





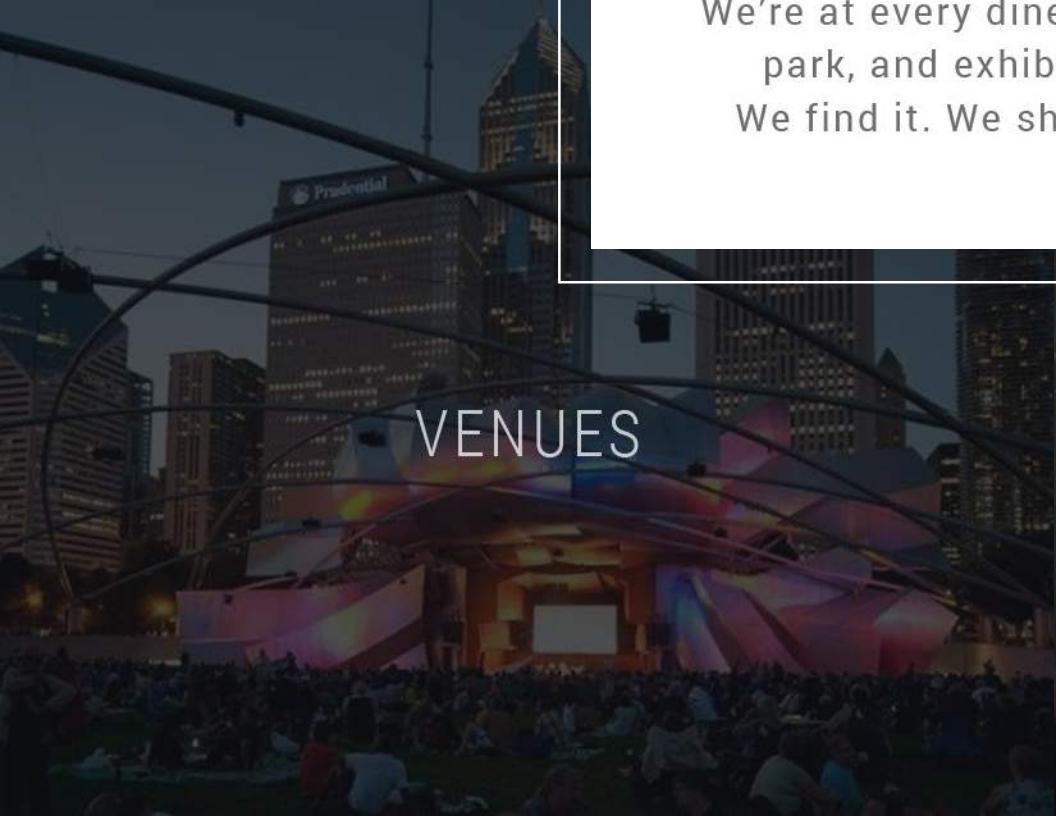
RESTAURANTS



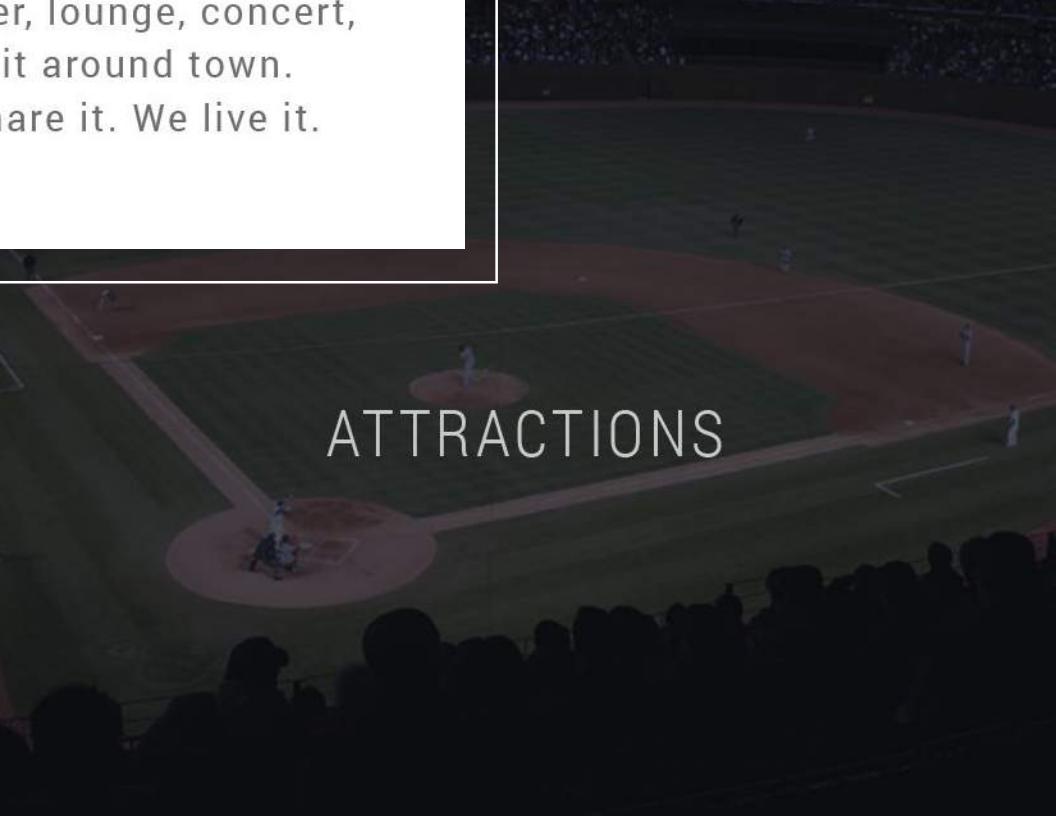
BARS

THE CITY IS OUR OYSTER.

We're at every diner, lounge, concert, park, and exhibit around town. We find it. We share it. We live it.



VENUES



ATTRACTI0NS

OUR FOLLOWERS

Our audience consists of young, metropolitan adventurers looking for the next buzzworthy scene.

They're curious, opinionated, tech-savvy social media savants who represent all neighborhoods, root for every team, and always know where to get the best hot dog.

120k +

Monthly Website Views

51k

Facebook Followers

87k +

Average Monthly Social Engagement

4.6k

Twitter Followers

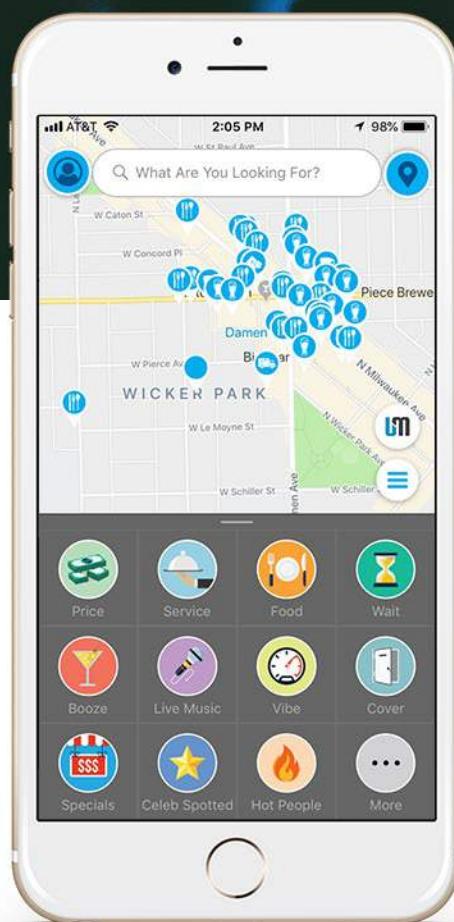
35.4%

Readers aged 25-34

4.6k

Instagram Followers

URBANMATTER MOBILE APP



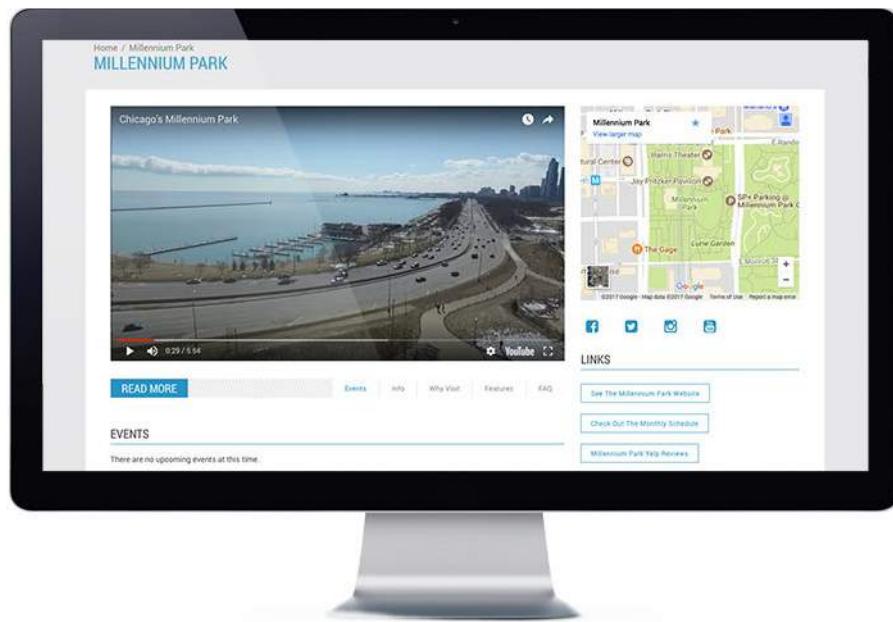
Letting Chicagoans search by what
really matters – right here, right now.



Crowdsourcing real-time, authentic
reviews from locals just like you.

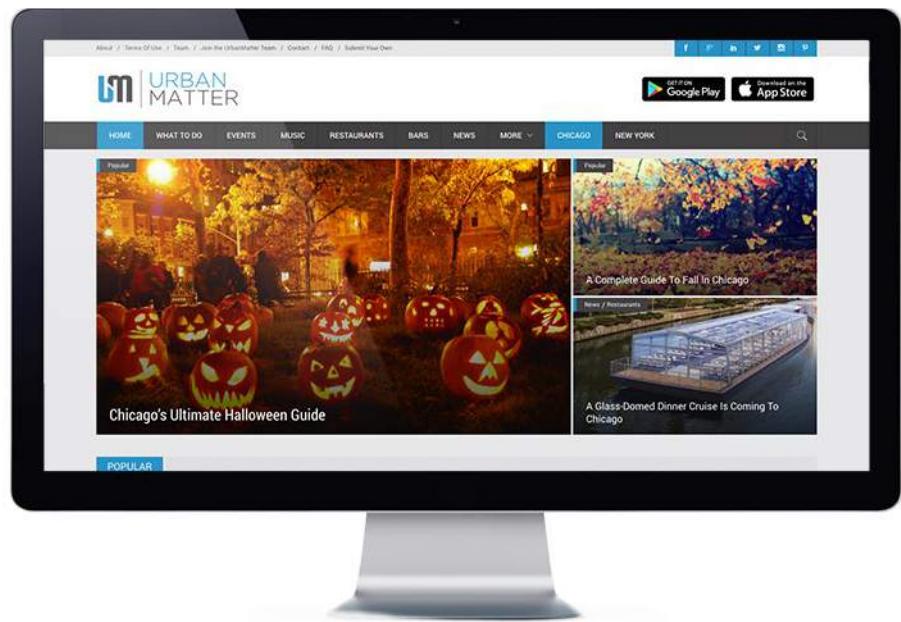


Sharing what you think with the
rest of your city.



SITE LISTINGS

Event Calendar // Exclusive Location Pages



CUSTOM EDITORIAL

Paid Features // Top Homepage Placement



ENGAGING MULTIMEDIA

:15 - :90 Video
Share-worthy Infographics



ENTICING ADD-ONS

Social Media Promotion
Email Campaign Inclusion

DIGITAL ADVERTISING SOLUTIONS

Run of Site Standard Media Ad Units

SPECS

302 x 302

539 x 86

PLACEMENT

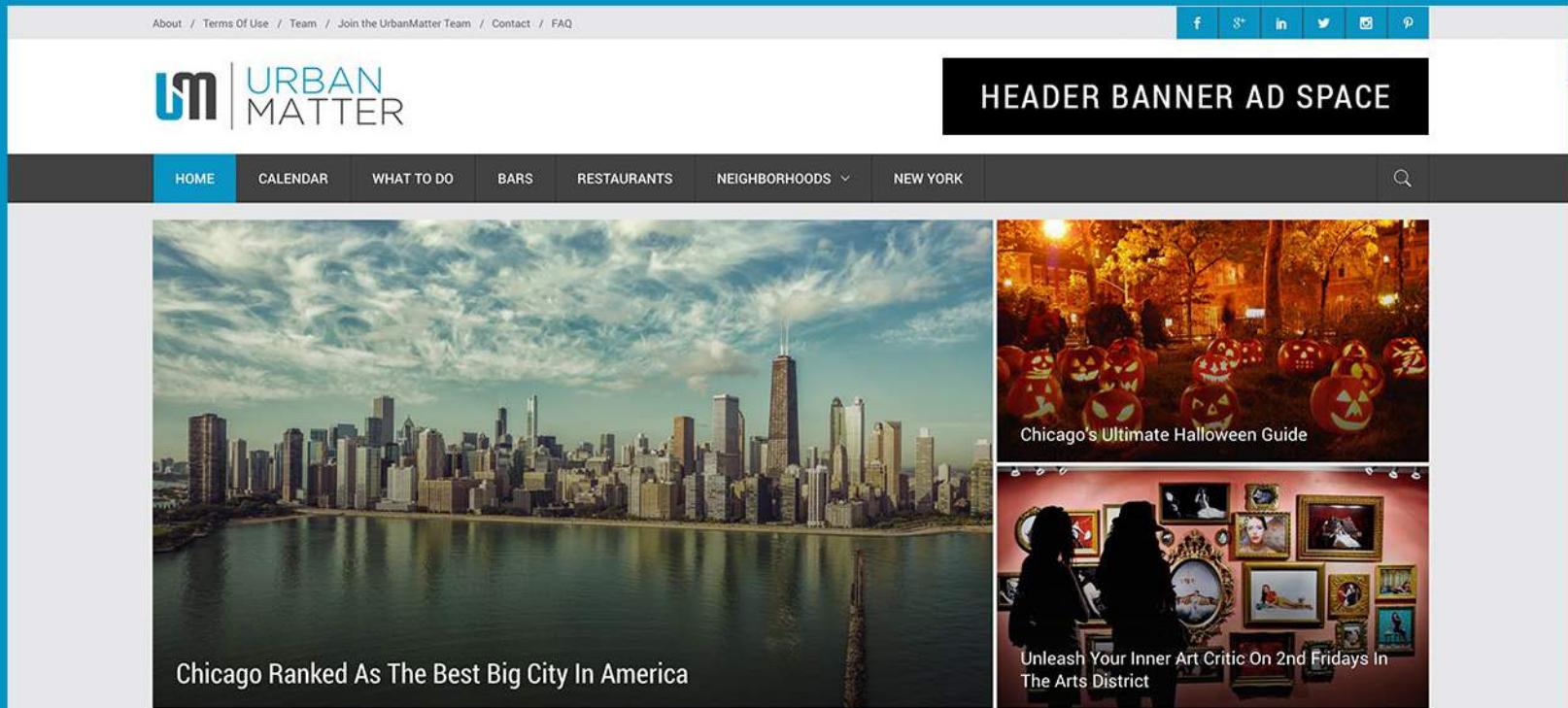
Desktop

Mobile

PRICE

\$250 set-up

\$250 p/m run



The screenshot shows the homepage of the UrbanMatter website. At the top, there is a navigation bar with links to About, Terms Of Use, Team, Join the UrbanMatter Team, Contact, and FAQ. To the right of the navigation are social media icons for Facebook, Google+, LinkedIn, Twitter, and Pinterest. The main header features the 'UM' logo and the text 'URBAN MATTER'. Below the header, there is a large banner image of the Chicago skyline. Overlaid on this image is the text 'Chicago Ranked As The Best Big City In America'. To the right of the banner, there is a 'HEADER BANNER AD SPACE' placeholder. Further down the page, there are two more sections: 'Chicago's Ultimate Halloween Guide' featuring a grid of carved pumpkins, and 'Unleash Your Inner Art Critic On 2nd Fridays In The Arts District' featuring a wall of framed artworks. The website has a dark header bar with links for HOME, CALENDAR, WHAT TO DO, BARS, RESTAURANTS, NEIGHBORHOODS (with a dropdown arrow), NEW YORK, and a search icon.



URBANWHO?

UrbanMatter is a team of writers, editors, designers, programmers, developers, photographers, and social media gurus who have been around the City block.

From start to finish, we keep it all in-house.

There's nothing we can't do.

THANK YOU!

For inquiries, contact media@urbanmatter.com.