



um | URBAN
MATTER®



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



ATTRACTIONS

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

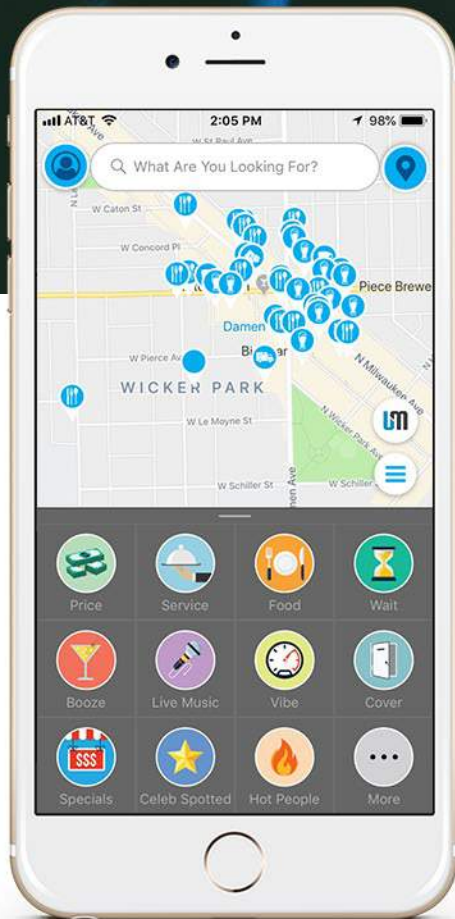
35.4%

Readers aged 25-34

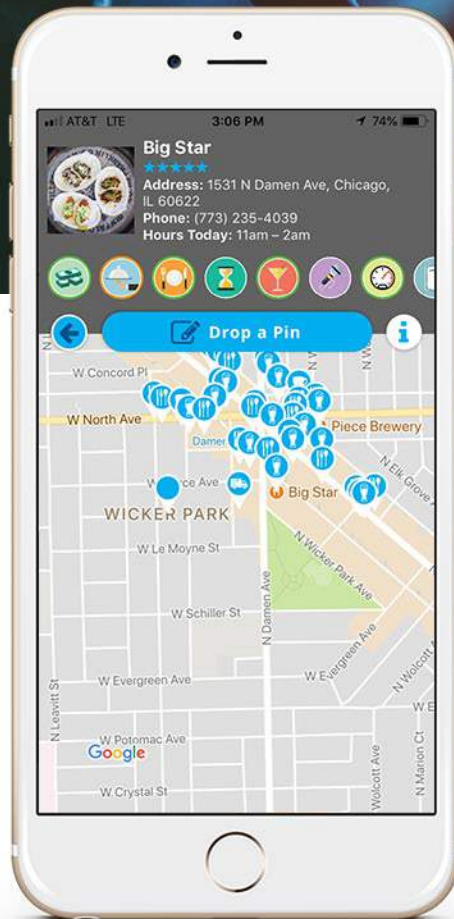
4.6k

Instagram Followers

URBANMATTER MOBILE APP



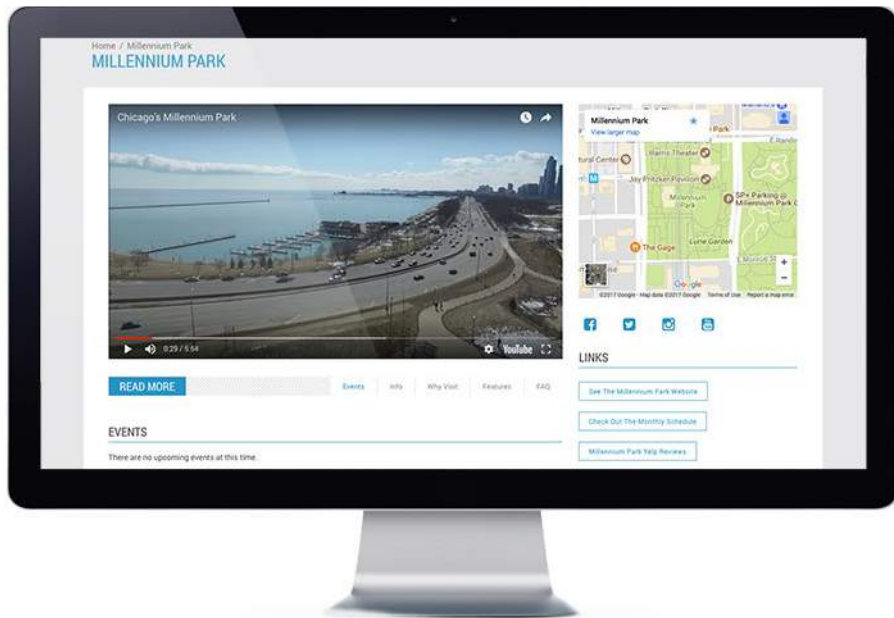
Letting Chicagoans search by what really matters – right here, right now.



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

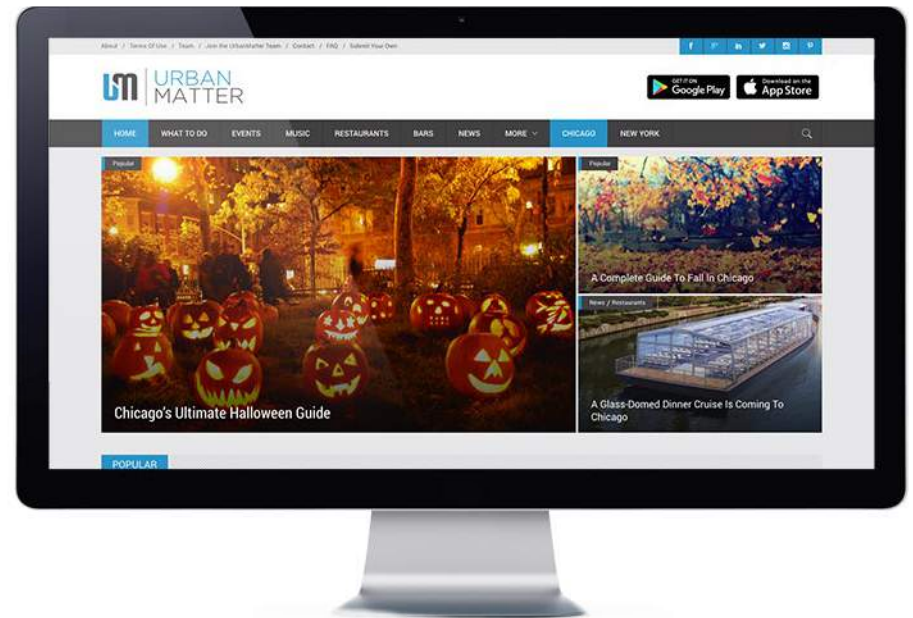


Sharing what you think with the rest of your city.



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 displays the UrbanMatter website interface. At the top, there is a navigation bar with links for 'About', 'Terms Of Use', 'Team', 'Join the UrbanMatter Team', 'Contact', and 'FAQ'. To the right of these links are social media icons for Facebook, Google+, LinkedIn, Twitter, Instagram, and Pinterest. Below the navigation bar is the UrbanMatter logo, consisting of the letters 'UM' in a stylized font followed by the words 'URBAN MATTER'. To the right of the logo is a black rectangular area labeled 'HEADER BANNER AD SPACE'. Below the logo and ad space is a dark navigation menu with the following items: 'HOME', 'CALENDAR', 'WHAT TO DO', 'BARS', 'RESTAURANTS', 'NEIGHBORHOODS' (with a dropdown arrow), and 'NEW YORK'. A search icon is located on the far right of this menu. The main content area features three large images. The leftmost image shows a panoramic view of the Chicago skyline across a body of water, with the text 'Chicago Ranked As The Best Big City In America' overlaid at the bottom. The middle image shows a Halloween-themed scene with several carved jack-o'-lanterns, with the text 'Chicago's Ultimate Halloween Guide' overlaid at the bottom. The rightmost image shows a gallery of framed art pieces, with the text 'Unleash Your Inner Art Critic On 2nd Fridays In The Arts District' overlaid at the bottom.



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.