

vmvbrands NETWORK

2014 Advertising Kit Retail



Reach

The VMV Brands Network reaches 46,873 people in Charlottesville, Virginia each month.

53% female
47% male

The VMV Brands Network reaches 130,650 people in the Mid-Atlantic each month.

52% female
48% male

Age

42% 18-38 Age
36% 39-48 Age
22% 49-Over Age

Social Media

97% 18-38 Age
85% 39-48 Age
53% 49-Over Age

Local Spending

88% 18-38 Age
84% 39-48 Age
65% 49-Over Age

About VMV Brands

VMV Brands is a full-service advertising, solutions and events firm dedicated to providing strategy and implementation services to businesses, educational institutions, government agencies, non-profits & real estate investors looking to fully optimize the internet, digital platforms and traditional media infrastructures.

VMV Brands Network

The VMV Brands network is an aggregation of Charlottesville, VA and Mid-Atlantic based brands, platforms and communities, including Scoutology, CVille Food, CVille Bars, I Love CVille and Virginia Wine Life. Each brand is the definitive guide for its niche in the Mid-Atlantic and in Charlottesville, Virginia.

Editorial Coverage

VMV Brands publishes positive editorial coverage, breaking news, human interest stories, photos, videos and other engaging content that stimulates the marketplace to “absorb, interact and share” said content. This marketing strategy is called content marketing or native marketing.

Why Partner With Us?

We offer our clients intelligent, turn-key marketing strategies at affordable rates and the ability to fully customize their marketing strategy to maximize brand awareness and incremental revenue.

What We Use



SEO



SMO



Google





Digital Brand Management: 90-Day Intervals

- 1** VMV Brands will feature you across The VMV Brands Network in four (4) customized features that are unique to your business per 30-day period. The features will be published on Scoutology and syndicated across The VMV Brands Network (Scoutology, CVille Food, CVille Bars, I Love CVille, Virginia Wine Life, Social Media, E-Newsletter, SEO/SMO, Mobile). For each feature, you will provide the pictures and some copy guidelines. VMV Brands will confirm and green-light all features with you before publishing and syndicating.
- 2** VMV Brands will feature you across The VMV Brands Network in two (2) shared features that are unique to your industry, region or customer base. The features will be published on Scoutology and syndicated across The VMV Brands Network (Scoutology, CVille Food, CVille Bars, I Love CVille, Virginia Wine Life, Social Media, E-Newsletter, SEO/SMO, Mobile). For each feature, you will provide the pictures and some copy guidelines. VMV Brands will confirm and green-light all features with you before publishing and syndicating.
- 3** VMV Brands will host one social media viral strategy per 30-day period on your Facebook page. For each strategy, VMV Brands will offer gift cards, prizes or incentives from your business as prizes to drive customer engagement to your brand.
- 4** VMV Brands will spotlight the features we created for your business in our Scoutology and I Love CVille e-newsletters, which are received by more than 25,000 people.

See Next Page



Digital Brand Management: 90-Day Intervals

- 5** VMV Brands will design banner ads within our Scoutology and I Love CVille e-newsletters to further drive awareness for your brand and business.
- 6** VMV Brands will design and develop one e-newsletter per 30-day period through your e-newsletter content management platform (Constant Contact is preferred). The e-newsletter will be sent to your e-mail list through your e-newsletter software.
- 7** VMV Brands will feature your brand and business in leaderboard banner ads on Scoutology. You can choose to position these leaderboard banner ads across The VMV Brands Network (Mid-Atlantic reach) or hyper-target one or a few local markets instead.

Advertiser Name

Jerry Miller, VMV Brands



Other Services Available

- 1 Website design and development
- 2 Graphic Design
- 3 Social Media Management
- 4 Public Relations Management
- 5 Logos + Packaging Design
- 6 Photography + Videography
- 7 Traditional Media Contract Negotiations
- 8 Growth Strategy
- 9 Digital Marketing
- 10 SEO + SMO

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