

# 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

MVMTM



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

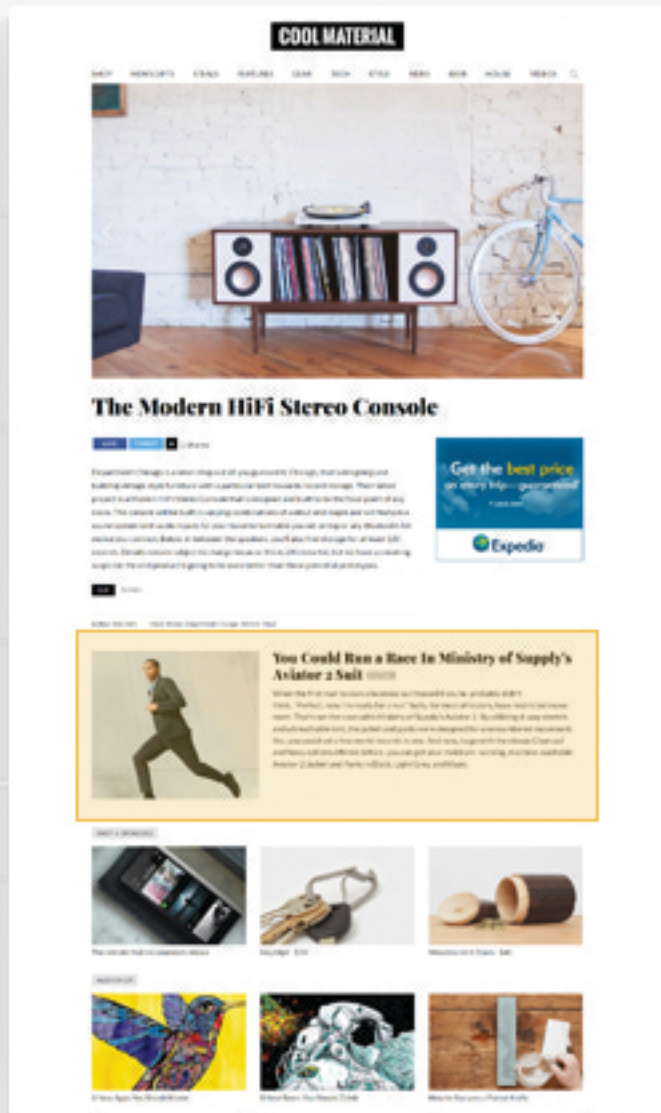
2,500 - 3,000

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

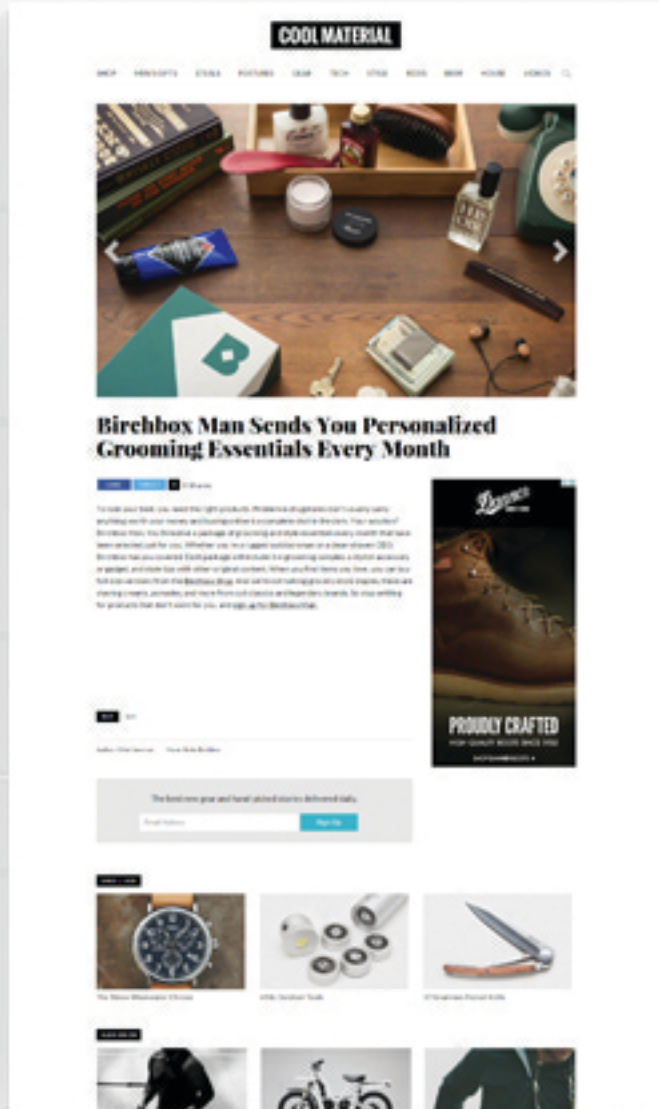
ESTIMATED READS

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

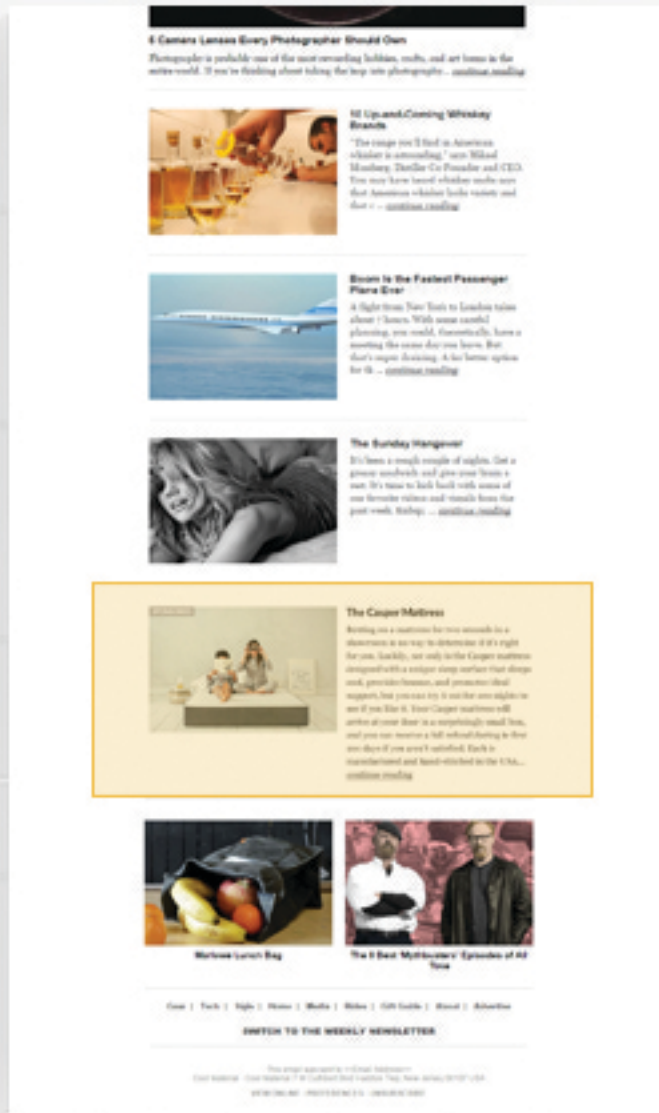
5k - 10k

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

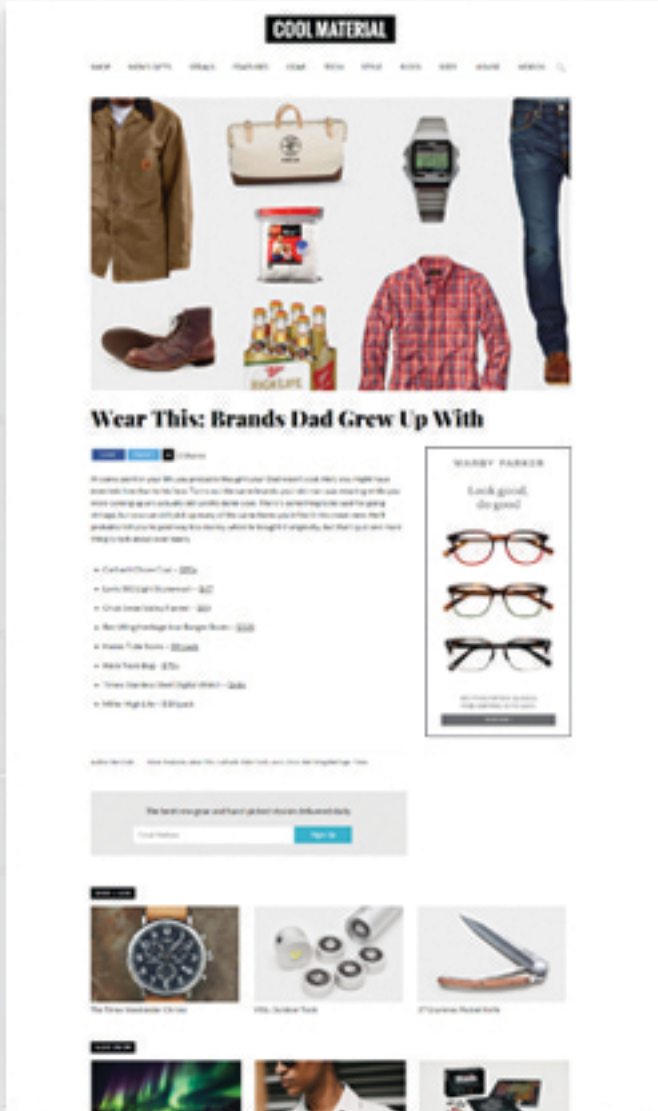
EMAIL OPEN RATE

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



## GoPro Has Announced Three New Cameras

Downloaded from <http://ajph.org/>

[illegible]

□

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The authors are grateful to the following for their assistance:

[illegible]

## Product Ad

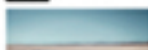
## Product Ad

## Product Ad

The *Times* Weatherline 1000

© 2006 Blackwell Publishing Ltd

© 2000 Blackwell Science Ltd



## BANNER ADS

| Unit                    | Size    | Rate    |
|-------------------------|---------|---------|
| <b>Billboard</b>        | 970x250 | \$8 CPM |
| <b>Film Strip</b>       | 300x600 | \$6 CPM |
| <b>Medium Rectangle</b> | 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

# BILLBOARD

## COOL MATERIAL

| Category     | Sub-category   | Item    | Value | Unit | Year | Month | Day | Hour | Minute | Second | Millisecond |
|--------------|----------------|---------|-------|------|------|-------|-----|------|--------|--------|-------------|
| Category 1   | Sub-category 1 | Item 1  | 100   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 2  | 200   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 3  | 300   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 4  | 400   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 5  | 500   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 6  | 600   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 7  | 700   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 8  | 800   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 9  | 900   | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 10 | 1000  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 11 | 1100  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 12 | 1200  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 13 | 1300  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 14 | 1400  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 15 | 1500  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 16 | 1600  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 17 | 1700  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 18 | 1800  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 19 | 1900  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 20 | 2000  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 21 | 2100  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 22 | 2200  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 23 | 2300  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 24 | 2400  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 25 | 2500  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 26 | 2600  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 27 | 2700  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 28 | 2800  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 29 | 2900  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 30 | 3000  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 31 | 3100  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 32 | 3200  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 33 | 3300  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 34 | 3400  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 35 | 3500  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1   | Sub-category 1 | Item 36 | 3600  | kg   | 2020 | 10    | 10  | 10   | 10     | 10     | 10          |
| Category 1</ |                |         |       |      |      |       |     |      |        |        |             |



**Meet the Men of American Whiskey**

There are the men who make the most iconic whiskeys in the world. The men who define the culture that makes the spirit so uniquely American. These men are the legends of the industry.

Read More in Whiskey

### Classroom Delivery Prints

Crane Drive by Madeline is an excellent collection of the early, later, open, traditional and other forms of its architecture that formed the whole or a part of the "Newspaper".

# FILM STRIP



# 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](mailto:ads@coolmaterial.com)