

# WILLOUGHBY

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TRAVEL

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Willoughby Avenue is an independent digital marketing agency & publisher, creator of KOLUMN Magazine (Digital) and KINDR'D Magazine (Print & Digital) publications. Our brands, print & digital, represent a generation of media that prioritizes substantive, relevant and engaging content that elevates the narratives of People of Color. Our combined digital reach of 1.4M social media users (Users and related network) continues to fuel our growth towards being a leader in next-generation media.

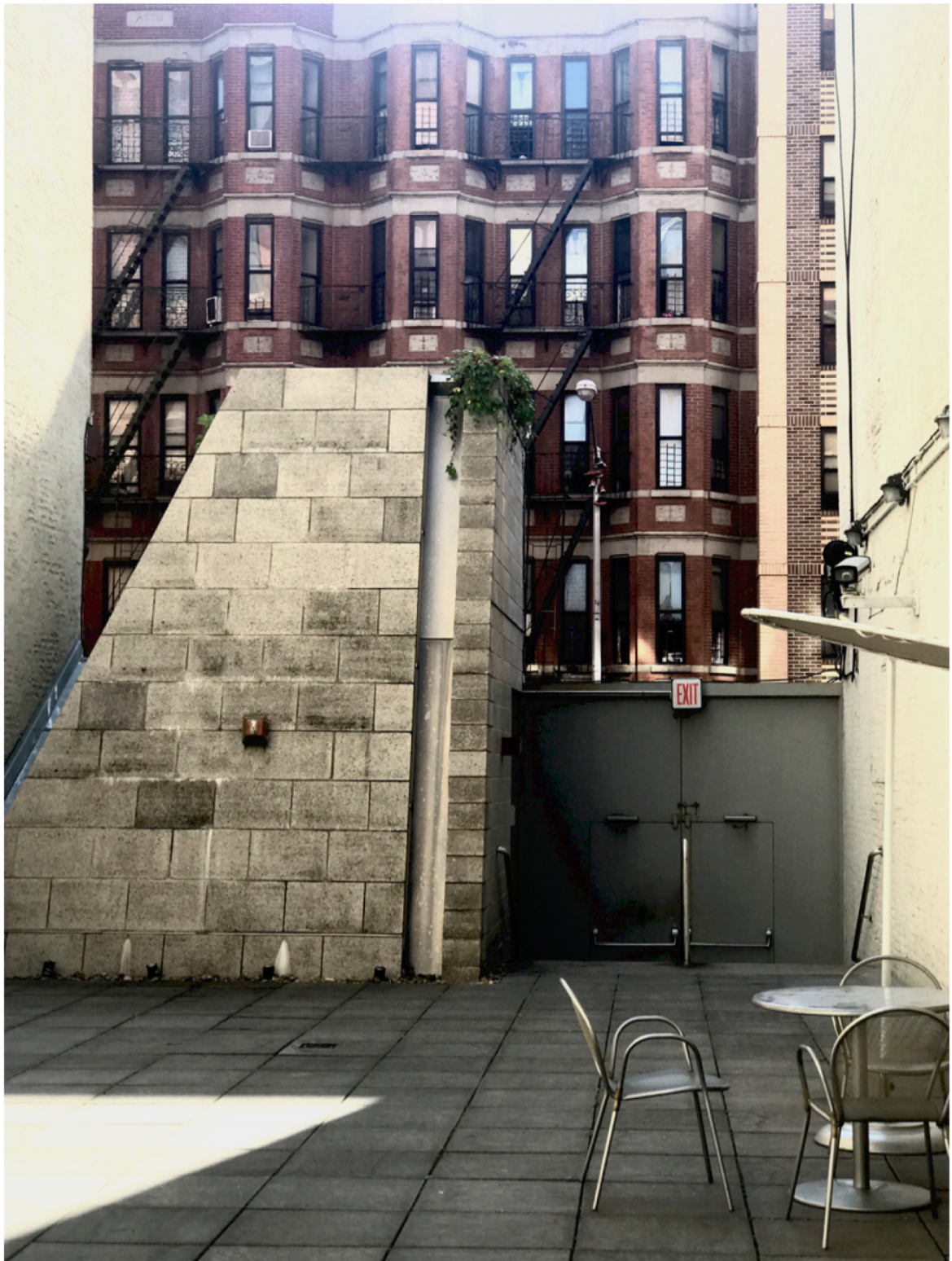
**KOLUMN**, a digital publication, celebrates the lives of People of Color. We curate content globally, that focuses on historic, economic, political and social issues that impact our communities.

**KINDR'D**, a digital & print publication, shares the Travel, Art and Cultural experiences of People of Color. Published twice per year, KINDR'D is filled with personal stories that capture the discovery of new and familiar places, art, culture and of course, great food. Our photo-centric publication is anchored by the rich imagery of contributors, and contextualized by their written experiences.



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**KINDR'D.** Travel, Art and Cultural experiences of People of Color.

**Feature Stories.** Our primary articles, focused on events personally experienced by our contributors, written in a less formal style, quite often with a leisurely pace. KINDR'D Feature Stories are typically framed within 1200- 1600 words, supported by well-applied research and are intended to encourage the reader to personally invest in the shared experience.

## **Other Articles Types.**

**How To** - Offer instructions for how to accomplish or effect something or how to do it better.

- Makes a rousing promise of success
- Describes what you need in easy to follow instructions
- Gives step-by-step directions (sometimes with subtitles)
- Includes shortcomings or warnings
- Tells how to locate resources
- Gives proofs and promises
- Makes referrals to other sources

**Inspirational** - Describes how to feel good or how to do good things. Can describe how to feel good about yourself and often convey a moral message.

## **Personality profiles and interviews** -

Describes a contemporary or historical person, community and/or association-of-color

- Must have a theme or focus.
- Presents as a "Q & A" or a written article.
- Requires strong interviewing and perception skills for the "best" information

**Informative or Service** - Offers information about a specific field, such as travel, art, culture, etc. Service articles are similar, but are used as shorter fillers. Service articles offer a few pieces of good advice or tips, but aren't usually long or involved.

**Historic** - Describes a moment in time. Structured chronologically, focuses on a single aspect of the subject and may go beyond history to make a current connection

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**1.4m**

Avg. Reach  
per Month \*

**1.9m**

Avg. Impressions  
per Month \*

**150 k**

Engagements  
per Month \*

**50 k**

Social Media  
Followers \*

**65%**

Women, Social Media  
Followers \*

**56%**

Ages 35 – 54 Years  
Social Media Followers \*

\* Social Media 2017





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C U L T U R E

## **AD RATES**

**KINDR'D** offers Advertisers a two premium options:

Full Page, Single Run, 4 Color Ads. All ads are applied within a single issue (Spring/Summer & Fall/Winter). Rate - \$10,000 per page.

Sponsored Content, Branded content, containing brand summary messaging accompanied by logo.  
Rate - \$5,000 per article.

## **DESIGN STANDARDS**

**KINDR'D** has established a design standard that is minimalistic in presentation, with a sharp focus on creating a reading experience that is simultaneously beautiful and insightful.

Throughout each page of **KINDR'D**, ads are seamlessly integrated to ensure that our readers' experience is uninterrupted and meaningful.

## **CREATIVE DEVELOPMENT**

**KINDR'D** offers brands the creative development expertise required to ensure that ads align with our well-considered layout.

## **DIGITAL**

As **KINDR'D** is a **Willoughby Avenue** brand, digital ads are shared across the same highly engaging social media profiles, reaching more than 1.4M social media users (Users and related network) per month.



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