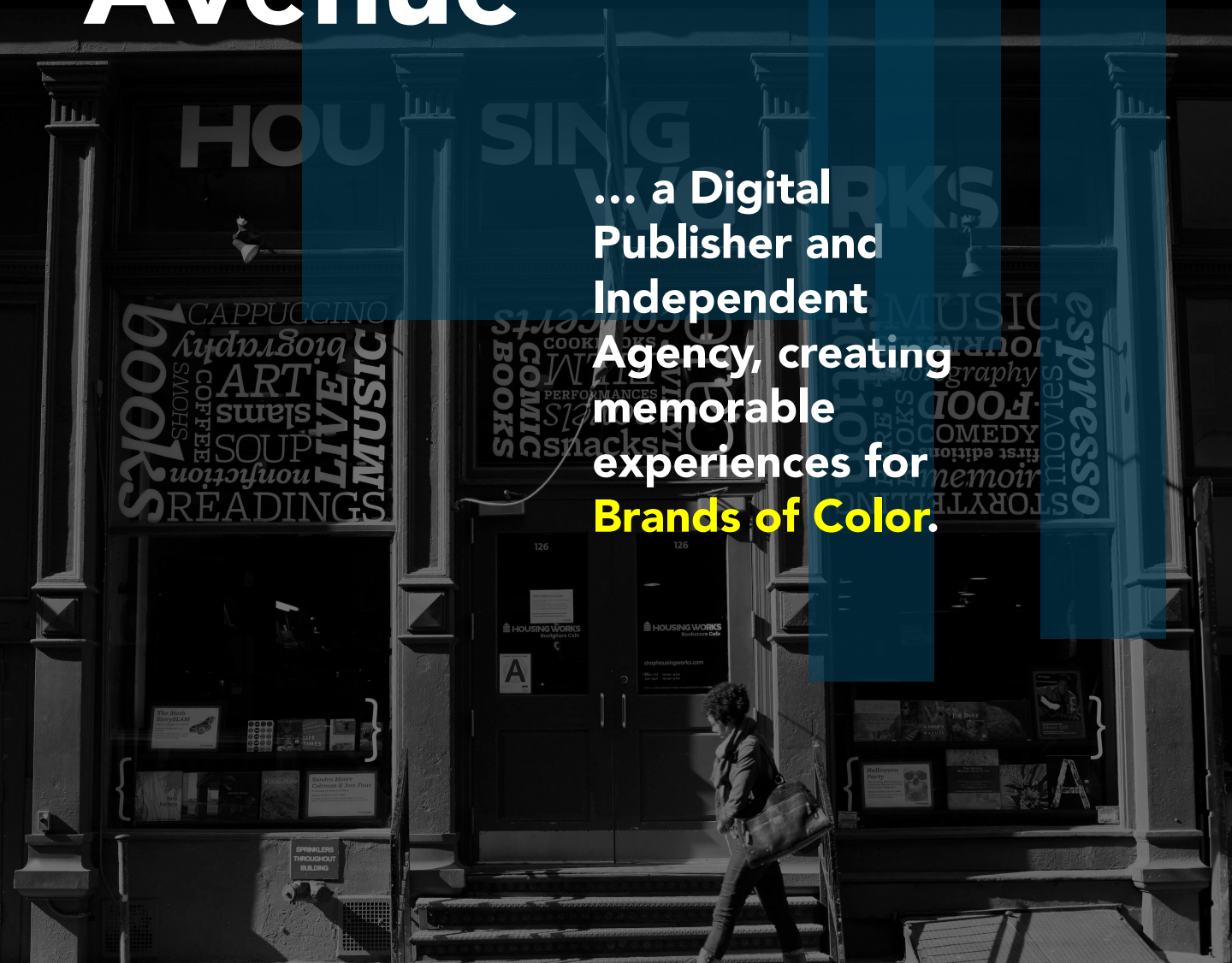


Willoughby Avenue

... a Digital
Publisher and
Independent
Agency, creating
memorable
experiences for
Brands of Color.



WILLOUGHBY

A V E N U E

Aug. 12, 1941.

J. L. SWEENEY ET AL

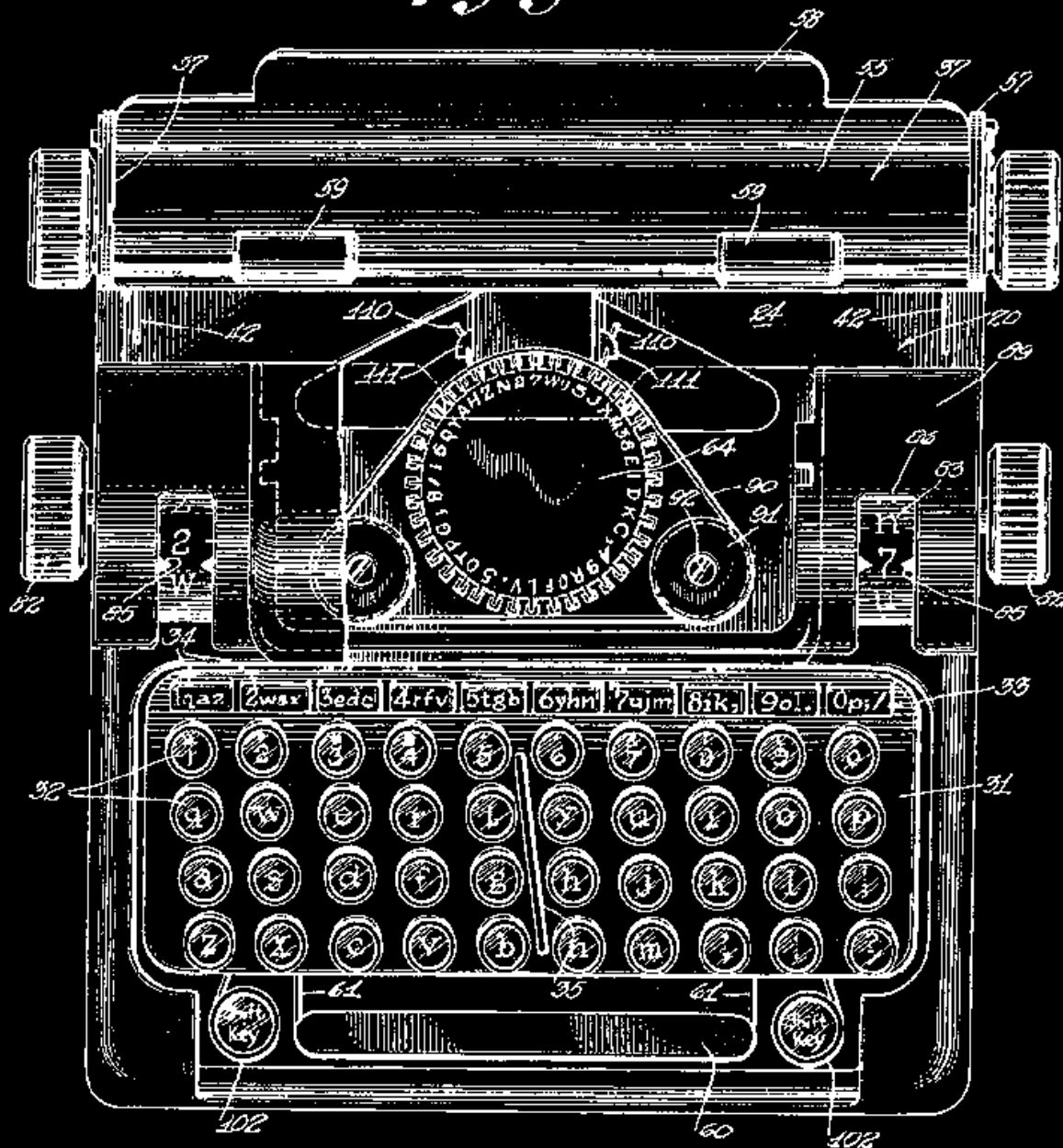
2,252,652

TYPEWRITER

Filed May 13, 1938

7 Sheets-Sheet 1

Fig. 1.



WILLOUGHBY

A V E N U E

Our combined
digital reach of
3.8M social
media users
(Users and
related network)
continues to fuel
our growth
towards being a
leader in next-
generation
media.



KOLUMN

A digital publication, celebrating the lives of People of Color. We curate content globally, that focuses on historic, economic, political and social issues that impact our communities.

KINDR'D

A digital & print publication (2019), sharing the Travel, Art and Cultural experiences of People of Color. Published twice per year, KINDR'D is filled with personal stories that capture the discovery of new and familiar places, art, culture and of course, great food.

The FIVE FIFTHS

A social media and web directory of Women of Color In Politics. The FIVE FIFTHS is the most comprehensive directory of Women of Color In Politics within State and U.S. congressional institutions, empowering voters to research and become engaged.

Wriit

Wriit. offers Independent Editorialists, Journalists and Authors a home to openly express, share and monetize their voices. Now is the time to let your voice be heard.

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A V E N U E

15m

28 Days Total Impressions

The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)

Our Audience

15m

28 Days Total Organic Impressions

The number of times any content from your Page or about your Page entered a person's screen through unpaid distribution. This includes posts, check-ins, social information from people who interact with your Page and more. (Total Count)

Facebook Twitter Instagram

3.8m

28 Days Total Reach

Lifetime: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

3.8m

28 Days Total Organic Reach

The number of people who had your Page's post enter their screen through unpaid distribution. (Unique Users)

WILLOUGHBY

A V E N U E

Traffic

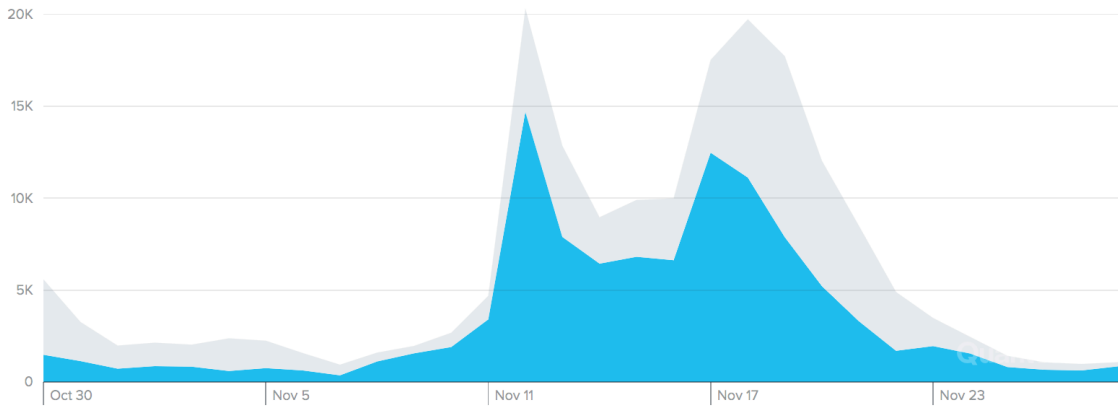
Uniques Visits Views

< Oct 30 2018 to Nov 28 2018
CUSTOM RANGE TOTAL >

177.9K
GLOBAL UNIQUES

193.7K
GLOBAL VISITS

211.3K
GLOBAL VIEWS



CUSTOM RANGE

	UNIQUES	VISITS	VIEWS
United States	99.7K	110.3K	122.1K
Rest of World	78.2K	83.3K	89.3K
Global Total	177.9K	193.7K	211.3K

Definitions

Views

The total number of views of all the pages on this property (website, network, or mobile app).

Visits

The number of individual sessions initiated by all the visitors to this property. A session is a period of browsing, either online or in a mobile app. During a single visit, a user may view multiple pages on a site.

Uniques

The number of distinct devices that visit this property. For example, if Joe goes to a property 10 times on his desktop computer, that is 10 visits but one Unique. If Joe visits a property 5 times from his computer and 5 times from his mobile device, that is 10 visits but 2 Uniques.

Calculations

For properties (websites, apps, and networks) who have implemented the Measure tag, we measure traffic directly.

For properties that do not have our Measure tag implemented, we use third-party data to generate accurate estimates.

Views

A view is an instance of a page being loaded by a browser. There is no mobile app equivalent for a view.

Visits

We record a visit for a website if a visitor accesses one or more pages within a certain period. Subsequent page views are included in the same visit, until the user is inactive for more than 30 minutes. If a user becomes active again after 30 minutes, that counts as a new visit. For mobile apps, a visit is defined as a visitor launching the application from start, or from a background state after being idle for more than 30 minutes.

Uniques

Online uniques count reflects the distinct Quantcast cookies received from or sent to visitors. Mobile app uniques count reflects the number of distinct devices using the app over a given time. These counts are only available for 1, 7, and 30-day date ranges. However, you can always click in a graph to see uniques for any individual data point.

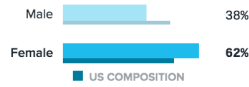
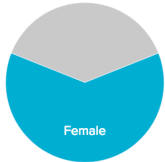
WILLOUGHBY

A V E N U E



Gender

Composition



Index



Definitions

Interests

The content topics that represent interests of this property's users based on their browsing behavior.

Category Definitions

For a full list of categories and subcategories, as well as definitions, click here.

Sites

The sites that the users of this property visit in high proportions, relative to the overall Internet population.

Affinity Index

A comparison of how much more likely someone who visits this property is to be interested in a given topic or visit a site compared to the average Internet user. For example, an index of 11.0x for Computers & Technology means that users interested in Computer & Technology are 11 times more likely to have visited this property than the average Internet user.

Calculations

Interests are calculated based on a user's browsing behavior, captured from a Quantcast cookie or mobile app that has integrated Quantcast's SDK. A user is classified as "interested" in a topic if they visit a site that is classified as that topic, or if they visit the same sites as users who are already classified as being interested in the topic.

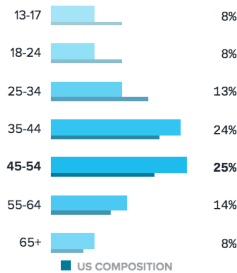
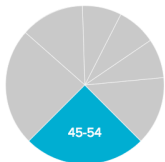
For example, if Joe is a sports enthusiast and visits sports sites exclusively, and Steve visits 90% of the same sites as Joe, Steve is likely to be a sports enthusiast.



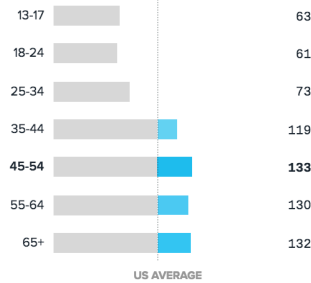
Age

All Genders Male Female

Composition



Index



Children in Household

Composition

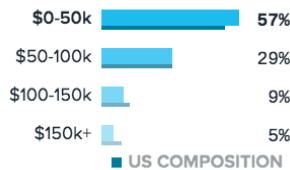
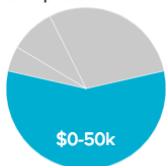


Index

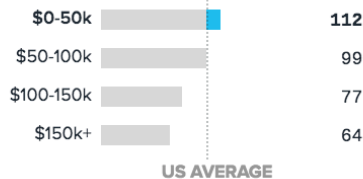


Household Income

Composition



Index



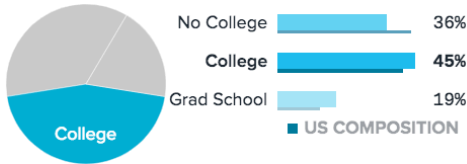
WILLOUGHBY

A V E N U E



Education Level

Composition



Index



Definitions

Interests

The content topics that represent interests of this property's users based on their browsing behavior.

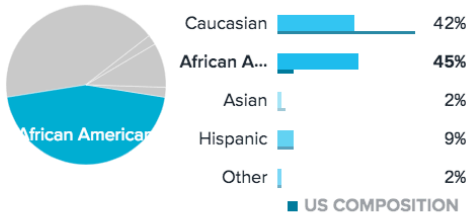
Category Definitions

For a full list of categories and subcategories, as well as definitions, click here.

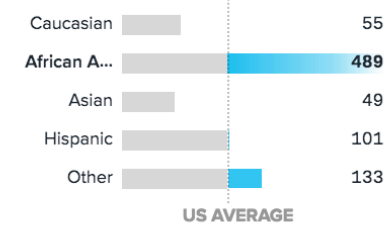


Ethnicity

Composition



Index



Sites

The sites that the users of this property visit in high proportions, relative to the overall Internet population.

Affinity Index

A comparison of how much more likely someone who visits this property is to be interested in a given topic or visit a site compared to the average Internet user. For example, an index of 11.0x for Computers & Technology means that users interested in Computer & Technology are 11 times more likely to have visited this property than the average Internet user.

Geographic

COUNTRIES

	UNIQUES
United States	22.6K
Canada	213
United Kingdom	170
Sweden	101
South Africa	66
France	54
Germany	51
Brazil	49
Australia	48
India	39

GLOBAL CITIES

	UNIQUES
Chicago, IL (US)	1.6K
Atlanta, GA (US)	1.3K
Houston, TX (US)	870
Philadelphia, PA (US)	804
Brooklyn, NY (US)	671
Los Angeles, CA (US)	629
Detroit, MI (US)	590
Dallas, TX (US)	588
Charlotte, NC (US)	585
New York, NY (US)	503

Calculations

Interests are calculated based on a user's browsing behavior, captured from a Quantcast cookie or mobile app that has integrated Quantcast's SDK. A user is classified as "interested" in a topic if they visit a site that is classified as that topic, or if they visit the same sites as users who are already classified as being interested in the topic.

For example, if Joe is a sports enthusiast and visits sports sites exclusively, and Steve visits 90% of the same sites as Joe, Steve is likely to be a sports enthusiast.

WILLOUGHBY

A V E N U E

KOLUMN Magazine

**Celebrates the
lives of People of
Color by giving
our lives texture.**

Feature Stories. We accomplish our mission by curating stories and creating a visual + informative experience for our readers. Our .com and social media channels reach 1 Million+ readers and generate more than 1.3 Million Impressions per month, with current news & events, history, politics, civic engagement and celebrations within our communities.

Current News & Events – Stories from global publishers that highlight our accomplishments, challenges and analysis of the issues that have a significant impact on People of Color. We maintain a keen focus on content that highlights our-best-selves, distancing ourselves from popular culture conflict.

AD RATES

KOLUMN Magazine Branded Content -
Published on primary web domain and twice
daily on all social media properties (Facebook,
Twitter and Instagram)
Rate - \$2,500 per month

Banner Ad (729 x 90 pixels) - \$2,500 per month
Box Ad (300 x 250 pixels) - \$1,000 per month

History – A full scope and accurate context of African Diaspora History, featuring People of Color who have shaped our lives and fought for a seat at the table.

Civic Engagement –
Global/U.S./Local Politics,
Candidates and issues facing
People of Color. We actively
promote civic engagement not
simply during election season,
but all year round. As such, we
publish election-specific content
from our sister site, The FIVE
FIFTHS.com, featuring Women
of Color in Politics.

Community Celebrations – We
curate and publish stories that
highlight the accomplishments,
great and small, of People of
Color globally. We, with
absolute focus, guard against
content that advances
stereotypes, animus, destructive
behavior and commentary that
does not best represent People
of Color.

#BuyBlack – In partnership with
other creative business
directories, we promote Black-
owned businesses that serve our
communities well. As many
small/start-up Black-owned
business are not staffed to
develop and purchase premium
marketing campaigns, we offer
no-cost options to help build
brand awareness and enhance
sustainability.

WILLOUGHBY

A V E N U E

KINDR'D Magazine

Travel, Art and Cultural experiences of People of Color.

Feature Stories. Our primary articles, focused on events personally experienced by our contributors, written in a less formal style, quite often with a leisurely pace. KINDR'D Feature Stories are typically long-form (1200-1600 words), supported by well-applied research and are intended to encourage the reader to personally invest in the shared experience.

AD RATES

KINDR'D offers advertisers two premium options:

Full Page, Single Run, 4 Color Ads. All ads are applied within a single issue (Spring/Summer & Fall/Winter). Rate - \$5,000 per page.

Sponsored Content, Social Media Branded content, containing brand summary messaging accompanied by logo. Rate - \$5,000 per article.

Art/Museum Directory – KINDR'D Contributors unearth little-known locations to discover all aspects of Art by People of Color globally.

Cuisine – Certainly one of the most interesting topics of KINDR'D, is Cuisine. Our Contributors share their culinary experiences and the "History of Cuisine" where ever they travel.

Resorts/Spas – KINDR'D Contributors share their enviable experiences at both renowned and hidden-treasure destinations around the world.

Music– KINDR'D Contributors share their experiences with music artists and their performances.

How To's - Offers easy to follow and relatable planning guides for traveling and cultural experiences. Our contributors focus on:

- Budgeting
- Accommodations
- Air/Train Fares
- Tours
- Cuisine
- Art
- Music
- Culture

Personal Experiences – Our Contributors are committed to encouraging readers through sharing personal experiences. KINDR'D articles accomplish this goal through vivid accounts and how their experiences have shaped their lives.

WILLOUGHBY

A V E N U E

The FIVE FIFTHS

**Celebrates the
lives of People of
Color by giving
our lives texture.**

The **creative** social media and web directory of Women of Color In Politics. The FIVE FIFTHS is the most comprehensive directory of Women of Color In Politics within State and U.S. congressional institutions, empowering voters to research and engaged.

Social Media Campaign Management - The FIVE FIFTHS strengthens the ability of political candidates who are committed to best serving Our Communities. Our social media marketing expertise, coupled with well-established and People-of-Color-centric social media channels, represents the ideal solution to reach voters.

We are keenly aware of the power of social media, and design highly-effective custom solutions that align with a Candidate's brand. The FIVE FIFTHS campaigns are designed to ensure that brand messaging is relevant, consistent, timely, targeted and actionable.

The FIVE FIFTHS employs a Discover, Design, Publish & Measure approach to each social media campaign, to ensure that we establish clear and concise messaging that aligns with your personal and professional brand. Our goal is to capture your campaign priorities and present them in a manner that ultimately attracts interests and votes.

Discovery – We believe that an informed electorate is an empowered electorate.

Learn more about Women of Color In Politics, their experience, platforms, how to engage and share.

Engage – Voters are provided with immediate access to candidate social media channels where they may learn more about campaign events and how to encourage support.

Support – Candidate fundraising channels may be immediately accessed during Discovery.

WILLOUGHBY

A V E N U E

A woman with voluminous curly hair is lying down, looking at a tablet device. The image has a warm, sepia-toned aesthetic. The background shows a window with a grid pattern.

Wriit.

The Voice of
Independent Black
Writers

Wriit offers Editorialists, Journalists and Authors a home to openly express, share and monetize their Black Voices.

WILLOUGHBY

A V E N U E

601 >

608

< 610

622

TRAVEL

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A V E N U E