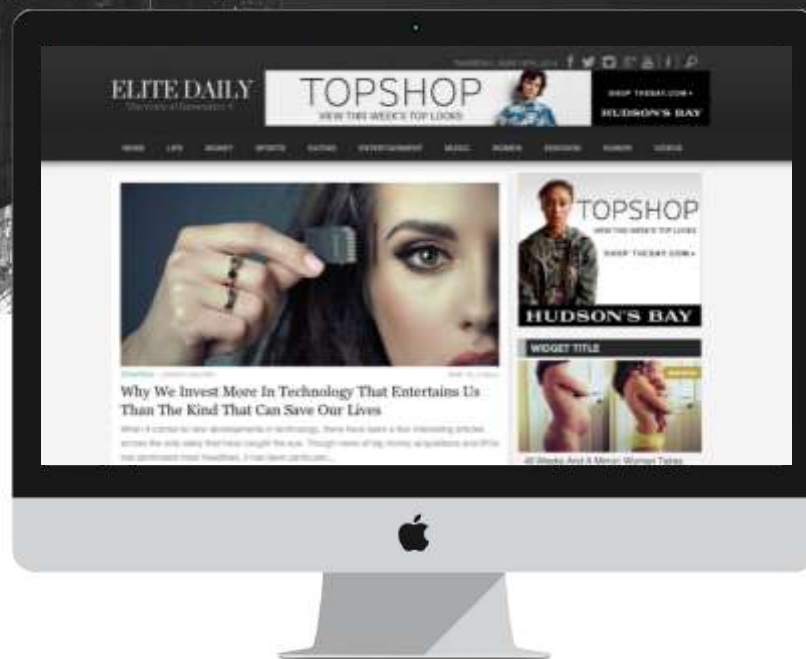


Introducing





ELITE DAILY

The Voice of Generation-Y

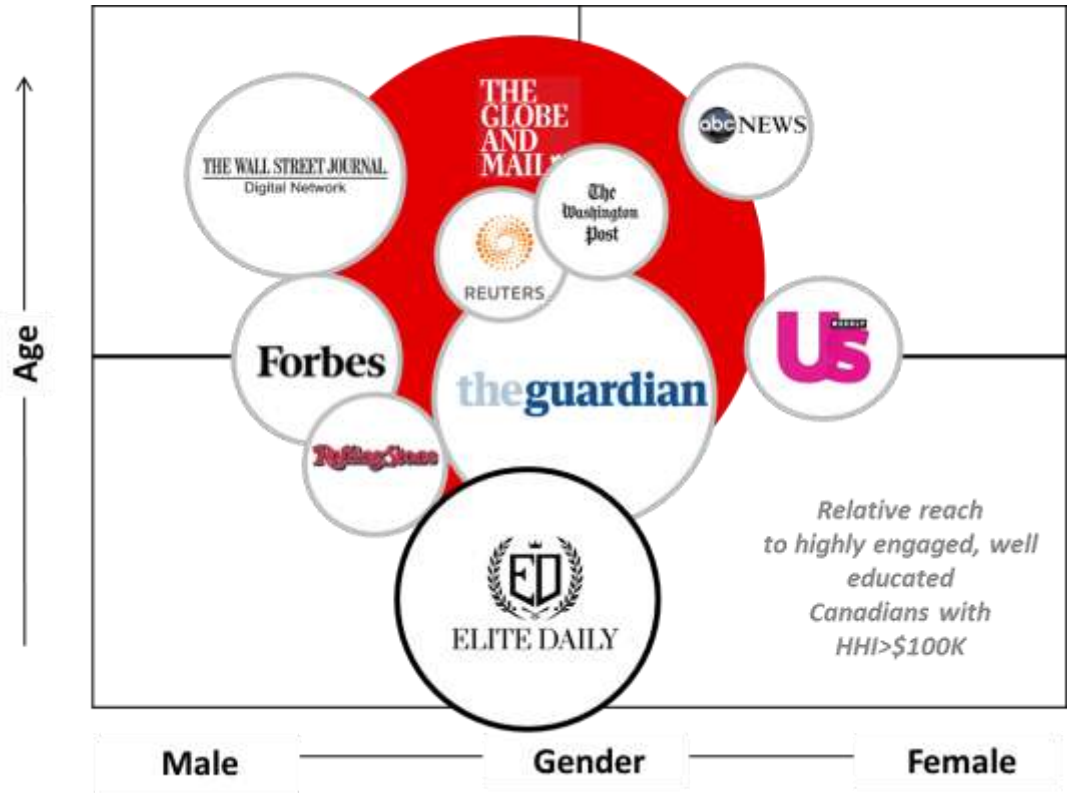
Founded in 2012, Elite Daily is the fastest growing Generation Y social platform, reaching over 50M UVs worldwide, and **844,000 in Canada**



What – Elite Daily is the destination of choice for millennials across the globe searching for inspiration and information about the world. Produced by 65 staff and over 2,300 contributors from 15 different countries, Elite content sparks conversations.

-  **660k+**
Facebook Fans
-  **80k+**
Twitter Followers
-  **57k+**
Instagram Followers
-  **1.3k**
Shares/Article

Why – Elite Daily represents an ideal partner for **Globe Alliance** with an audience profile that is complementary to our other iconic brands. Elite readers are engaged, educated, influential, and have high disposable incomes. *The difference is the heavy index towards a younger demo*



Total reach 844,000

\$82,844

Avg. HHI



36%

Earn \$100K+



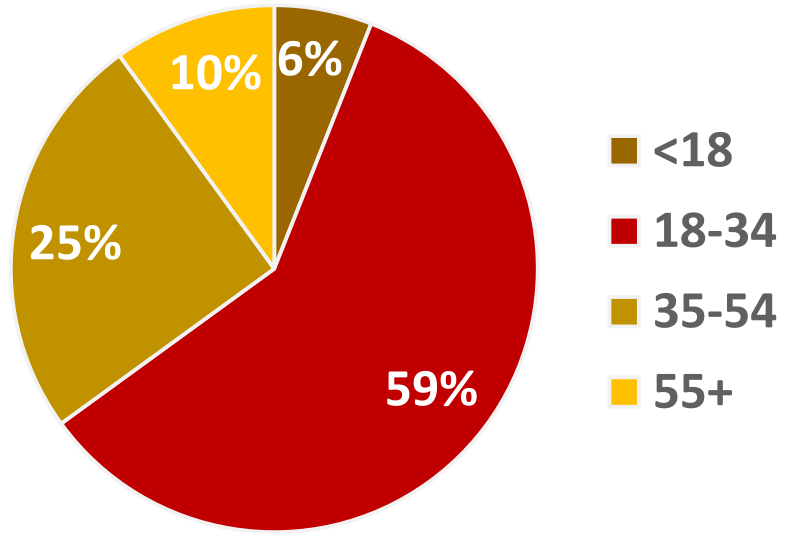
65%

Under 35

Based on total site audience

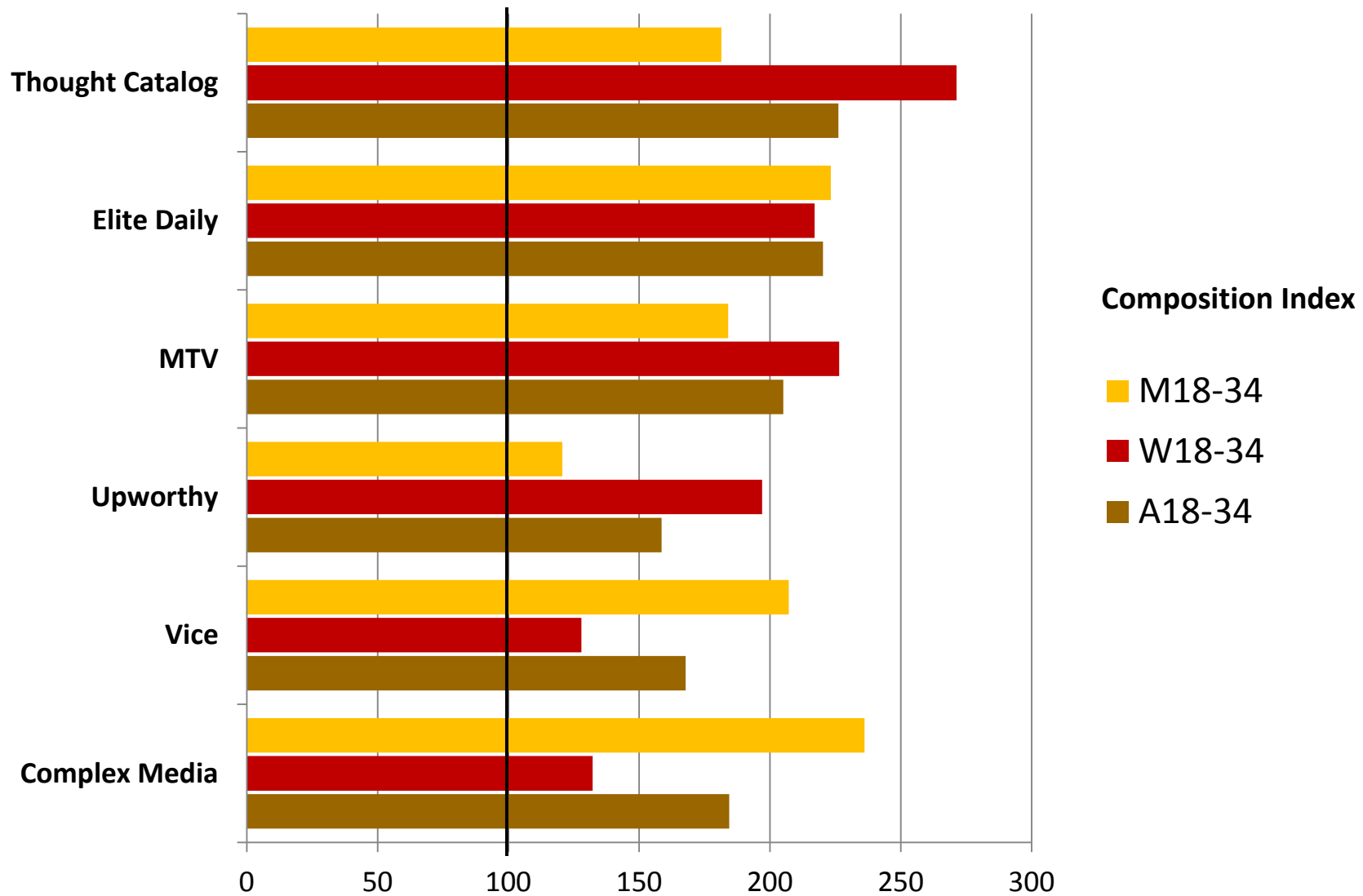
Demo	UVs	Index
A18+	832,000	119
M18+	428,000	123
W18+	404,000	115
A25-34	300,000	216
M25-34	181,000	259
W25-34	120,000	173
A18-34	518,000	220
M18-34	264,000	223
W18-34	254,000	217
HHI 100K+	320,000	103
A18-34 HHI 100K+	195,000	192

Age



Male/Female



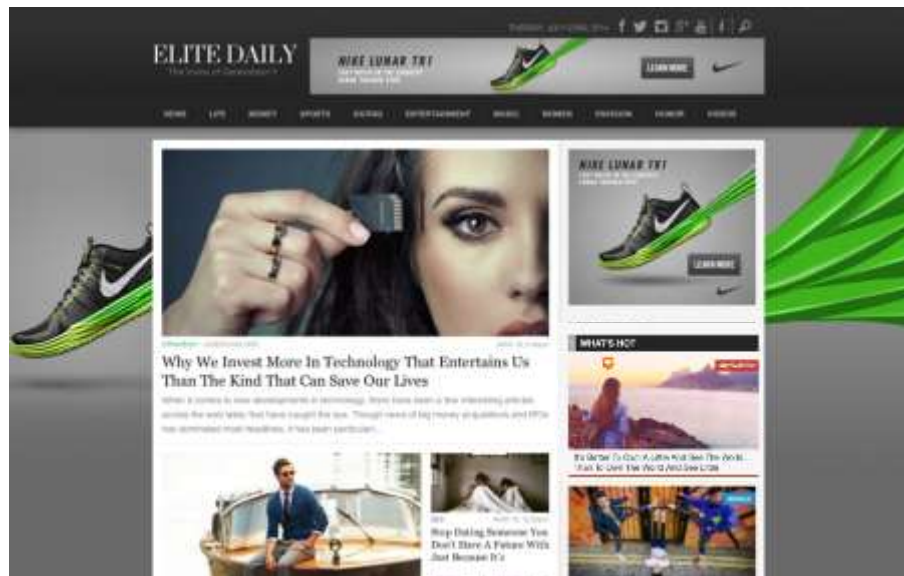


Elite Daily's content is a natural collection of millennial voices, curated specifically for Generation-Y, by Generation Y. Covering topics such as international news, money, life style, women and other current social issues, Elite Daily's unique social platform stimulates the conversation, enabling readers to share, comment and debate the most poignant topics of the day.



The screenshot shows the Elite Daily website interface. At the top is the 'ELITE DAILY' logo and a navigation menu with categories like NEWS, LIFE, MONEY, SPORTS, DATING, ENTERTAINMENT, MUSIC, WOMEN, ENTIRE, GAMES, and WEIRD. Below the navigation is a large banner for 'TOPSHOP NEWEST ARRIVALS HUDSON'S BAY' with a 'SHOP NOW' button. The main content area features a large article titled 'Why Tim Cook's Decision To Come Out Was A Bold Move In The Business World' with a photo of Tim Cook. To the right of this article are smaller promotional tiles for 'TOPSHOP NEWEST ARRIVALS' and 'WHAT'S HOT' featuring a photo of a couple. A 'TOPSHOP SHOP NOW' button is also visible on the left side of the page.

Homepage and Section Domination



Mobile

720x90
300x250
300x50

Article Pages

720x90, 300x600, 300x250





Where 9.7M Canadians go to engage in the world's most important stories

A partnership of the most respected and trusted international publishers each with the same values and focus on quality content as we have.

Delivering an unmatched connection to your target audience.



REUTERS

Forbes

THE WALL STREET JOURNAL
Digital Network

theguardian



abc NEWS

The Washington Post

ELITE DAILY

Rolling Stone

THE TIMES OF INDIA