DIGITAL

WEBSITE • eNEWSLETTER • DEDICATED eBLAST • EVENTS
THE MISSION

From philanthropy to fashion, entertainment to enlightenment, business to politics, and faith to technology, theREGISTRYBayArea.com strives to be a cultural catalyst for the Bay Area African American community — a resource that showcases and drives positive dialogue about and support for Black arts, events, culture and lifestyle. With its mix of arresting photography, top pick events and curated business listings, theREGISTRYBayArea.com shines a spotlight on Bay Area lifestyle from an African American perspective and brings it to center stage.

As a constant, theREGISTRYBayArea.com is a media channel that speaks first to the progressive, modern and sophisticated Bay Area African American consumer who demands the best in the arts, culture and life. It also will speak to a diverse audience of Bay Area residents and visitors that see, feel and understand African American culture to be a significant contributor to American culture.

PERFORMANCE SNAPSHOT

Audience
- Ethnicity: 85% African American, 10% Caucasian, 5% Other
- Age Range: 30yrs - 65+yrs
- Income: $60k – $175k+
- Gender: 70% Female, 30% Male

Region
- San Francisco Bay Area: North Bay (Marin/Napa) to South Bay (San Jose/Gilroy)

Website
- Launch: January 2014
- Traffic (Feb/Mar): 1,409 visits per day | 42,000 visits per mo
- Pages Visited: Average 5 pages per visit

eNewsletter (weekly)
- Subscribers: 20,000 (owned), 43,000 (syndicated)
- Open Rate: 24%+

Dedicated eBlast (4-up, weekly)
- Subscribers: 20,000 (owned), up to 140,000 (syndicated)
- Open Rate: 17-24%+
DIGITAL OPPORTUNITIES

theREGISTRYBayArea.com offers custom solutions through strategic and creative advertising, and partnership solutions including: Editorial • Seasonal • Social and Professional Networks • Banner Ads • Social Media • Featured Listings and Custom Tailored Events (offline)

Dedicated eBlast (20,000 - 140,000 subscribers)

While “1-up” eblasts have been the industry norm for a number of years, we distribute 1-ups on occasion only during times of decreased ad requests. We recommend and try to include up to 4 advertisers per eblast, resulting in higher email open and click through rates for all advertisers.

4-up plus horizontal banner ad

1-up

Ad Dimensions
700px width x
max 1000px height

eBlast Frequency
Once/wk

Performance
Open Rate:
17% - 24%+
“For our community, there is nothing more powerful and more effective for attracting this audience” than theREGISTRY, said Charles Ward, senior director of external affairs for the Yerba Buena Center for the Arts in San Francisco.

EDITORIAL HIGHLIGHTS / SPONSORSHIP OPPORTUNITIES

Website: Primary Content Areas
- Events • People Watch (photos) • Beauty+Fashion+Style • Multimedia • Directory (business) • Bay’s Best (local lifestyle) • Beyond (national lifestyle) • theREGISTRY Insider • Giveaways
- Coming: Blacks in Technology • Musician’s Directory • ArtSpace

Special Pages / Editions
Holiday Season Wrap up (photos) • Black History Month Calendar • Summer Camp Guide • Summer Festival Guide • Juneteenth Event Guide • Holiday Event Calendar • 40 Under 40

theREGISTRY Originals: Featured Events
GOLDEN (quarterly, young professionals/creatives) • Throwback Thursday Happy Hour (monthly, professionals) • Smooth Jazz Sunday (3-4 times/yr, mixed) • African American Employee Network (AAEN) Holiday Mixer (annual, young professionals), The Wine Event (quarterly)

Detailed editorial and sponsorship calendar provided upon request. Inquire about category, special edition and event sponsorship opportunities.

ADVERTISING RATES / SPONSORSHIP FEES
Provided upon request. Email advertising@theregistrybayarea.com

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