

B MEDIA VENTURES LLC

**Blast**   
magazine

**Blast**  **CARS**

 **bomb**  
shell

**Blast**  
food

  
**bottle**  
rocket

**air**  **Cache**

 **bmediaventuresllc**

**MEDIA KIT**

# WHY ADVERTISE WITH US

*Blast Media sites* provide an excellent opportunity for advertisers to promote their products and services before a dynamic and highly engaged online audience.

## ADVERTISE

Blast Magazine sites provide an excellent opportunity for advertisers to promote their products and services before a dynamic and highly engaged online audience.

With an audience of over 300,000 readers, our websites offer some of the most interesting, current news and unique information for a diverse audience. With our multiple site structure, you can choose the best fit for your company's advertising.

Our team of award-winning bloggers and content has resulted in us being recognized as one of the Top Blogs in Boston as well as one of the Top 50 Social Media Sites of 2012, positioning Blast as one of the leading resources for news and information for Generation Y.

Our audience consists of some of the smartest readers on the web - and we can help you connect with them, if there's a good fit. So why should you advertise with us? Here are just some reasons:

## AUDIENCE ANALYSIS

*Federated Media for BlastMagazine.com*

Gender: 50/50

Affluent: 60% have annual income between \$60k - \$100k+

Connected: More than half spend 40+ hours per week online

Parents: More than 50% are parents and browse from home

Mostly Gen-Y: 80% Under Age 50. 60% between 18-49

Look forward to working with you!

# ABOUT

B Media Ventures LLC was founded in 2006 with the mission of creating and publishing a magazine entirely online.

*BlastMagazine.com is our baby.*

B Media is owned by and was founded by John M. Guilfoil, and the company's primary mission is still the daily and monthly business of Blast Magazine.

Today we also offer web design and graphic design services, and our premium content is available to other publications as a wire service.

Our newly established B\wire lifestyle service allows your publications — like town newspapers — to have everything from movie reviews to recipes to video game news and reviews.

Let us know what we can do for you!



## **Ad Space Additional Information:**

Every Ad may rotate with up to three other ads in each spot. Spots may be "bought" exclusively for 3x the advertised price.

Leaderboards may be upgraded to 970x90 Billboards for 20% extra  
300x600 boxes may be upgraded to 300,1050 Portraits for 30% extra

Ads may be animated GIFs or PNGs under 250KB or Flash animation up to 1MB. All media must be provided to us. We do not embed offsite content or scripts.

Yearly ads may be changed up to twice a month.

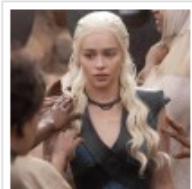
RUN OF NETWORK -- Site Skin, Top Leaderboard, and 300x300 Box, Across all pages of all Blast Magazine sites, including more than 12 hosted blogs -- \$10,000 per month or \$120,000 per year.

## SAMPLE ARTICLES

### TELEVISION

#### "Game of Thrones"- Mhysa season finale review

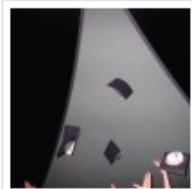
Jamie returns to King's Landing, Joffrey's giddy over his victory and Davos does the honorable thing in the season three finale.



### BOSTON MUSIC AND ARTS

#### Performance Study

Is a degree in Performing Arts worth the money?



## BlastMagazine.com

Top Leaderboard on Home page or 300x300 Box on Top of Home page sidebar -- \$400/month \$4400/year

300x600 Box on Top of home page sider -- \$600/month or \$6600/year

Top Leaderboard or 300x300 Sidebar Box on any internal/section page -- \$300/month \$3300/year

300x300 Box in Middle of Sidebar on any page -- \$200/month or \$2400/year

Bottom Leaderboard on homepage or any single page -- \$150/month or \$1650/year

ROS -- Run of Site Top Leaderboard or 300x300 box (More than 11,000 pages) -- \$2,000/month or \$22,000 per year

Left/Right Site Skin (ROS only) -- \$3,000 per month or \$33,000 per year.

Site takeover -- Left/Right skin, ROS leaderboard, ROS 300x300 box -- \$5,000 per month or \$55,000 per year

## MISSION

To provide the best news and information for Generation Y, Z and beyond

## ABOUT

Blast is a pop culture magazine featuring in-depth magazine features, video game news and reviews, music interviews, tech news, and TV/movie reviews. We are for and by Generation Y. We focus on video games, but are known for our magazine feature writing on a variety of topics and in-depth interviews and opinion pieces.

## MISSION

To provide real information about technology and design in the current car marketplace.

## ABOUT

Blast Cars is Gen-Y's one-stop automotive destination for DIY, gift guides, car news, gear and reviews.

**BlastCars.com**

*Top Leaderboard on Home page or  
300x300 Box on Top of Home page sidebar --  
\$300/month \$3300/year*

*300x600 Box on Top of home page sider --  
\$500/month or \$5500/year*

*Top Leaderboard or  
300x300 Sidebar Box on any internal/section page --  
\$200/month \$2200/year*

*300x300 Box in Middle of Sidebar on any page --  
\$100/month or \$1200/year*

*Bottom Leaderboard on  
homepage or any single page --  
\$150/month or \$1650/year*

*ROS -- Run of Site Top Leaderboard or  
300x300 box --  
\$1,500/month or \$16,500 per year*

*Left/Right Site Skin (ROS only) --  
\$2,000 per month or \$22,000 per year.*

*Site takeover -- Left/Right skin, ROS leaderboard,  
ROS 300x300 box --  
\$3,000 per month or \$33,000 per year*

### SAMPLE ARTICLE



#### STATUS CHECK: WHERE ARE WE AT ON HYDROGEN CARS?

By E - The Environmental Magazine • Fuel • Tech • emissions, environment, fuel, fuel cell, Honda, Honda FCX Clarity, hydrogen

Just a few years ago everyone was talking hydrogen fuel cells as the future of petroleum-free automotive transport. Fuel cell cars can run on infinitely renewable hydrogen gas and emit no harmful tailpipe emissions whatsoever. A 2001 Scientific American article bullishly reported that car company executives "foresee no better option to the hydrogen fuel-cell vehicle[...]"

# BlastCARS

Preview Phase — Officially Launching in July!

# BlastCARS

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Twitter Facebook YouTube RSS

JC Whitney EVERYTHING AUTOMOTIVE LOW PRICES SHOP NOW on Quality Auto Parts

Search

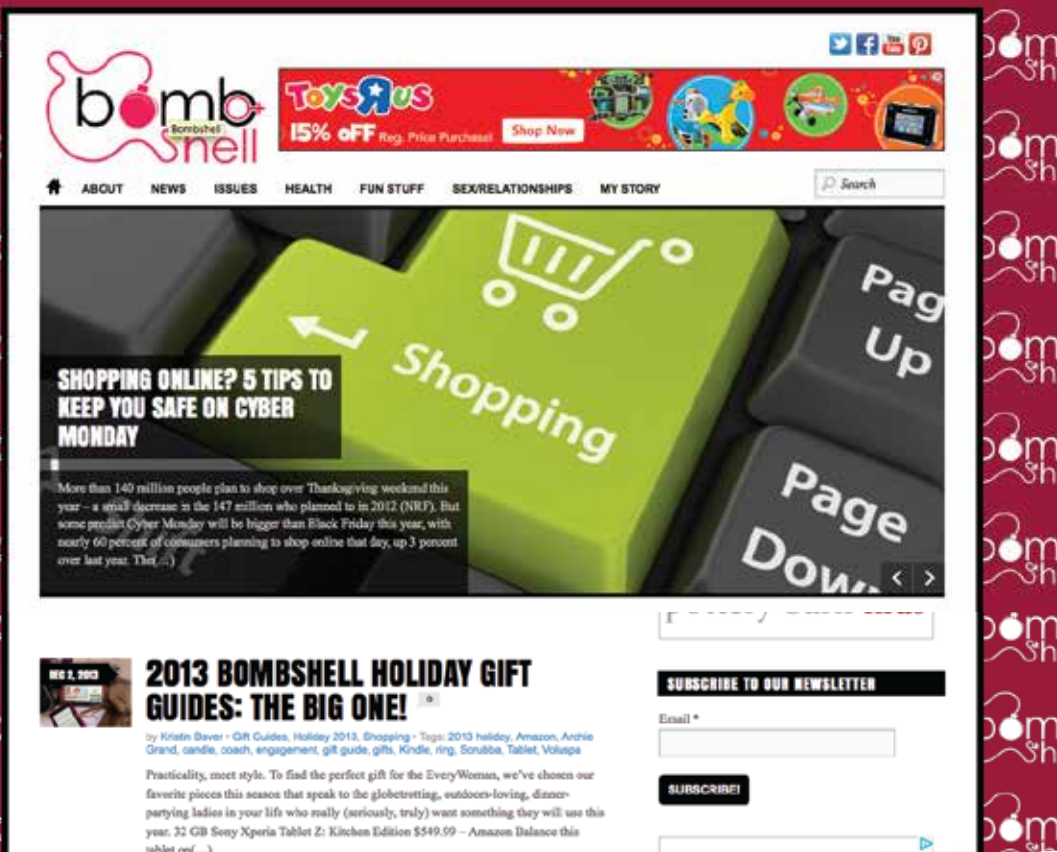


## MISSION

Here at Bombshell we have a policy about honesty and ass-kicking: if you ask for it, you're going to get it. - See more at: <http://blastbombshell.com/about/>

## ABOUT

As the women's section of Blast Magazine Online, our goal is to bring you intelligent, witty news from intelligent, witty women in all walks of life. We aim to give you diverse perspectives on everything that means anything to a smart, kick-ass woman like yourself: whether it's fashion, LGBT issues, mothering, nerd culture, or women's rights. See more at: <http://blastbombshell.com/>



## SAMPLE ARTICLES

### BlastBombShell.com

*Top Leaderboard on Home page --  
or 300x300 Box on Top of Home page sidebar --*  
\$250/month \$2750/year

*300x600 Box on Top of home page sider --*  
\$450/month or \$4950/year

*Top Leaderboard or 300x300 Sidebar Box  
on any internal/section page --*  
\$150/month \$1650/year

*300x300 Box in Middle of Sidebar on any page --*  
\$100/month or \$1000/year

*Bottom Leaderboard on homepage or any single page --*  
\$75/month or \$900/year

*ROS -- Run of Site Top Leaderboard or 300x300 box*  
\$1,000/month or \$12,000 per year

*Left/Right Site Skin (ROS only) --*  
\$1,500 per month or \$16,500 per year.

*Site takeover -- Left/Right skin, ROS leaderboard,  
ROS 300x300 box --*  
\$2,000 per month or \$22,000 per year



### DEFENSE OF MARRIAGE ACT OVERTURNED BY THE SUPREME COURT



### AFFORDABLE BEAUTY PRODUCTS FOR MOTHER'S DAY

## ABOUT

Air Cache re-launched after nearly 10 years in June 2012. We are adding news every day and database entries 3-5 times a week! We need your help! Are you an aviation buff? Learn about the newest in aviation news here!



### Air Cache -- AirCacheBlast.com

*Top Leaderboard on Home page or 300x300 Box on Top of Home page sidebar -- \$250/month \$2750/year*

*300x600 Box on Top of home page sider -- \$450/month or \$4950/year*

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*Site takeover -- Left/Right skin, ROS leaderboard, ROS 300x300 box -- \$2,000 per month or \$22,000 per year*

**Blast Food --**  
**Food.BlastMagazine.com**  
See about page

Top Leaderboard on Home page or  
300x300 Box on Top of Home  
page sidebar --

\$250/month \$2750/year

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## SAMPLE ARTICLE

### Red's Cape Cod Clam Chowder

July 20, 2012 By [John M. Gulliford](#) 1 Comment



Here's a great recipe from our friends at the Sea Crest Beach Hotel in Falmouth!  
Ingredients 1 pound fresh chopped littleneck clams 2 cups clam juice 1 cup Chablis  
wine 1 bunch celery diced small 1 large celery root diced small 1 large Vidalia onion  
diced small 5 cloves garlic sliced thin 4 large Maine [...]

# Blast food

## ABOUT

Blast Recipes' content is a unique combination of professional and amateur chefs sharing the secrets of how to make some of their favorite dishes. Whether you want to make something quick and easy after a long day at work, or challenge yourself by trying to create a recipe penned by one of the areas most esteemed chefs and/or restaurateurs, we are your source.

The screenshot displays the Blast Food website interface. At the top, there's a navigation menu with links for Home, About, Food Blog, Blast Magazine, Cherry Bomb, Air Cache - Air and Space, and Blast Cars. A search bar is located on the right. Below the navigation is a banner for "Alabama has your perfect road trip." with a "Sweet Home Alabama" logo and a "PLAN YOUR ALABAMA ROAD TRIP TODAY" button. The main content area features a "Featured Recipes" section with a dropdown menu for categories like Breakfast, Lunch/Starters, Entrees/Dinner, Desserts, Pasta, Healthy Options, Country/Region, and Drinks/Cocktails. The featured recipe is "Pineapple Upside-Down Cake Drink" with a list of ingredients: 1 oz. SMIRNOFF Ice Cream Flavored Vodka, 1 oz. orange juice, 1 oz. pineapple juice, Club Soda, and a garnish of sprinkles, a cherry, and an orange twist. Below the recipe is a gallery of other drink images. The "Blast's Food Blog" section includes a post titled "Problem Solver: How do I save extra cilantro?" dated June 19, 2013, by Rachel Winder, and another post "Yonanas: Wannabe Ice Cream Made from Bananas" dated June 18, 2013, by Jodie Nig. A "Happy Birthday Guaranteed" advertisement for Berry Confetti Cupcakes is also visible, along with an "Edible Arrangements" logo.





## MISSION

We are ambitious. Smart. Young, but not quite as young as we used to be. We were Gen-Y, some Gen-X, and some weird things called millennials. See more at: [blastbottlerocket.com/about](http://blastbottlerocket.com/about)

## ABOUT

We like nice things but appreciate what we have. We still love sports, gadgets, games, and girls (or guys, or both, or whatever-who-gives-a-fuck?). We care about LGBT issues, are learning to care about our own health, and we are starting to appreciate how difficult our parents had it. See more at: [blastbottlerocket.com](http://blastbottlerocket.com)



### BlastBottleRocket.com

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**B MEDIA VENTURES LLC**



**FOR MORE INFORMATION:**

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781.752.9877

**CONTACT**