

msbnewmedia



Reach the 1.1M+
Consumers in Chief
Across the Globe

MEDIA KIT

Email: info@msbnewmedia.com Call: 813-887-3165

Whether you represent a global brand, small business, or non-profit, **we can help you get the word out** about your products, services, and events.

OUR SERVICES

- Blogger outreach and recruitment
 - Content creation and marketing
 - Ad space through our MSB New Media websites, Lead Influencer sites, and blog network
 - Online events and parties
 - Focus groups & survey distribution
 - Product reviews
 - Brand ambassador and brand advocate programs
 - Site and newsletter sponsorship opportunities, and more
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OUR LEAD INFLUENCER TEAM

MSB New Media is a digital publishing and marketing agency powered by **four military spouse new media professionals**. We are established, well-respected new media professionals combining our experiences in social media, marketing, and blogging to bring you campaigns that get you the **ROI you want and need**.

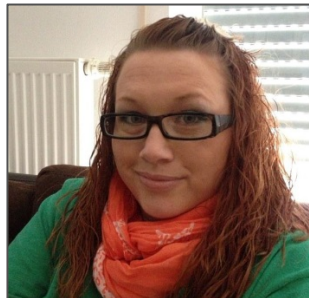
Our Lead Influencer Team



Adrianna Domingos-Lupher
@adlupher



Carmen Grant
@csofia928



Angela Roy
@MommyPR



Krystel Spell
@ArmyWives101

Our diverse new media digital marketing and publishing agency is the global mouthpiece you need to get the word out about your products and services.

Our Network by the Numbers

210+ Military Spouse Bloggers

1.2M+ Pageviews per month

780K+ Unique pageviews = loyal readers (2+ pages per visit)

420K+ Facebook Fans

423K+ Twitter Followers

Presence on Google+, Pinterest, and Instagram

Why Choose Us?

Our network is **talented** and **driven**.

No two campaigns are the same. **We build to suit.**

We are constantly and consistently learning the **tip-of-the-spear** new media marketing techniques

We won't waste your time or ours with outdated approaches.

Our niche is your target market

1.1+ million

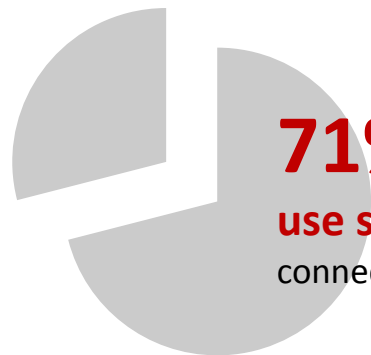
Military Spouses Worldwide



46.5% are under age 30

70% are parents

Department of Defense 2010 Demographics Report: Profile Of The Military Community



71% of military families
use social media to stay
connected

2012 Military Family Lifestyle Survey, Blue Star Families

Not Your Average American Family...

	U.S. Average	Military Families
Gross annual income	\$45,000	\$100,596
Diversity	40% minority	45% minority
# of moves in 10 years	1.2	3.5
Vacation wks/yr	2	6

Department of Defense 2008 Survey of Military Spouses

Sponsored Post Campaigns

Tap into our 210+ strong blogger network to **share your message** across the globe.

MSB New Media's **actively managed campaigns** go above and beyond.

Your ROI is our priority. We provide you with quality assurance reports to measure campaign reach and efficacy.

All posts remain **live, accessible, and searchable** for years to come.



Product Reviews & Sponsored Giveaways

Product reviews and giveaways are an excellent way for you to **collect** email opt-ins, **announce** new products, **conduct** a survey, and **share** sales and coupon codes.

You have choices when it comes to your sponsored giveaway: twitter parties, product review giveaways, contests, and more.

Your giveaway via our network will receive the same **high quality management** as our sponsored post campaigns.

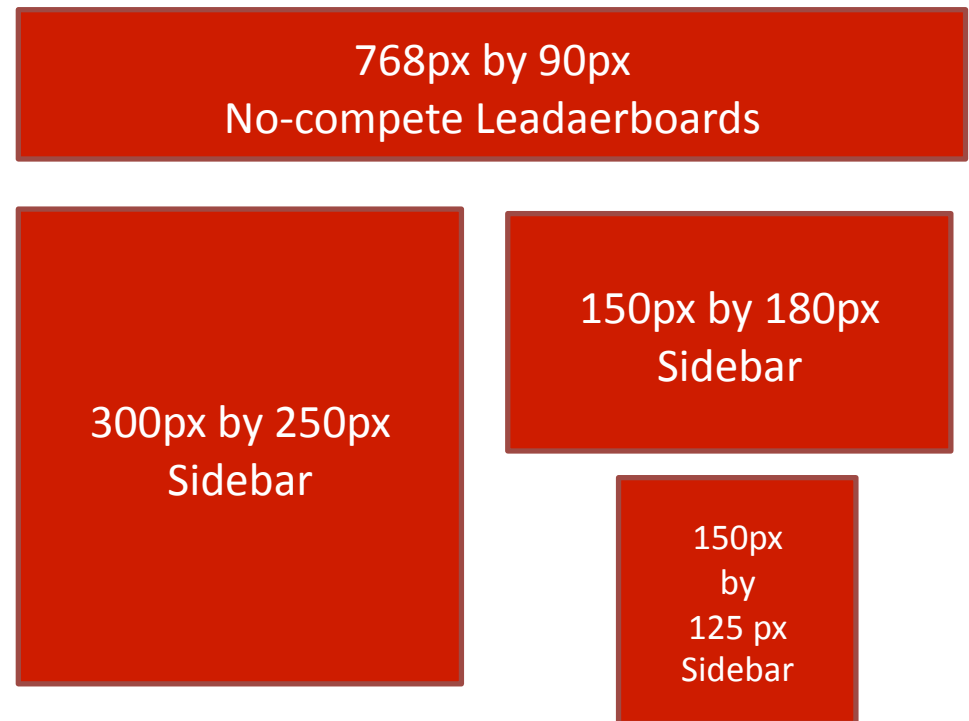


Ad Campaigns

Ad campaigns are great **attention grabbers** for you to reach out to loyal visitors.

You have choices when it comes to your ad space. Location, size, and real estate to suit your needs.

MSB New Media offers **tiered pricing** based on impressions to **maximize** your ad campaign budget.



Think outside the web...

Brand Ambassadors

Harness the power of MSB's Lead Influencers to be the your brand's ambassador to today's military family.

Conference Sponsorship

Consider us your walking race car. Help us hone our skills by sponsoring our conference trips and we'll repay you in sponsored posts/giveaways, premium ad space, social media shout outs on MSB New Media properties and our Lead Influencer blogs.

Boots-on-the Ground Events

Looking to generate positive buzz about your brand's dedication to the military community? Let us help get the word out and even help you host your event!



If we build it, they will come



Big or small **we can help** you build the custom campaign that **meets your needs**.

Not sure where to start? Never fear! We offer consultation services to brands, small businesses, and nonprofits.

We don't shy away from long term campaigns. We can help you manage long-term sustainable brand awareness campaigns for maximum reach.

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