on post pages for 1 full week, Monday through Sunday.
- Title and image link directly to advertiser site.
- We write copy to align with CM voice. Word count limited to 100 words.
- Clearly labeled as 'Partner'.

Cost: \$3,500 / Nov - Dec: \$5,000

APPROX. IMPRESSIONS

350,000

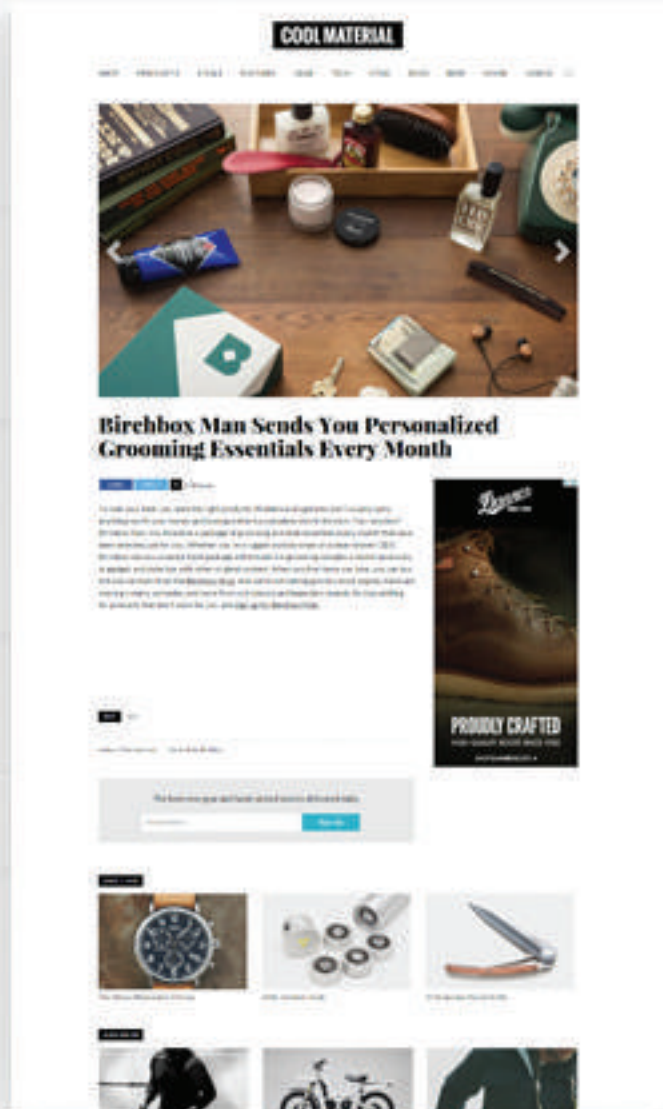
ESTIMATED READS

3k - 3.5k

ESTIMATED CLICKS

1%

SPONSORED POST



- Post lives on the homepage for at least 2-3 days.
- Promoted run-of-site in our recommended content section.
- CM writes copy to align with voice. Word count limited to 150 words.
- Clearly labeled as *'Partner'*.
- Promoted to the following:
 - Facebook (164k) • Twitter (41k) • RSS (15k)
 - Newsletter (95k)
- Post lives on Cool Material forever.

Cost: \$1,500 / Nov - Dec: \$2,200

APPROX. IMPRESSIONS

65,000

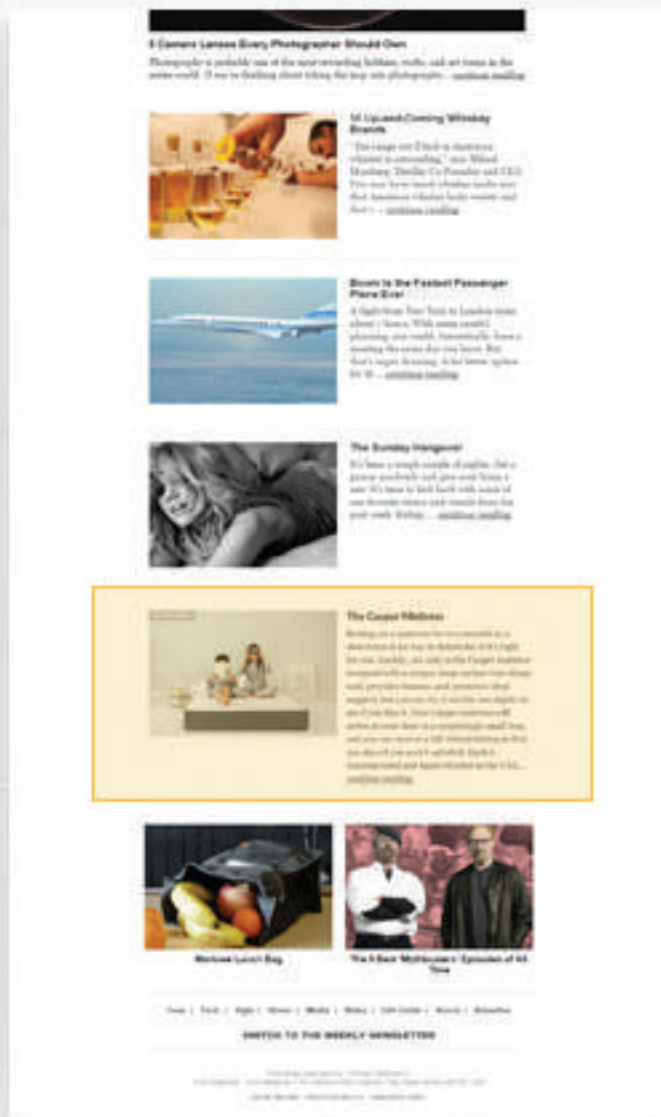
ESTIMATED READS

5k - 10k

ESTIMATED CLICKS

800 - 2,000

EMAIL INFEEED AD



- Our most loyal, passionate, responsive readers
- Included in Daily email 6x in one week (Sun-Fri) to 50k subscribers
- Included in Weekly email on Friday to 50k subscribers
- Title, image and copy link directly to advertiser site
- CM writes copy to align with voice. Word count limited to 100 words.
- Clearly labeled as 'Partner'.

Cost: \$2,000 / Nov - Dec: \$3,000

TOTAL EMAILS

350,000

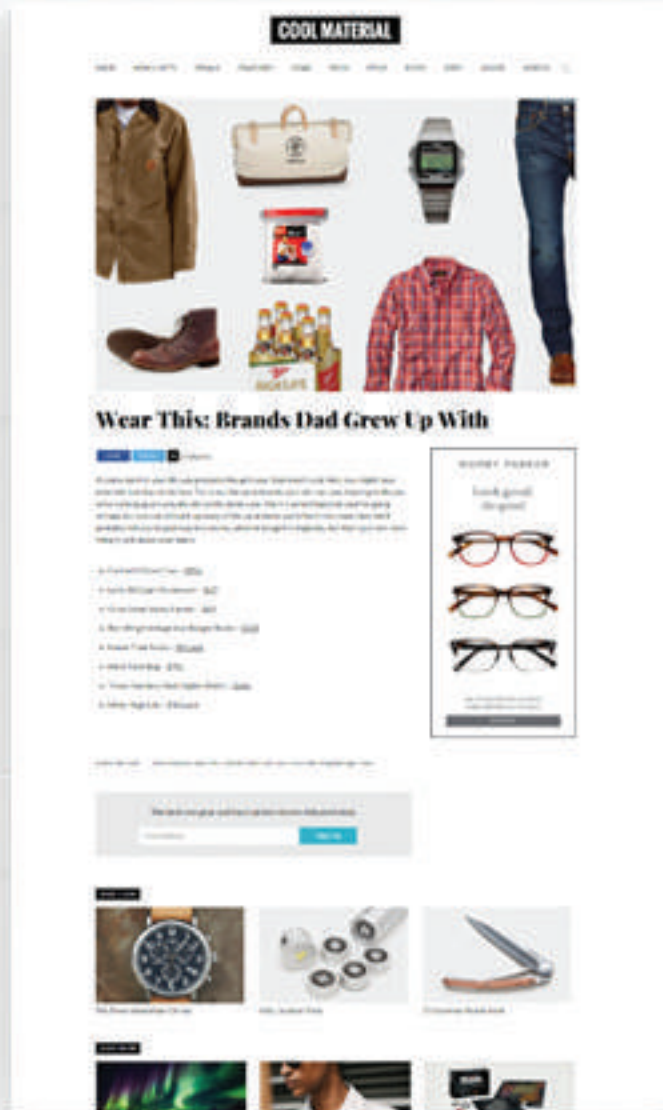
EMAIL OPEN RATE

25%

AVG. CLICK-THRU-RATE

8%

WEAR THIS



- Ideal for clothing brands
- Lives on homepage for 2 days.
- Advertiser selects 4-5 items, CM completes the outfit w/ non-competitor products.
- Ideal for brands to show multiple items
- Promoted to the following:
 - Facebook (164k) • Twitter (41k) • RSS (15k)
 - Newsletter (95k)
- Clearly labeled as '*Partner*'

Cost: \$1,500 / Nov - Dec: \$2,000

APPROX. IMPRESSIONS

65,000

ESTIMATED CLICKS

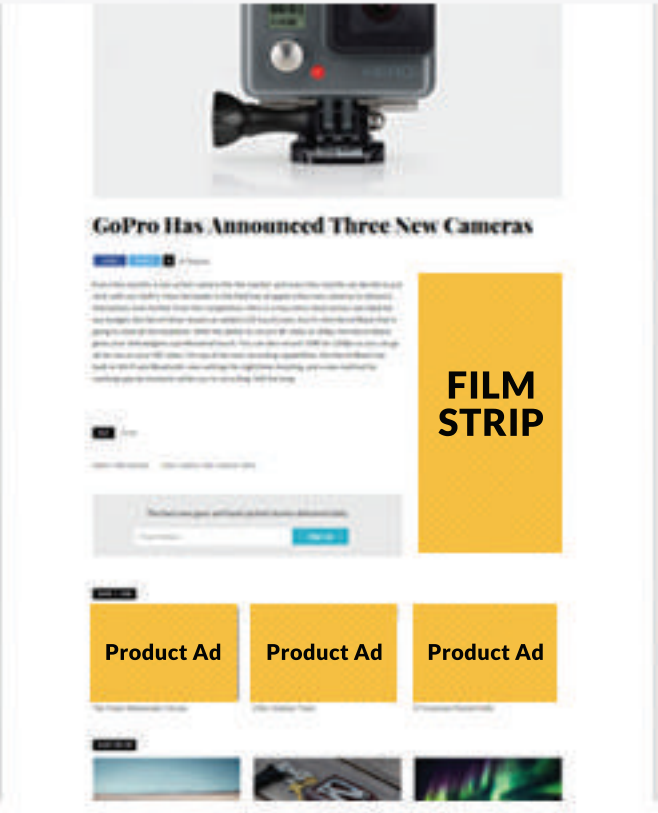
800 - 2,000

ESTIMATED READS

5k - 10k

BANNER & PRODUCT AD PLACEMENTS

Content Page



BANNER ADS

Unit	Size	Rate
Billboard	970x250	\$8 CPM
Film Strip	300x600	\$6 CPM
Medium Rectangle	300x250	\$4 CPM

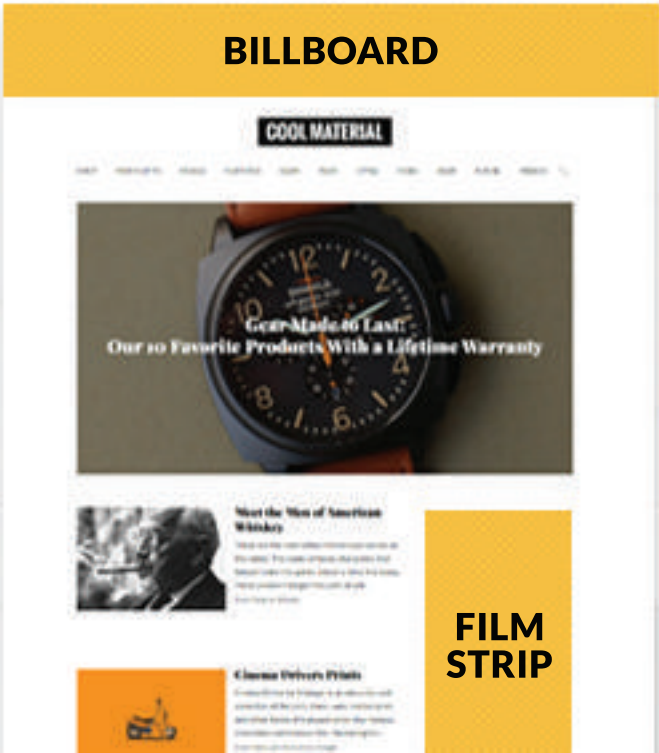
PRODUCT ADS

Perfect for small-mid sized companies looking for moderately priced ads that deliver quality shoppers throughout the month.

Click-Thru-Rate: .35%

Impressions	Timeframe	Cost
1,000,000	30 Days	\$1,750
500,000	30 Days	\$925
250,000	30 Days	\$500

Homepage



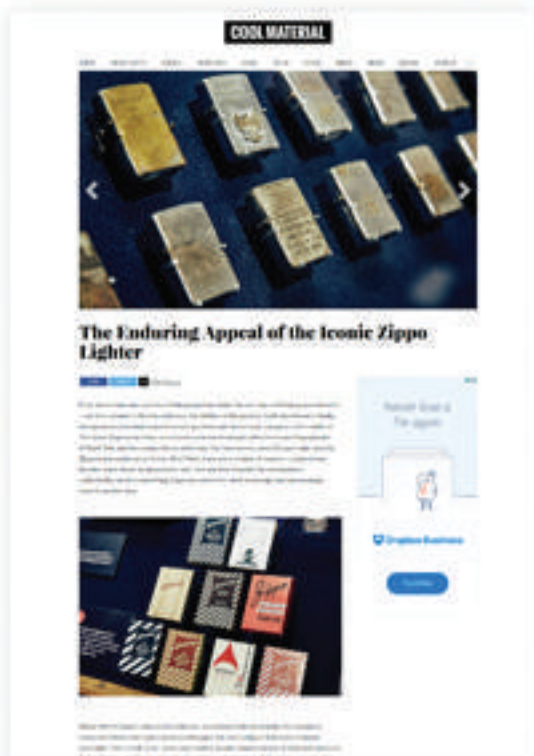
DEDICATED EMAILS

Cool Material newsletter subscribers are some of our most passionate and loyal fans. A dedicated email, which promotes your brand's product or service and nothing else, can be a tremendous way to reach these most devoted readers. If you're interested, contact us for more details on this opportunity.



CUSTOM CONTENT

Does your brand have a unique story to tell? Does your product make the perfect gift? We're happy to offer custom content to brands looking to get these messages out there. Whether an in-depth story, gift guide, photo gallery, or something in another format, working with us on a piece of custom content can help you make a strong impression that resonates with our audience.



Want to work together? Contact us: ads@coolmaterial.com