

A young man and woman are running through a field of warm, bokeh lights at night. The man is in the foreground, wearing a plaid shirt over a blue t-shirt and jeans, with a joyful expression. The woman is behind him, also smiling, wearing a dark jacket. The background is filled with out-of-focus lights in shades of yellow and orange, creating a dreamy, festive atmosphere.

# ADVICE

2013  
CANADIAN  
MEDIA KIT

# WELCOME TO ADVICE



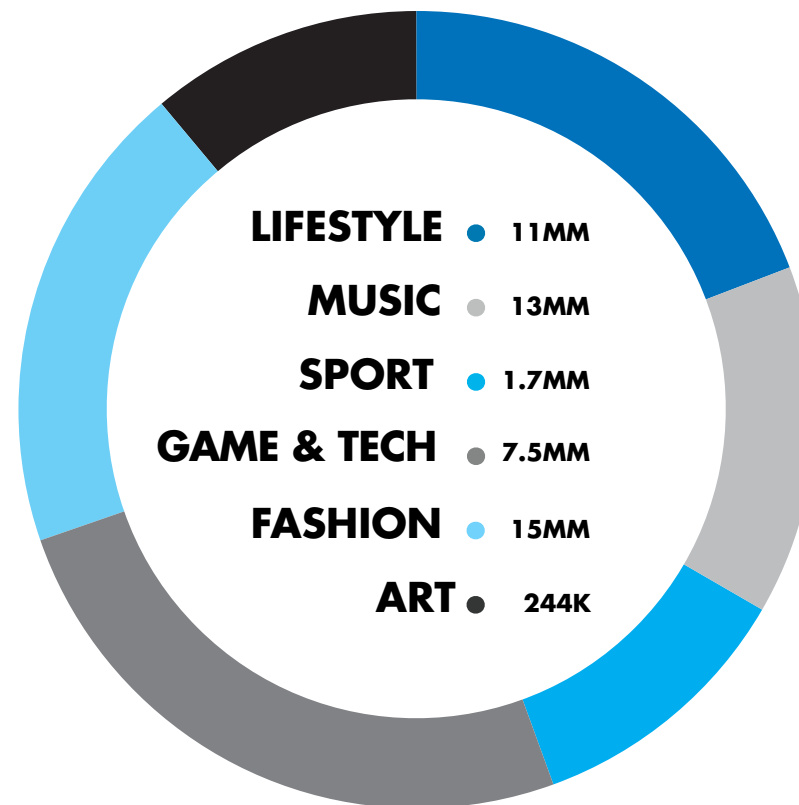
A digital network that connects brands to humans. AdVICE is here to help marketers build stronger connections with people. When you have a stronger connection you get talked about more, when you get talked about more, you stand out more.

*With a visionary, almost preternatural ability to see what's coming and never-say-die hustle... VICE Media is suddenly the blueprint for the media company of the future.* — [MARKETING MAGAZINE](#)

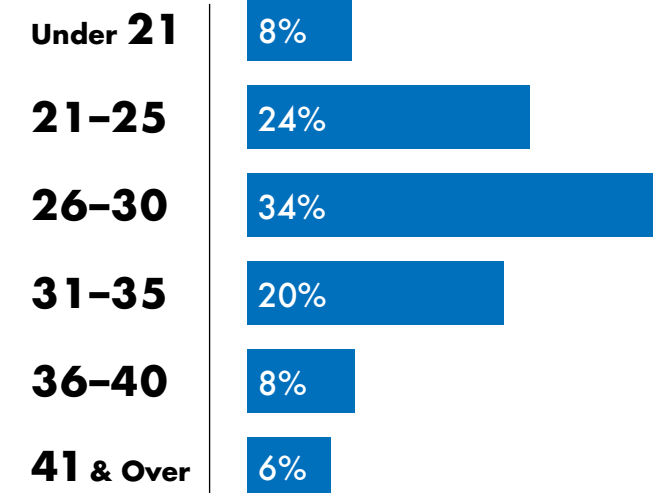
# AUDIENCE & REACH

## COMPLETE NETWORK NUMBERS

1. 82% are 18–35 yrs. Old
2. 11+ hrs. Online Video Viewing/mo.
3. 85% Shop Online Monthly
4. 60% Earn Over \$75k HHI
5. 60% Single Without Children



## AUDIENCE AGE:



## AUDIENCE GENDER:



# 209

Index as Influencers

# 52M

Page Views

# 5.1M

Uniques



# VICE PROPERTIES



## 3.3M

Page Views

## 614k

Unique Visitors

Born in Canada, Vice Media has grown to become the leading voice of global youth culture. With a massive audience of trendsetting millennial's who are successful, creative, metropolitan, and increasing affluent compared to overall Gen Y, the Vice sites are built around a variety of lifestyle passion points. Driven by original video, the Vice properties only run their own content and never aggregate. The result is a sticky, uniquely premium experience where the average user spends more than 20 minutes engaged.

If a brand needs to reach thought-leading youth in Canada, bottom line, it has to work with Vice. Our audience has a Comscore index of 209 as influencers, who's touching that in this country?

VICE.com  
Motherboard  
Fightland  
Noisey  
Thump

## VICE

Unique Visitors: 435,000

Page Views: 3 Million

Ages: 18-34

M: 70 F: 30

The online hub of Vice magazine and our unique, original video content. In addition to all of the humor, hyper-smart attitude, and duh, content. VICE.com is crammed with a wildly popular collection of video series, each and every magazine article, extra content from around the world, reviews, and general musings, as well as running commentary on current trends, the ones we wish existed, and the ones we wish would come back already!

**VICE.com**



Unique Visitors: 82,000

Ages: 18 - 34

Page Views: 166,000

M: 61 F: 39

Vice's own Noisey is a video panorama of precisely what's exciting in music right now. With original documentaries produced by our worldwide bureaus Noisey pinpoints the best and most exciting music for young people.

**NOISEY.com**



Unique Visitors: 12,000

Ages: 18 - 34

Page Views: 33,000

M: 60 F: 40

Fightland is devoted to a daily slate of editorial, video, music and more that tells the deeper and broader story of what fight culture is today, underlining why MMA is a relevant expression of culture and humanity.

Basically, everything an MMA fan dreams of...

**FIGHTLAND.VICE.com**



Unique Visitors: 85,000

Ages: 25 - 34

Page Views: 135,000

M: 65 F: 35

Motherboard.tv is the culmination of all things strange or influential in the world of modern science and technology. Motherboard is Vice's platform for unique content that nobody had the brains to put together until now.

**MOTHERBOARD.tv**



Launching Summer 2013

Ages: Not Available

M: N/A F: N/A

Thump is the definitive entertainment platform for global electronic dance music. It will chronicle every aspect of the global EDM movement: The music. The artists. The fans. The culture.

The experience.

**THUMP.VICE.com**

# LIFESTYLE



## 11M

Page Views

## 2.1M

Unique Visitors

The AdVICE lifestyle network encapsulates everything pop culture. From specialty travel sites to personal finance blogs, our publishers have no shortage of captivating content.

NY Mag  
Splitsider  
A.V. Club  
The Onion  
Vulture  
The Daily Dot  
The Awl

OV Guide  
Film School Rejects  
Thought Catalog  
The World's Best Ever  
The Hairpin  
Policy Mic  
Atlas Obscura

## NEW YORK

Unique Visitors: 257,000

Page Views: 1 Million

Ages: 25 - 34

M: 55 F: 45

Despite the name, regional content to New Yorkers is not a priority for New York Magazine. Their entertainment channel Vulture is one of the top destinations for pop culture on the web. The Cut is a widely renowned female-skewed fashion blog and their Grub Street section is a great look at everything culinary.

**NYMAG.com**



Unique Visitors: 434,000

Page Views: 3 Million

Ages: 18 - 34

M: 52 F: 48

The Onion is the world's premiere source for satirical news content plain and simple. With daily updates of articles that are infallibly hilarious, The Onion has earned its title as one of the funniest publishers in the universe.

**THEONION.com**

## THOUGHT CATALOG®

Unique Visitors: 224,000

Page Views: 2 Million

Ages: 18 - 34

M: 70 F: 30

Launched by The Awl, The Hairpin is a self-described 'ladies website,' run by women and read by women, that encompasses anything from fashion, beauty, and sex to the outright hilarious tales and absurd internet finds from its female contributors.

**THOUGHTCATALOG.com**



Unique Visitors: 194,000

Page Views: 2 Million

Ages: 25 - 34

M: 75 F: 25

The AV Club is The Onion's sister site: a non-satirical review of everything great in TV, Film, Books, Video Games and Music. Well known for their excellent interviews and up to the minute awareness of pop culture, the AV Club is an essential stop for any entertainment obsessive.

**THEAVCLUB.com**

**THE AWL**

Unique Visitors: 62,200

Ages: 25 - 34

Page Views: 174,000

M: 50 F: 50

The Awl is the progeny of a cast of Gawker Media-Alum, with the intent of offering a website that “zippily surveys a wealth of resonant, weird, important, frightening, amusing bits of news and ideas,” sans the fluff and reality show linkbait.

**THEAWL.com**

Unique Visitors: 115,000

Ages: 18 - 34

Page Views: 250,000

M: 30 F: 70

Launched by The Awl, The Hairpin is a self-described ‘ladies website,’ run by women and read by women, that encompasses anything from fashion, beauty, and sex to the outright hilarious tales and absurd internet finds from its female contributors.

**THEHAIRPIN.com****SPLITSIDER**

Unique Visitors: 27,000

Ages: 18 - 34

Page Views: 130,000

M: 60 F: 40

Splitsider is a website about comedy and the people who create it. Covering movies, TV shows, web videos, books and any other format that exists to make you laugh, they showcase the latest and best comedy.

**SPLITSIDER.com**

## The World's Best Ever

Unique Visitors: 12,000

Ages: 18 - 34

Page Views: 330,000

M: 65 F: 35

The World's Best Ever is an Arts & Culture website founded in December of 2006. They update around 20 times a day, five days a week and are dedicated to bringing their readers a heavily curated selection of information.

**THEWORLDSBESTEVER.com****VULTURE**

Unique Visitors: 226,000

Ages: 18 - 34

Page Views: 1 Million

M: 57 F: 43

Vulture, the entertainment destination from the team behind New York magazine, is a beacon for passionate fans who want a smart, comprehensive take on the world of culture and offers around-the-clock, wall-to-wall coverage of movies, TV, music and beyond. Vulture's writers and editors celebrate culture both high and low, because you never know where the next truly brilliant moment will come from.

**VULTURE.com****superfuture®**

Unique Visitors: 15,000

Ages: 18 - 34

Page Views: 35,000

M: 73 F: 24

The most comprehensive travel guide for over 150 cities, SuperFuture is urban cartography for global shopping experts and cultural enthusiasts alike.

**SUPERFUTURE.com**



Unique Visitors: 270,000      Ages: 18 - 34  
Page Views: 1.5 Million      M: 60 F: 40

OVGuide is the destination site to search and discover free high quality videos on the web. They offer an easy way to watch videos across all categories including free full length movies, TV shows, trending viral videos and clips.

**OVGUIDE.com**



Unique Visitors: 73,000      Ages: 18 - 34  
Page Views: 225,000      M: 70 F: 30

Film School Rejects serves at the pleasure of the connoisseur. They provide the best reviews, interviews and features to millions of dedicated movie fans who know what they love and love what they know.

**FILMSCHOOLREJECTS.com**



Unique Visitors: 151,000      Ages: 18 - 34  
Page Views: 172,000      M: 70 F: 30

The Daily Dot gives a voice to the Web's communities. They report on the most important and relevant topics from within, applying tried-and-true principles drawn from community journalism to the growing cultures of the Internet, and allow our audience to read the Dot across multiple platforms, where they live, online.

**DAILYDOT.com**



# FASHION



## 15M

Page Views

## 650k

Unique Visitors

The Fashion AdVICE Network attracts Canada's most fashion savvy, innovative and inspirational audiences' within the industry, which resonate with the affluent women and men who visit them.

The CUT

Chictopia

Blog Lovin'

Karmaloop

Fashiolista

Hellogiggles

PLNDR

## THE CUT

Unique Visitors: 129,477

Page Views: 1,064,514

Ages: 18 - 34

M: 60 F: 40

Combining the beauty of a high-end fashion magazine with the dynamic energy of the web, The Cut explores a modern woman's world with intelligence, sophistication, and humour. With new-fangled shoots from rising photographers, zoomable celebrity images, truly global street coverage, sharp commentary, intimate confessionals, reports from the sexual front lines, and more, The Cut is fashion, forward.

**THECUT.com**

## bloglovin'

Unique Visitors: 59,000

Page Views: 7,000,000

Ages: 18 - 34

M: 53 F: 47

Think of Bloglovin' as an RSS feed for all the best fashion sites around. Giving the stylish content a sleek design. Housing thousands of young, trendsetting bloggers from all over the world.

**BLOGLOVIN.com**

## CHICTOPIA

Unique Visitors: 40,000

Page Views: 350,000

Ages: 18 - 34

M: 10 F: 90

Chictopia is a fashion community-based site that helps answer the question, what looks good on me? With a network of over 100,000 registered stylistas, Chictopia is the mecca for inspiration seekers and trendsetters.

**CHICTOPIA.com**

## Karma Loop

Unique Visitors: 215,000

Page Views: 4 Million

Ages: 18 - 34

M: 70 F: 30

In a world of cookie-cutter clones and McFashion, Karmaloop sets out to create a lifestyle brand. It's something more than just an e-commerce site, but also a community of style and a full-fledged media powerhouse.

**KARMALOOP.com**



Unique Visitors: 57,000

Ages: 25 - 34

Page Views: 1 Million

M: 30 F: 70

Fashiolista provides a colourful palette of style accessories and fashion-savvy must-haves for a young, influential audience.

**FASHIOLISTA.com**



Unique Visitors: 82,000

Ages: 18 - 34

Page Views: 200,000

M: 10 F: 90

The female answer to the standard Boys Club content churned out on many entertainment sites.

HelloGiggles.com is the ultimate entertainment destination for smart, independent, and creative women and girls.

**HELLOGIGGLES.com**



Unique Visitors: 84,000

Ages: 18 - 34

Page Views: 2 Million

M: 75 F: 25

PLNDR.com is an exclusive, members-only online boutique that hosts limited time sales offering the best in streetwear from cutting-edge brands.

**PLNDR.com**

# MUSIC



## 13M

Page Views

## 562k

Unique Visitors

AdVICE's music offering, with a unique collection of specialty sites, is unparalleled in today's market.

Our publishers have been chosen for their respected music criticism and technology which attracts an audience of enthusiasts and aficionados.

Noisey  
Muzu  
8Tracks  
Hype Machine

The Quietus  
East Village Radio  
Pop Matters

## noisey

Unique Visitors: 63,000

Page Views: 107,000

Ages: 18 - 34

M: 61 F: 39

Vice's own Noisey is a video panorama of precisely what's exciting in music right now. With original documentaries produced by our worldwide bureaus Noisey pinpoints the best and most exciting music for young people.

**NOISEY.com**

## 8tracks

Unique Visitors: 343,000

Page Views: 11,000,000

Ages: 25 - 34

M: 55 F: 45

8tracks believes handcrafted music programming trumps algorithms. Think radio in the 1970s, mixtapes in the 1980s, and DJ culture of the 1990s through today. DJs share their talent in taste making, and listeners get a unique blend of word-of-mouth sharing and radio programming on a global scale.

**8TRACKS.com**

## MUZU.TV

Unique Visitors: 20,000

Page Views: 50,000

Ages: 18 - 34

M: 50 F: 50

A new music TV site that allows users to watch, create and share music video playlists. It lets users watch music videos, documentaries, TV shows, interviews, behind the scenes tutorials and exclusive footage.

**MUZU.tv**

## HYPE MACHINE

Unique Visitors: 73,000

Page Views: 2 Million

Ages: 18 - 34

M: 75 F: 25

Hype Machine is one of the pioneers of streaming cloud-based music. Featuring a direct link to the world's most exciting music at any given moment through its strong partnerships with the planet's best music blogs, Hype Machine is exactly what it sounds like, one of the internet's best new music robots.

**HYPEM.com**



Unique Visitors: 22,000

Ages: 18-24

Page Views: 73,000

M: 77 F: 23

The Quietus is a British online rock music and pop culture magazine, focusing on arts news, reviews, and features. The Quietus concentrates on reviews for albums and films and often features interviews with notable musicians and artists.

**THEQUIETUS.com**

Unique Visitors: 11,000

Ages: 25 - 34

Page Views: 21,000

M: 72 F: 28

East Village Radio (EVR) is at the forefront of Internet Radio, bringing together a network of premier presenters from across the world. Located in the heart of NYC, their original programming streams live from a storefront studio, marrying the legendary NYC culture with an international audience.

**EASTVILLAGERADIO.com**

Unique Visitors: 30,000

Ages: 18 - 34

Page Views: 88,000

M: 60 F: 40

PopMatters is an international magazine of cultural criticism. Our scope is broadly cast on all things pop culture, and our content is updated daily. We provide intelligent reviews, engaging interviews, and in-depth essays on most cultural products and expressions in areas such as music, television, films, books, video games, sports, theatre, the visual arts, travel, and the Internet.

**POPMATTERS.com**

Launching Summer 2013

Ages: Not Available

M: N/A F: N/A

Thump is the definitive entertainment platform for global electronic dance music. It will chronicle every aspect of the global EDM movement: The music. The artists. The fans. The culture.

The experience.

**THUMP.VICE.com**



# SPORTS



## 1.7M

Page Views

## 369k

Unique Visitors

Our sports network is derived of today's most relevant up-and-coming athletes & events from all around the globe.

Fightland  
Thrasher  
Hellaclips  
Slap Magazine

NHL Numbers  
Leafs Nation  
Canucks Army  
Flames Nation

## FIGHTLAND

Unique Visitors: 12,000

Page Views: 33,000

Ages: 18 - 34

M: 60 F: 40

Fightland is devoted to a daily slate of editorial, video, music and more that tells the deeper and broader story of what fight culture is today, underlining why MMA is a relevant expression of culture and humanity.

Basically, everything an MMA fan dreams of...

**FIGHTLAND.VICE.com**

## THRASHER

Unique Visitors: 26,000

Page Views: 204,000

Ages: 18 - 34

M: 70 F: 30

This 30 year old skating institution publishes the best in skate photography, interviews with pros, and all the wild and random oddities skaters want to know about.

**THRASHERMAGAZINE.com**

## HELLACLIPS

Unique Visitors: 12,000

Page Views: 300,000

Ages: 18 - 34

M: 77 F: 23

Started by pro skaters Josh Kalis and Colin McKay, Hellaclips is a site dedicated purely to skateboard videos and is combination of original content, curated content and user submitted videos.

**HELLACLIPS.com**

## SLAP

Unique Visitors: 11,000

Page Views: 30,000

Ages: 18 - 34

M: 72 F: 28

Slap Magazine is an online catalogue of skate videos as well as the One in a Million contest, which searches the nation for the next big skateboarding star amongst hundreds of talented youngsters.

**SLAPMAGAZINE.com**



Unique Visitors: 195,000      Ages: 18 - 34  
Page Views: 702,000      M: 74 F: 26

NHL Numbers is a new resource site for up to the second information on free agents and highly obsessive hockey-nerd metrics with a dedicated audience from across the country.

**NHLNUMBERS.com**



Unique Visitors: 39,000      Ages: 18 - 34  
Page Views: 85,000      M: 79 F: 21

The Leafs Nation is an incredible resource for any Leafs fan. Started in 2011, The Leafs Nation is already gaining a solid audience from die-hard Toronto fans.

**THELEAFSNATION.com**



Unique Visitors: 48,000      Ages: 18 - 34  
Page Views: 156,000      M: 73 F: 27

This Vancouver Canucks blog has a stronghold on the hockey fans of BC with 30% of its audience coming from outside of BC. With regular writers from the Vancouver Sun and The Score, Canucks Army is one of the definitive resources for Vancouver Canucks updates.

**CANUCKSARMY.com**



Unique Visitors: 26,000      Ages: 18 - 34  
Page Views: 192,000      M: 56 F: 44

This Calgary Flames blog is managed by an ESPN veteran and boasts writers from Yahoo! News. Flames Nation has a highly engaged and hockey obsessed audience from all over Canada.

**FLAMESNATION.ca**

# GAME & TECH



## 7.5M

Page Views

## 829k

Unique Visitors

The tech network is made up of some of the best technology and gadget sites in the U.S. Visitors are the early majority, tech savvy individuals who immediately engage with our publisher's digitals platforms.

Motherboard  
Pop Sci  
The Escapist

Penny-Arcade  
Venturebeat

## MOTHERBOARD

Unique Visitors: 85,000

Page Views: 135,000

Ages: 18 - 34

M: 65 F: 35

Motherboard.tv is the culmination of all things strange or influential in the world of modern science and technology. Motherboard is Vice's platform for unique content that nobody had the brains to put together until now.

**MOTHERBOARD.tv**

## POPSCI

Unique Visitors: 141,000

Page Views: 1 Million

Ages: 25 - 34

M: 75 F: 25

Popular Science has been a leading source of science and technology news since its inception way back in 1872. PopSci.com first came online in 1999, and in 2008 they launched our biggest redesign yet: a new site built in Drupal that's easy to navigate and chock-full of exciting daily content.

**POPSCI.com**

## the escapist

Unique Visitors: 194,000

Page Views: 3 Million

Ages: 25 - 34

M: 81 F: 19

The Escapist covers digital entertainment culture with a progressive editorial style, with articles and columns by top writers from the digital entertainment industries. Weekly magazine-style updates offer content for a mature audience of entertainment enthusiasts, industry insiders and other "NetSet" readers.

**ESCAPISTMAGAZINE.com**



**Unique Visitors: 215,000**

**Ages: 25 - 34**

**Page Views: 3 Million**

**M: 74 F: 26**

Penny Arcade is a webcomic focused on video games and video game culture, written by Jerry Holkins and illustrated by Mike Krahulik. Penny Arcade is among the most popular and longest running gaming webcomics currently online.

**PENNYARCADE.com**



**Unique Visitors: 149,000**

**Ages: 25 - 34**

**Page Views: 350,000**

**M: 72 F: 28**

VentureBeat covers disruptive technology and explains why it matters in our lives. Led by Founder & Editor-in-Chief Matt Marshall and a team of experienced journalists, they're the leading publication for news and perspective on the most innovative technologies.

**VENTUREBEAT.com**



# ART & DESIGN



## 244k

Page Views

## 41k

Unique Visitors

We offer some of the worlds most culturally aware, forward thinking art and design websites that entice and interest audiences of trendsetters and influencers.

Booooooom  
PFSK



Unique Visitors: 20,000

Ages: 25 -35

Page Views: 160,000

M: 63 F: 37

Started by Vancouver based designer Jeff Hamada, this site inspires its members to go out and get creative! Booooooom is the center for activity concerning all things art, design, music, and film.

**BOOOOOOOM.com**



Unique Visitors: 21,000

Ages: 18 - 34

Page Views: 84,000

M: 54 F: 46

PSFK, the go-to source for new and innovative ideas, runs a daily news site, consultant firm, and a global network of experts. They aim to inspire their readers and clients to make things better – whether that's a better product, better services, or a better world.

**PFSK.com**

# AD SPECS & RATES

1000 x 220

Headliner: **\$25**  
*(Included with Full Takeover for \$50)*

Video  
Box



Preroll: **\$10**

728 x 90

Leaderboard: **\$15**

300 x 600

Half-Page: **\$15**

160 x 600

Skyscraper: **\$15**

300 x 250

Big-Box: **\$15**

Mobile:  
**\$15**

320 x 50

NEW  
MOBILE  
ADVERTISING

Homepage  
Takeover:  
**\$50**

1000 x 220  
Headliner  
+  
440 x 2000  
2x Gutters

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