



**COED**<sup>®</sup>  
MEDIA GROUP

**The Secret Weapon for Lifestyle Brands Seeking to Engage College-Educated 18-34 Year-Olds.**

# OUR PROPERTIES

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From entertainment to apparel to beer, our brands enjoy global reach powered by a highly engaged user base.



## COED.com

College life, without the class.  
COED.com is the leading entertainment and lifestyle destination for the 18 to 34 college educated male.



## CollegeCandy.com

A college girl's guilty pleasure.  
College Candy is your guide for dating, fashion, fitness and everything college.



## BustedCoverage.com

The scandalous side of sports.  
Busted Coverage combines the best sports stories, crazy videos and other popculture events both on and off the field.



## CampusSports.net

Campus Sports is a leading college sports, lifestyle and blog focusing on football, basketball, MMA, and news around campus. College Sports, Lifestyle, MMA, Entertainment.



## CollegeHipHop.com

Covering college and hip-hop happenings with an obsession.  
A college student's go-to website, CollegeHipHop.com is your guide for Hip-Hop culture, fashion, technology, politics and everything college..

# REACH & SOCIAL INFLUENCE

## VISITORS

 **10MM** Global Monthly UV's

 **7.5MM** US Monthly UV's

**COED** **6MM** Global Monthly UV's

**COLLEGE CANDY** **1.5MM** Global Monthly UV's

**BUSTED COVERAGE** **2MM** Global Monthly UV's

**CAMPUS SPORTS** **500K** Global Monthly UV's

**COLLEGE HIPHOP** **100K** Global Monthly UV's



**55MM** Global Monthly Pageviews



**45MM** US Monthly Pageviews

## NEWSLETTER



**200K**  
DAILY  
SUBSCRIBERS

## PLATFORM BREAKDOWN



**65%**  
Mobile



**35%**  
Desktop

## 650K+ SOCIAL FANS & FOLLOWERS



**500K**

Facebook Likes



**200K**

Twitter Followers



**45K**

Instagram Followers



**10MM**

YouTube Views



**1000s**

SnapChat Followers

## OUR PARTNERS & ADVERTISERS

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We've helped some of the best brands in the world engage college-minded audiences. COED Media Group offers partners and advertisers a rich array of platforms and experiences through which to reach their target demographics



# STANDARD AD UNITS

Standard IAB and pre-roll inventory across desktop and mobile web.





# DESKTOP & MOBILE TAKEOVER

One-day takeovers are available across desktop and mobile web for maximum awareness.





**COED<sup>®</sup>**  
MEDIA GROUP  
**PRODUCTS**

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# CUSTOM SOCIAL EDITORIAL



Whatever your message, we'll help frame it in our unique voice, and distribute it across our editorial, social and advertising platforms. COED Media Group's in-house creative team works with brands to craft custom editorial posts that seamlessly align CMG's unique voice with the brand's messaging. Custom content ranges from original and curated photo posts to humorous lists, infographics and first person editorial.



# KOHL'S / MADDEN GIRL CAMPAIGN

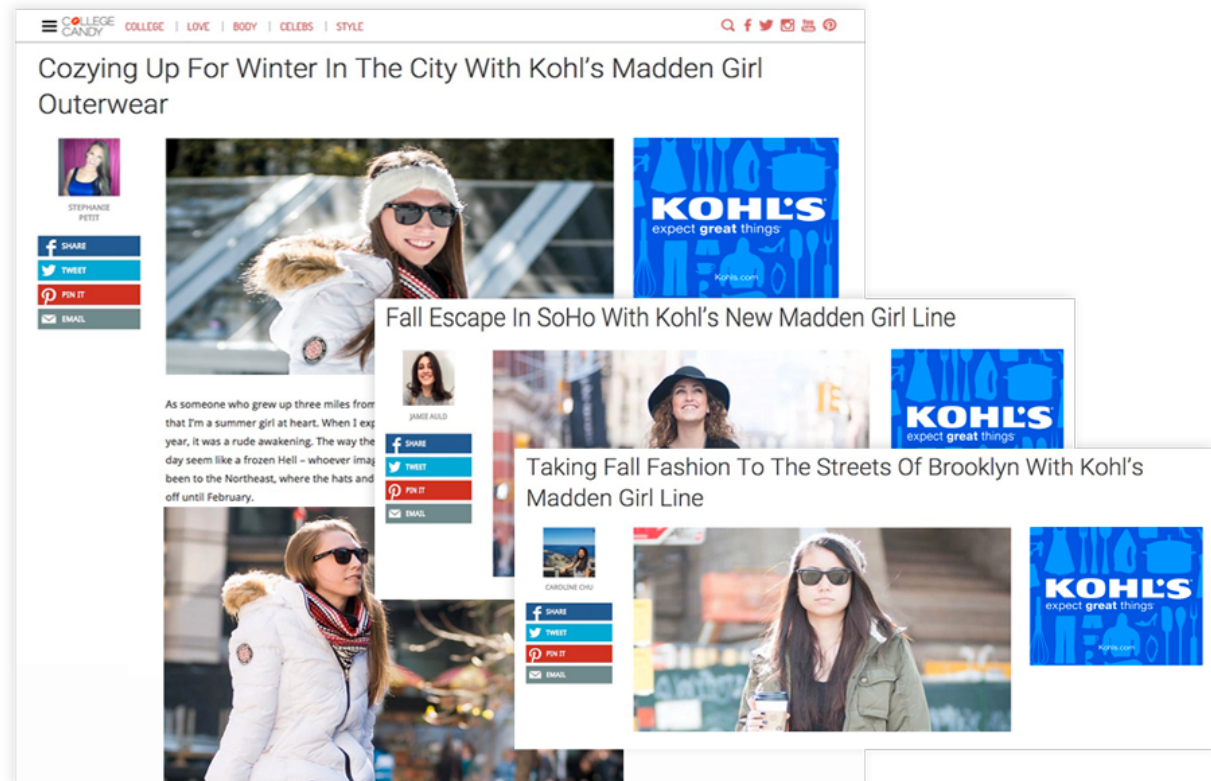
## Case Study

- 21K Page Views
- 500+ Social Shares

Kohl's came to CMG to promote the launch of their new fast fashion clothing line *Madden Girl*, a collaboration with designer Steve Madden. CMG designed a 3-part photo editorial and social campaign to drive millennial awareness and engagement to this new partnership.

The 3-part series featured 3 CollegeCandy bloggers experiencing a day in the life of a college girl in NYC while wearing a specific Madden Girl look:

- Snow Bunny on 5th Avenue
- BoHo in SoHo
- Brooklyn Utilitarian



# ORIGINAL VIDEO

We collaborate with celebrities, brands and everyday folks to create hip, fun branded videos for our networked audiences. In addition to our 10 million YouTube views, CMG users view 200K videos per day and an additional 300K across our affiliate network.



Everything On The Menu - White Castle



Gillette Shaving Challenge

Gillette - Sponsor



Dorm Room Food Hacks - Series



Delayed Blitz - Series



Whatever, USA - Man on the Street

Bud Light - Sponsor



COED Cocktail Series: How to Make a Margarita

Brother Jimmy's BBQ - Sponsor



Movie Trivia Series: Batman Vs. Superman



Behind the Scenes: Budweiser Brewery

Budweiser - Sponsor

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# LIVE EVENT ACTIVATIONS

We organize, promote and document parties & sponsored events that are unfailingly awesome.



Bud Light Whatever, USA Party Tour w/ Justin Pugh



COED's UCLA Legacy Party w/ Roscoe Dash



COED's Super Bowl Beer Pong Tournament



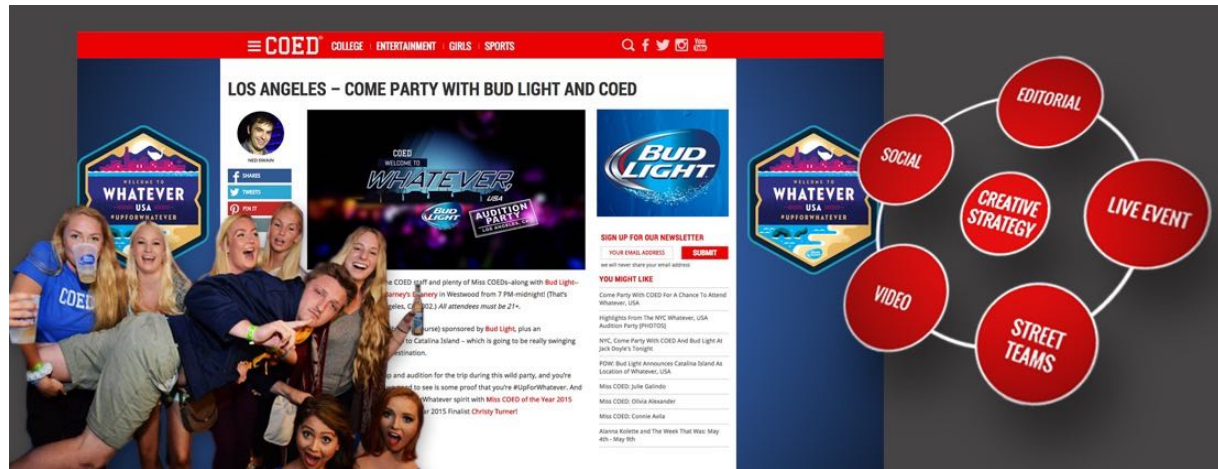
212NYC Summer Beach Party w/ Young MC & Rob Base



Elon University Festivus Mud Party



# 360 CAMPAIGN MARKETING



We're a turnkey solution for any creative marketing campaign seeking to engage 18-34 year-olds. Through creative editorial, social media and live activation, we've mobilized some of the most beloved social challenges & promotional campaigns.

# BUD LIGHT WHATEVER, USA AUDITION TOUR

## Case Study

- 175K Page Views
- 50K Video Views
- 160K+ Social Impressions

Bud Light turned to COED Media Group to make their 2015 summer marketing campaign, Whatever, USA, into must-attend events.

CMG provided a 360 Campaign Marketing solution, with live event activations in five major markets, comprehensive editorial coverage, original video production, dynamic social outreach, wallpaper takeovers and other native vehicles generating 2,500 guests and 1,800 live auditions.



Whatever, USA - NYC



Whatever, USA - Austin



Whatever, USA - Scottsdale



Whatever, USA - Los Angeles



Whatever, USA - Berkeley



# AXE #KissForPeace Campaign

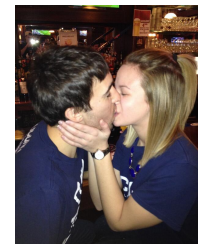
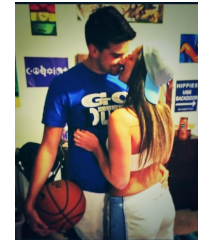
## Case Study

- 55K Page Views
- 775K+ Social Impressions
- 9.5K Photo Submissions

Axe came to COED Media Group to promote their #KissForPeace contest, which encouraged followers to upload photos of themselves kissing a rival to social media. 2 followers and their guests won all-expense paid trips to the Final Four.

To promote the contest and position Axe at the center of the story, CMG created a 4-post original editorial series and social campaign which featured unlikely rivals in sports and entertainment 'kissing for peace'.

In addition, CMG expedited street teams around March Madness events to increase awareness and local market submissions to the contest.





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**PROGRAMS**

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# CAMPUS AMBASSADOR PROGRAM

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CMG's Campus Ambassador Program is an opportunity for students to act a liaisons between their universities, our brand and our brand partners. Our ambassadors are trendsetters enthusiastic about college life and are highly engaged in their communities. We currently have ambassadors on 100 of the largest campuses in the US and will scale to 250 by Fall 2017.