








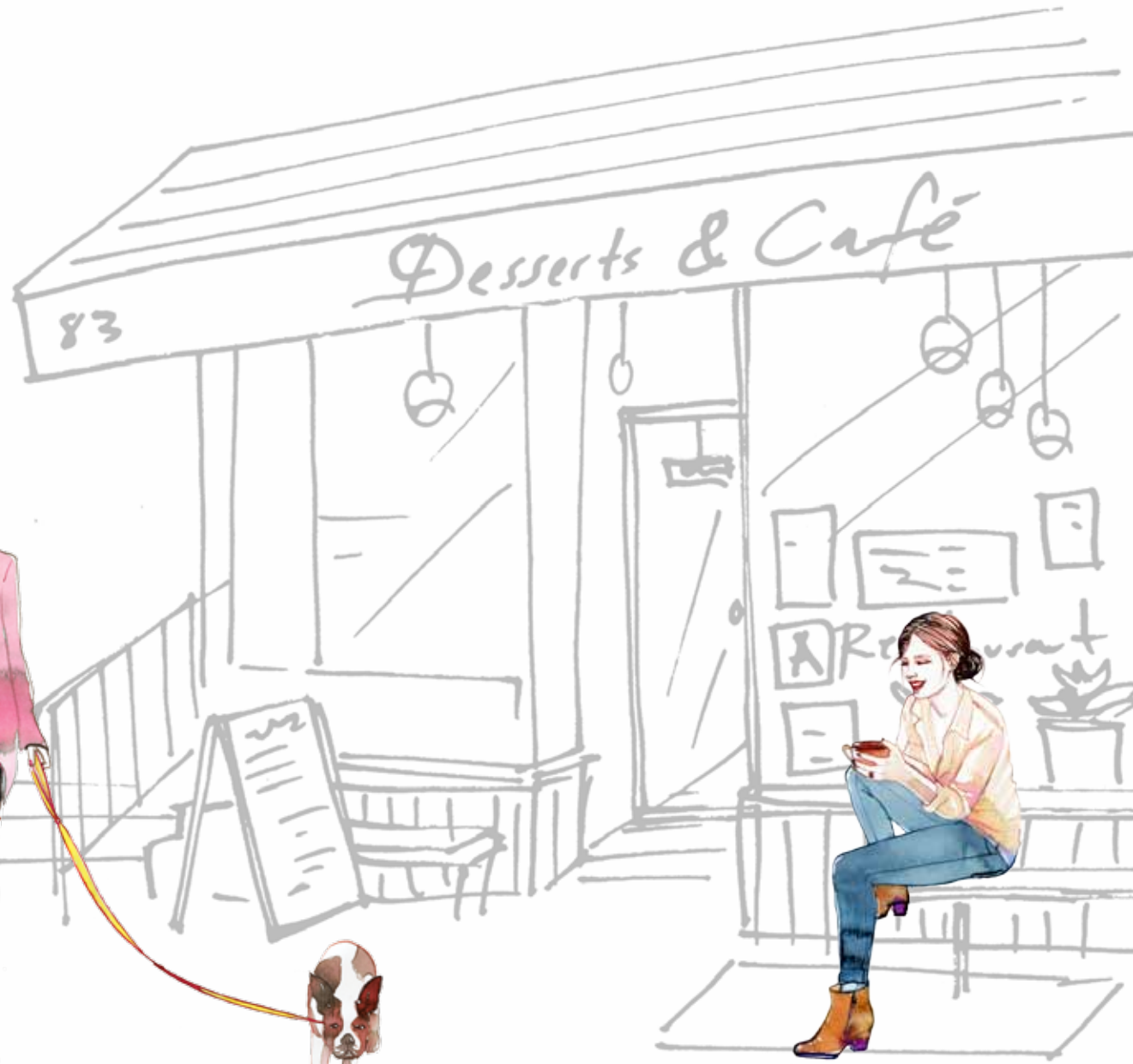
DAILY CANDY

MEDIA KIT 2012



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DAILYCANDY: A MULTIPLATFORM LIFESTYLE BRAND

DailyCandy, the ultimate discovery engine, provides reach across every medium, connecting with readers wherever they are.



E-mail



DailyCandy.com



Mobile



Social

DAILYCANDY DEALS

Deals

DAILYCANDY KIDS

Kids



EDITORIAL FRANCHISES

Discovering Trends First.



SHOPTALK

Curated product recommendations for the best gifts and must-haves for all



ROUND UP

Interactive tool for the ultimate shopper — a one stop shop product guide



PRETTY SMART

Monthly feature highlighting favorite beauty finds



EDITOR'S PICKS

Seasonal must-haves straight from the experts



THREE-DAY GETAWAYS

Highlights timely travel opportunities prior to holiday weekends



SCREEN-PLAY

Monthly roundup of must-see movies



VIDEO

Weekly look into a topic that constitutes the sweet life



PARTY TIME

Monthly feature for the entertainer offering timely food and drink recipes and other ideas for fun

DAILYCANDY READER

Connect with Influential Consumers



FEMALE: 98%

AGE: 85% are 18-49

HOUSEHOLD INCOME: \$105k

COLLEGE GRAD: 87%

Source: SmithGeiger Q1 2011

DAILYCANDY KIDS READER

Reach Moms Eager for Information

FEMALE: 98%

AGE: 88% are 25-49

HOUSEHOLD INCOME: \$131k

COLLEGE GRAD: 88%

Source: SmithGeiger Q1 2011



CONTENT CONSUMPTION DRIVES VIRAL CONVERSATION



DailyCandy
ACTIVATES consumers
by building trust and loyalty

More than half say that
DailyCandy is the first
site they visit each day



Trust in content fuels
personal connections and
INFLUENCES decisions

69% are very likely
to seek out more info from
advertisers seen on DailyCandy



Personal communication
increases brand impact and
therefore **AMPLIFIES**
brand messages

64% have recommended
something they've seen on DailyCandy
AND
77% of readers have purchased
based on those recommendations



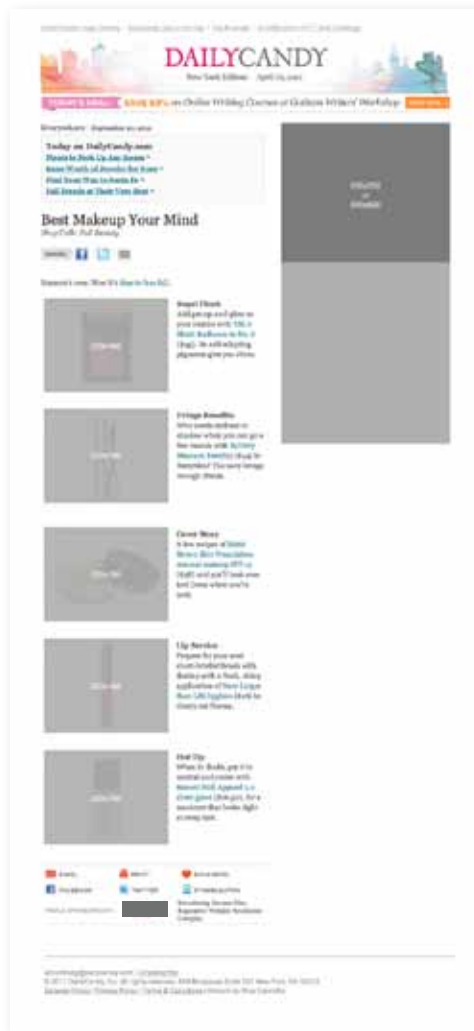
ADVERTISING PRODUCTS / E-MAIL

Dedicated E-mail templates

Standard E-mail



ShopTalk E-mail



Skinned E-mail



Video E-mail





ADVERTISING PRODUCTS / E-MAIL

E-mail Sponsorships



300x250
or
300x600



Sponsored Link
(no image)

SPONSORED

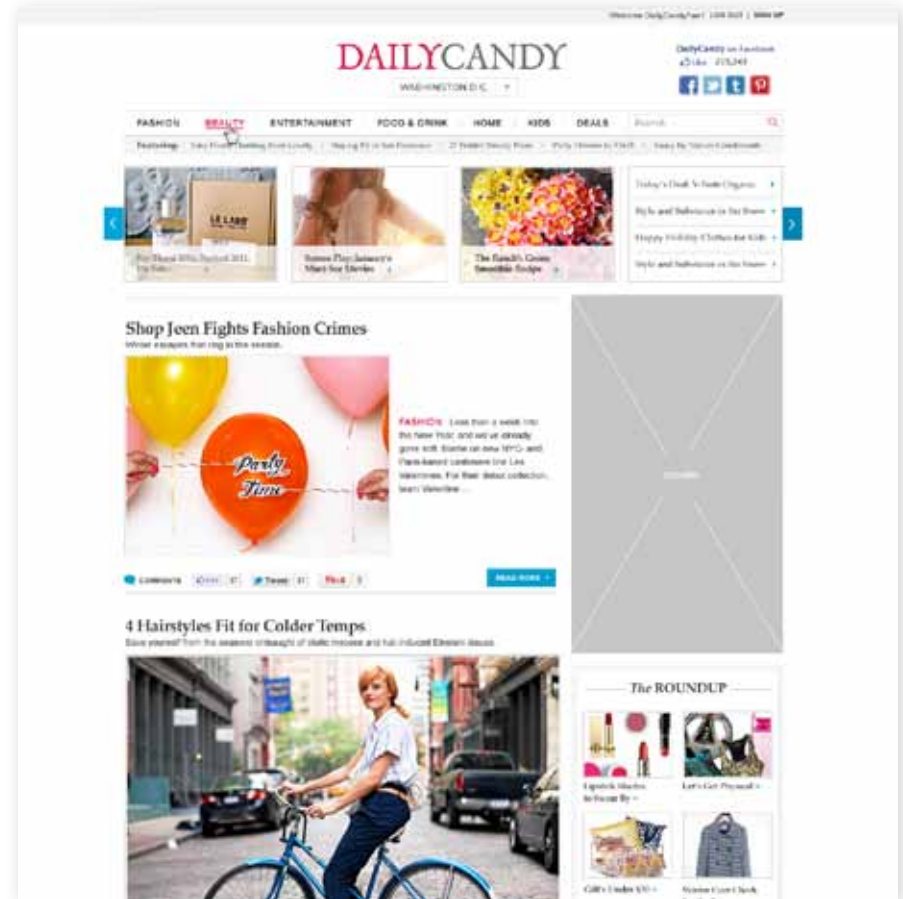
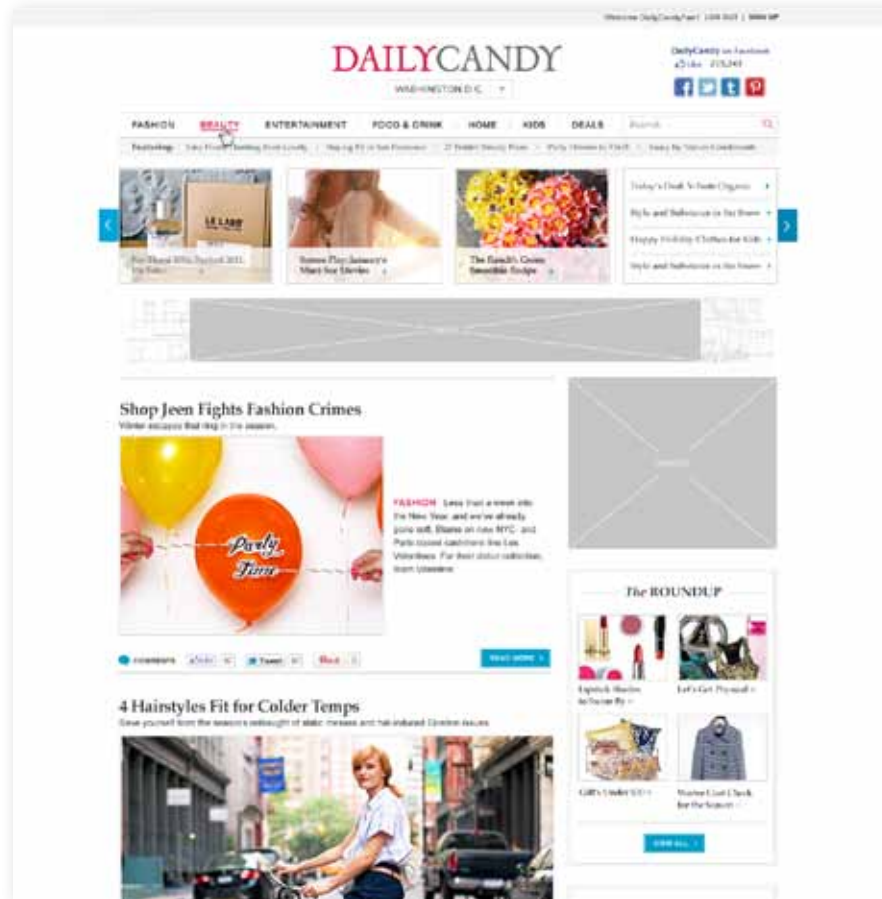
By now the dress lets 50 words. Make your product or event go viral with quick, witty ads that can be used as viral alerts, fun short-cuts, or consistent reminders. Written in Daily Candy's patented wink-and-nudge tone. Sponsored Links are just short and sweet enough to catch the readers' eye. [Read more here](#)

Sponsored Link
(image)

728x90

Banners (300x250, 728x90)

Banners (300x600)



ADVERTISING PRODUCTS / DAILYCANDY.COM

Display

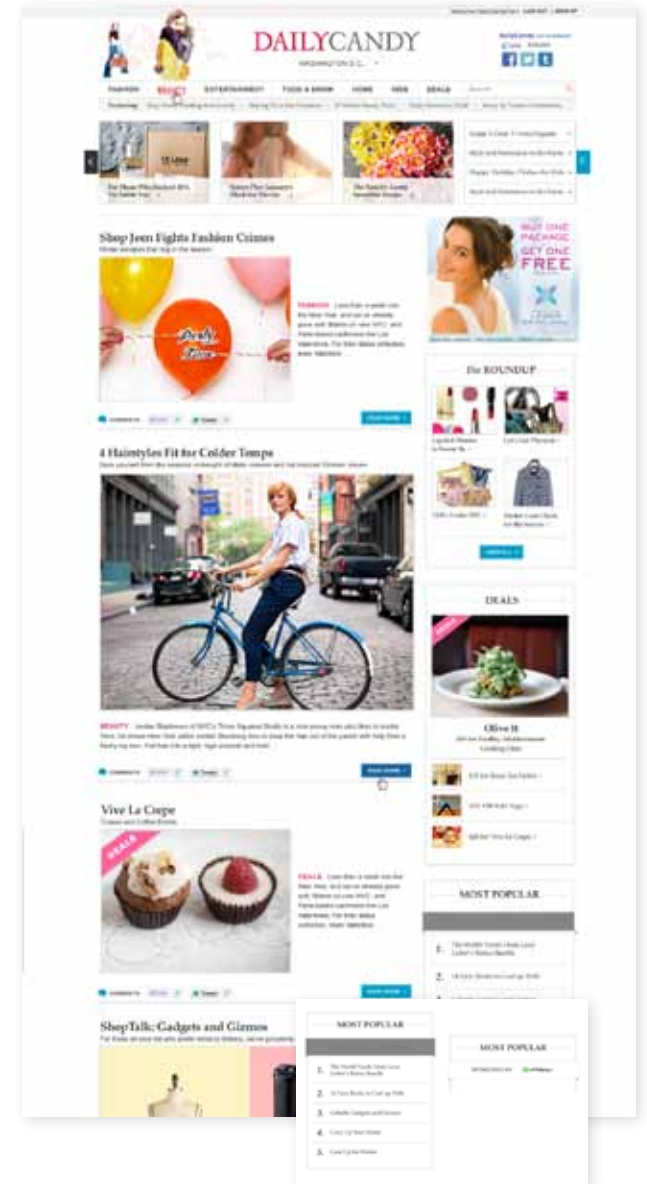
OPA Pushdown



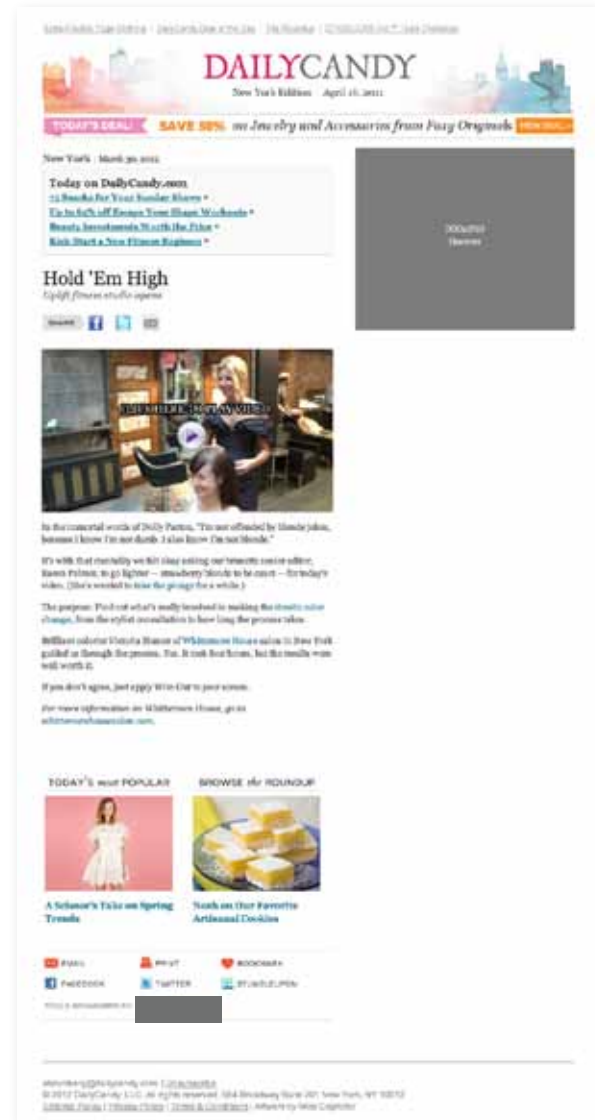
Site Skin



Most Popular Sponsorship



Video



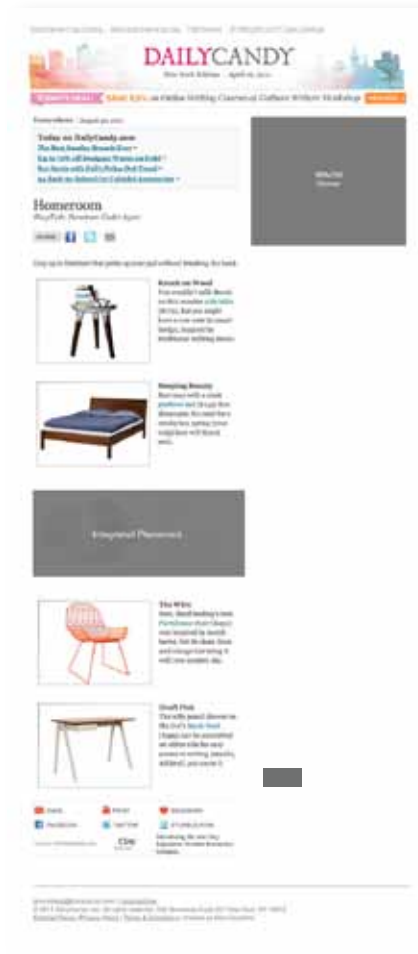


ADVERTISING PRODUCTS / PACKAGES

Packages

Pretty Smart

Shoptalk



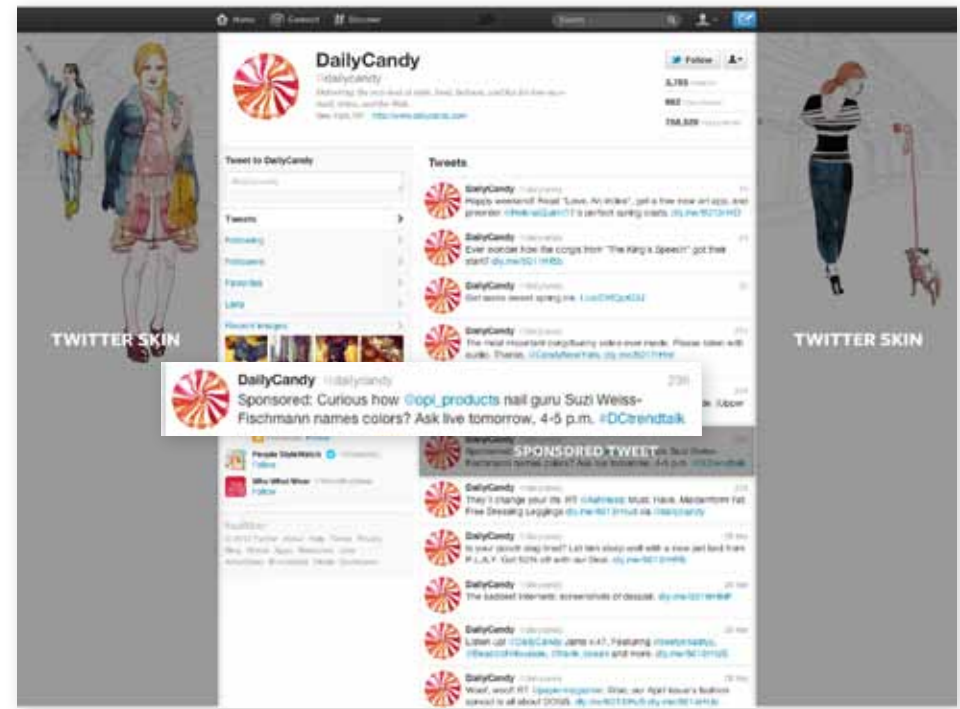


ADVERTISING PRODUCTS/ SOCIAL MEDIA

Sponsored Facebook Post



Twitter Skin & Sponsored Tweets





AD SPECIFICATIONS

Daily Candy Ad Product	Ad Unit Size	Creative Weight	Creative Due Date
Email - Dedicated Placements			
Dedicated Email			
Copy 140-150 words/up to 850 char.	140-150 words/up to 850 char.	NA	10 business days prior
Integrated Image 380x285 or 140x105 gif/jpeg	380x285 / 140x105 gif/jpeg	50K	3-5 business days prior
Standard Banner (300x250 or 300x600)	300x250, 728x90, 300x600	50K	3-5 business days prior
Additional banners for Alternate template (728x90, 234x60)	300x250, 728x90, 300x600	50K	3-5 business days prior
Skinned Dedicated - Additional Assets Needed			
Hi res branding assets for DC designers to use to create skin images; including Logo for Header	234x60	50K	4 business weeks prior
Dedicated Video Email			
Long Form Video	640x480 res	NA	5 business days prior
Companion Banner	300x250, 728x90, 300x600	50K	3-5 business days prior
Copy 140-150 words/up to 850 char.	NA	NA	2 weeks prior to launch
Video Still 640x360 gif/jpg	380x285 / 140x105 gif/jpeg	50K	3-5 business days Prior
Thumbnail image 80x60 gif/jpg	380x285 / 140x105 gif/jpeg	50K	3-5 business days prior
Email - Packages / Sponsorships			
Video Sponsorship			
Pre-Roll video	640x480 res	NA	5 business days prior
Email banner	300x250 or 160x600	50K	3-5 business days prior
Video Lounge Companion banner	300x250	50K	3-5 business days prior
Sponsored Link	30-40 words/Up to 380 char.	NA	10 business days prior
Shop Talk Sponsorship			
Copy 30-40 words	50-60 words/Up to 380 char.	NA	10 business days prior
Integrated Image 220x165 gif/jpeg	220x165 gif/jpg	50K	3-5 business days prior
Email banner	300x250 or 160x600	50K	3-5 business days prior
Photo Gallery Image	336x80 gif/jpg	50K	3-5 business days prior
Weekend Guide Sponsorship			
Sponsored Link	50-60 words/Up to 380 char.	NA	10 business days prior
Email banner	300x250,160x600	50K	3-5 business days prior
Exclusive Roadblock			
Sponsored Link	50-60 words/Up to 380 char.	NA	10 business days prior
Email banner	300x250 or 160x600	50K	3-5 business days prior
Email banner	gif/jpg	728x90	3-5 business days prior
Vertical Combo			
Sponsored Link	50-60 words/Up to 380 char.	NA	10 business days prior
Email banner	300x250 or 160x600	50K	3-5 business days prior



AD SPECIFICATIONS

Email - Standard Placements				
Article Toolbar				
Logo	88x31 gif/jpg		50K	3-5 business days prior
Copy 10 words	10 words / up to 40 char.		50K	3-5 business days prior
Medium Rectangle	300x250		50K	3-5 business days prior
Half Page	300x600		50K	3-5 business days prior
Leaderboard	728x90		50K	3-5 business days prior
Sky Scraper	160x600		50K	3-5 business days prior
Sponsored Link	50-60 words/Up to 380 char.		NA	10 business days prior
Web Placements				
Package Pages				
Dedicated Advertorial Package				
<i>Landing Page:</i> (Logo+ Email banner, Article Feature, Image Grid, Image Article list, Text article list)	88x31, 300x250 + 728x90 or 970x60		50K	10 days prior to launch
<i>Flipbook, RoundUp, Article, Video content, ROS</i>	300x250, 728x90, 88x31, 640x480 (video)		50K / 5MB video	10 days prior to launch
Sponsored Editorial Package	Same as above except editorial picks all images, articles, text, feature, and has no limit. Client feedback/approval on content will not be included here.			
Article Toolbar (logo + copy)	88x31 jpg/gif + 10 words		50K	5 days prior to launch
Most Popular Tool bar Sponsorship (Logo only)	88x31 gif/jpg		50K	3 business days prior
OPA Pushdown Unit	970x66		50K image / 5MB video	10 days prior to launch
Video Pre-roll	640x480 res		32-Bit	10 days prior to launch
Roundup Sponsorship	120x60		50K	5 days prior to launch
Roundup Interstitial	640x480 jpg/gif/swf/rich media		50K image / 5MB video	5 days prior to launch
Dedicated Flipbook (Photo Gallery includes 6-12 static images)	336x280 or 300x400		50K	4 weeks prior to launch
Sweet Shop Details	300x250 or 300x600 + 100 words		50K image / 5MB video	3 weeks prior to launch
Sweet Shop Feature	380x285 + 50 words		50K	3 weeks prior to launch
Medium Rectangle	300x250		50K	5 days prior to launch
Leaderboard	728x90		50K	5 days prior to launch
Half page	300x600		50K	5 days prior to launch
Skin - Section Front & Content Pages	1380x1409		50K	5 days prior to launch
Custom Post	varies		NA	2 weeks prior to launch
Social Placements				
Sponsored Facebook Post (Copy only)	varies		NA	10 business days prior
Sponsored Tweet (Copy only)	varies		NA	10 business days prior
Trend Talk (Sponsored Tweet Copy + Skin)				
<i>Sponsored tweets</i>	4 Sponsored tweets		NA	10 business days prior
<i>Skin</i>	1531x935		50K	10 business days prior
*DailyCandy editors write copy for custom units in the DailyCandy style and voice. Copy points are needed to provide direction for custom text.				



BEAUTY BUS

On the go styling treatments and mobile salon.

PANTENE
OLAY
COVERGIRL

In this unique guerilla marketing program, DailyCandy and Hair Room Service partnered with Pantene, COVERGIRL, and Olay to bring beauty to the streets of NYC.

PROGRAM DETAILS

- Mobile salon outfitted with styling chairs
- Glass truck skinned with sponsor logos
- Pantene, COVERGIRL, and Olay product exclusivity and sampling
- Celebrity appearances by SuChin Pak and Millionaire Matchmaker Patti Stanger
- Co-branded collateral including banners, T-shirts, product tearpads, maps, and raffle tickets

IMPACT

- Over 900 NYC readers received services
- Over 6,000 samples distributed
- Over 6.5M media impressions
- Over 5M social media impressions
- Media coverage in over 40 blogs and websites including: Time Out New York, MediaPost News, Village Voice, and the Beauty and the Feast blog





START SMALL, GO BIG PRESENTED BY INK FROM CHASE

VOGA ITALIA
FEKKAI
TIC TAC

As an ongoing authority in spotting trends and highlighting new businesses, DailyCandy puts the spotlight on entrepreneurs during Start Small, Go Big. This signature annual program is a contest calling on users to submit their small business ideas for the chance to make it big. 2011 sponsors included Ink from Chase, Voga Italia, Fekkai and Tic Tac.

PROGRAM DETAILS

- Budding entrepreneurs submitted their business ideas via a custom microsite; editors chose their favorites in core categories and then opened it up to a vote
- Four winners emerged and were rewarded with a trip to New York to meet with industry experts at the DailyCandy Academy and attend the Start Small, Go Big blowout celebration
- Ink from Chase sponsored all aspects of the contest, strategically aligning as the card-of-choice among small business owners
- Sponsorship included integration throughout the microsite, co-branded promotion, and activations at Academy, and party
- Creative on-site activations and sampling for Voga Italia, Fekkai and Tic Tac placed product into the hands of influential consumers

IMPACT

- 3,055 entries
- 102K votes
- 520K microsite page views
- 340K unique visitors
- 44MM social media impressions
- Press mentions in Forbes, New York 1, PR Newswire, Crain's NY, AOL Small Business, Metro Newspapers, NY Daily News





THE BIG BLOW-OUT

Event Series

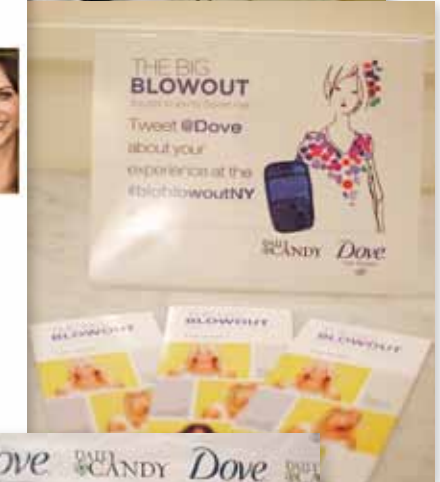
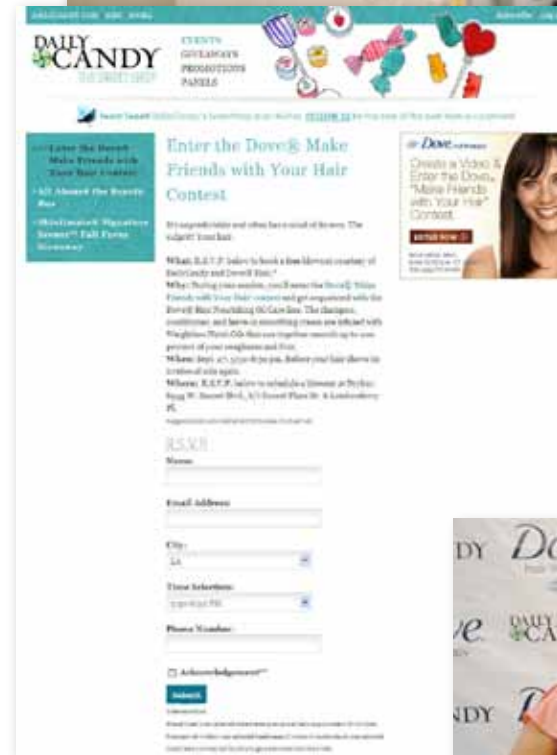
DOVE HAIRCARE

GOALS

- Drive entries for Dove's "Make Friends With Your Hair" contest
- Increase trial of Dove Nourishing Oil Care system

SOLUTIONS

- The Big Blowout Event Series offered readers to Drybar to enter Dove's "Make Friends With Your Hair" contest on-site and receive a complimentary blowout with Dove's new Nourishing Oil Care system
- On-site activations including:
 - Social PIX uploads directly from event to Facebook
 - #BigBlowout Twitter hashtag
 - Co-branded gift bags with full-size product samples
 - High impact product display and co-branded signage





POP OF FASHION

Custom on-air vignette series

TIDE PODS

GOAL

- Support the launch of Tide Pods with custom content highlighting spring fashion trends
- Leverage NBCU talent across multiple properties to bring the “Pop In. Stand Out” message to life

SOLUTIONS

- Pop of Fashion with DailyCandy – four custom vignettes featuring style correspondent SuChin Pak
- Branded vignettes aired nationally during four NBC uniquely themed to match the plot of each program
- Dedicated Channel in DailyCandy’s Video Gallery housed all video content and commercials with additional syndication to Oxygen.com

The image displays a collection of promotional materials for the 'Pop of Fashion' series. At the top right, there are banners for Oxygen.com, including 'SHOWS BLOGS PHOTOS VIDEOS FULL EPISODES', 'POP IN, STAND OUT', and 'OXYGEN'S POP of COLOR'. Below these are smaller graphics for 'POP CLEAN' and 'SEE MORE'. The central part of the image is a screenshot of a video player on the DailyCandy website. The video features SuChin Pak and is titled 'A Pop of Style for Your Workout Wardrobe'. The player includes social media sharing options and a 'VIDEO CHANNELS' section with various categories like 'FASHION & STYLE', 'FOOD & DRINK', and 'HOLIDAY'. At the bottom right, a purple banner features the 'POP of fashion with DAILY CANDY' logo and the NBC peacock.



CUSTOM ROUNDUP

Interactive Showcase

GAP 1969 DENIM

GOAL

- Promote and bring to life Gap's Fall 1969 Denim Collection, 1969 Designers and Design Studio in Downtown LA

SOLUTIONS

- A Gap Dedicated Round Up showcased the 1969 Denim Collection in an easy to navigate shopping guide
- "Win DailyCandy Favorites from Gap" Sweepstakes offered five readers the chance to win DailyCandy's five "Fall Favorites" of the Gap collection
- Custom co-branded banners drove traffic to the sweepstakes
- On the day of its release, the Gap Round Up was the second most-viewed page on all of DailyCandy.com





BRUNCH WITH US

Custom Microsite and Brunch Finder

KAHLUA

GOAL

- Leverage DailyCandy's authority to entice readers to explore their cities and enjoy brunch with a Kahlua cocktail in hand

SOLUTIONS

- Custom brunch finder tool and interactive microsite
- Recommendations tailored to individual locations and preferences
- First time partnership with Thrillist to "bring the guys" and offer the male perspective





CONTACT US/FOLLOW US



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