

HUH. ADVERTISING NETWORK

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The HUH. Advertising Network is a collection of leading, influential online publishers with a loyal, creative and passionate readership. Through these opinion leading sites we make it possible for brands to reach a key, affluent demographic. With sites like Booooooom.com, BeautifulDecay.com and HUHMagazine.co.uk, the network is capable of reaching up to 1.6 million unique viewers and well over 4 million page views per month, ensuring that you see outstanding results.

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CAPABILITIES

- 1.6 million unique viewers and over 4 million page views per month.
- Worldwide reach into a tastemaking audience.
- Advanced targeting capabilities (geotargeting your advertisement to reach readers in a specific city, state or country).
- Aligning your brand with the most respected and trusted online platforms.
- Full creative services offered.

REACH OUR GROWING AUDIENCE

OVER TWO MILLION READERS

Reach over 1.5 million unique viewers and receive over 4 million page views per month.

YOUNG, CREATIVE AND AMBITIOUS

86% of our audience are aged between 19 and 35, 78% work in a creative field and 38% are in an influential position.

LOYAL

41% visit one or more of our sites on a daily basis and 55% visit at least once a week. 68% interact with the sites by entering competitions, commenting and submitting work.

WORLDWIDE

28% live in the USA, 27% live in the UK and the remaining 45% live elsewhere.

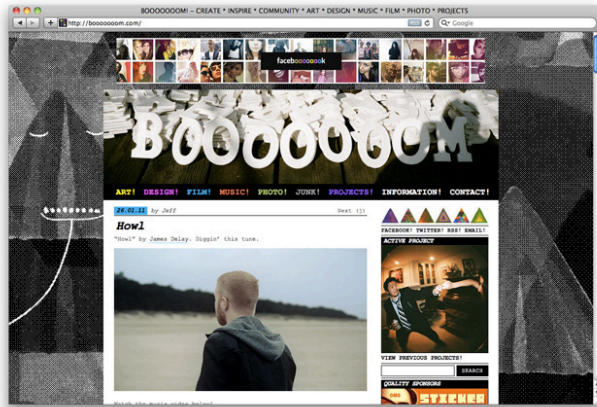
EXCEPTIONAL REPUTATION

98% rate our sites' reputation as 'good' or 'very good' and 35% have recommended one or more of the sites to a friend.

TREND SETTING

86% of our audience will recommend a new product or service to a friend and 72% like to know about new clothing, music, technology and events before anyone else.

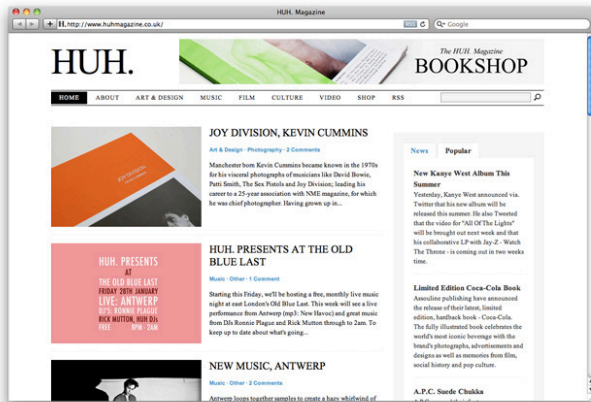
OUR INFLUENTIAL PUBLISHERS



BOOOOOOOM.COM

Run by Canadian artist and photographer Jeff Hamanda, Booooooom.com has quickly become one of the most visited art blogs in the world.

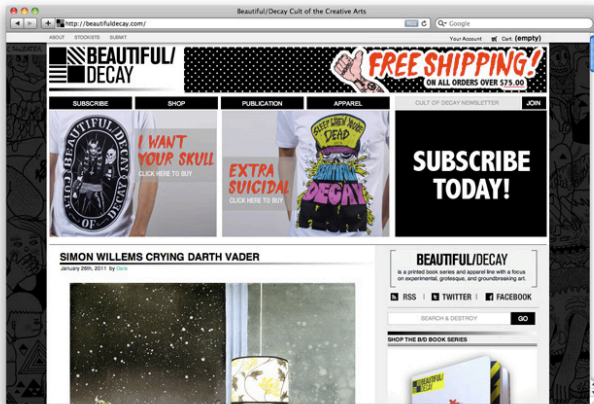
Uniques visitors per month 1,200,000
 Page views per month 3,000,000



HUHMAGAZINE.CO.UK

HUH. Magazine is a free, London-based arts & culture paper. The online platform is updated daily with original fashion, art, design and music content.

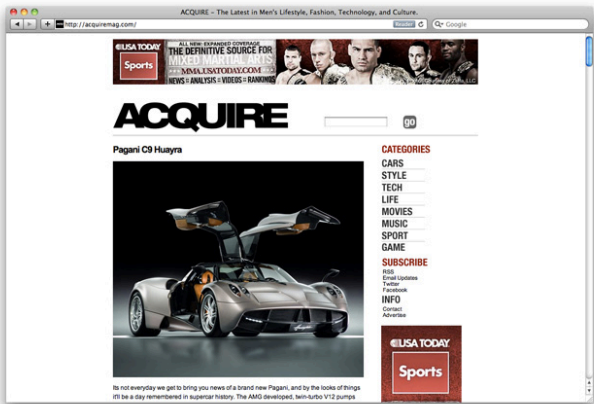
Uniques visitors per month 155,000
 Page views per month 350,000



BEAUTIFULDECAY.COM

Beautiful/Decay produce comprehensive commentary on the creative world in an engaging fashion, creating content that cannot be found anywhere else.

Uniques visitors per month 200,000
 Page views per month 600,000



ACQUIREMAG.COM

An online men's guide providing the latest updates in lifestyle, fashion, technology and culture.

Uniques visitors per month 120,000
 Page views per month 300,000

Total unique visitors per month 1,660,000
 Total page views per month 4,200,000

MATCH YOUR BUDGET

AD UNIT	PAGE LOCATION	CPM*	PAGE IMPRESSIONS FOR £500	PAGE IMPRESSIONS FOR £1000	PAGE IMPRESSIONS FOR £5000	PAGE IMPRESSIONS FOR £20000
LEADERBOARD & MPU	Top of page and top right hand column	£10	50,000	100,000	500,000	2M
LEADERBOARD 728 x 90 px	Top of page	£6	83,330	166,660	833,330	3.3M
MPU 300 x 250 px	Top right hand column	£6	83,330	166,660	833,330	3.3M
MPU 300 x 250 px	Middle or right, below fold	£4	125,000	250,000	1,250,000	5M
COMPLETE TAKEOVER	N/A	£12	41,660	83,330	416,660	1.66M

THE HUH. ADVERTISING NETWORK MEDIA KIT 2011

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TO BOOK A CAMPAIGN, OR FOR MORE INFORMATION

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