



SHINE ON HOLLYWOOD

THE INTERNATIONAL E-MAGAZINE FOR ARTS AND POPULAR CULTURE  MAGAZINE

DESIGNED AND PHOTO BY ROCKY GATHERCOLE

MEDIA KIT 2015



SOHM HOLLYWOOD MAGAZINE DIVISION OF SOHM DIGITAL SOLUTIONS
5482 WILSHIRE BLVD., SUITE 1508, LOS ANGELES, CA 90036-4218
WWW.SHINEONHOLLYWOODMAGAZINE.DCOM
WWW.SHINEONDIGITALSOLUTIONS.COM



Dr. Aida Takla-O'Reilly

POSITIVE, ENGAGED READERSHIP!



**WORLD-FAMOUS
ENTERTAINMENT,
A-LIST
CELEBRITIES,
HIGH-END
INDUSTRY
PROFESSIONALS,
EDUCATION AND
A POSITIVE
MOVEMENT —
SOHM COVERS
ALL THIS AND
MORE.**

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"SOHM Hollywood Magazine" YOU SOHM the World.

I have been in the world of journalism for a long time and saw the gradual deterioration in reporting and communicating with the people; it went from reporting to projecting, from facts to gossip, from balance to sensationalism. I was turned off from reading the newspaper.

Then you came along and touched my life. You made it your mission to bring to the world the stories of real people. Instead of news of the extraordinary rich doing ordinary things, you went to the ordinary people doing extraordinary things.

Instead of taking the easy road, you took the "Road Less Traveled" and demonstrated how magnificently "real people" rise and shine.

You set the standard for what journalism and reporting is all about. You have raised the bar. Thank you SOHM HOLLYWOOD MAGAZINE team for dedicating your time and talent to what is really important in life, Goodness.

God Bless,

Dr. Aida Takla-O'Reilly

Former two-time President and current
Trustee of the Hollywood Foreign Press /
Golden Globe Awards

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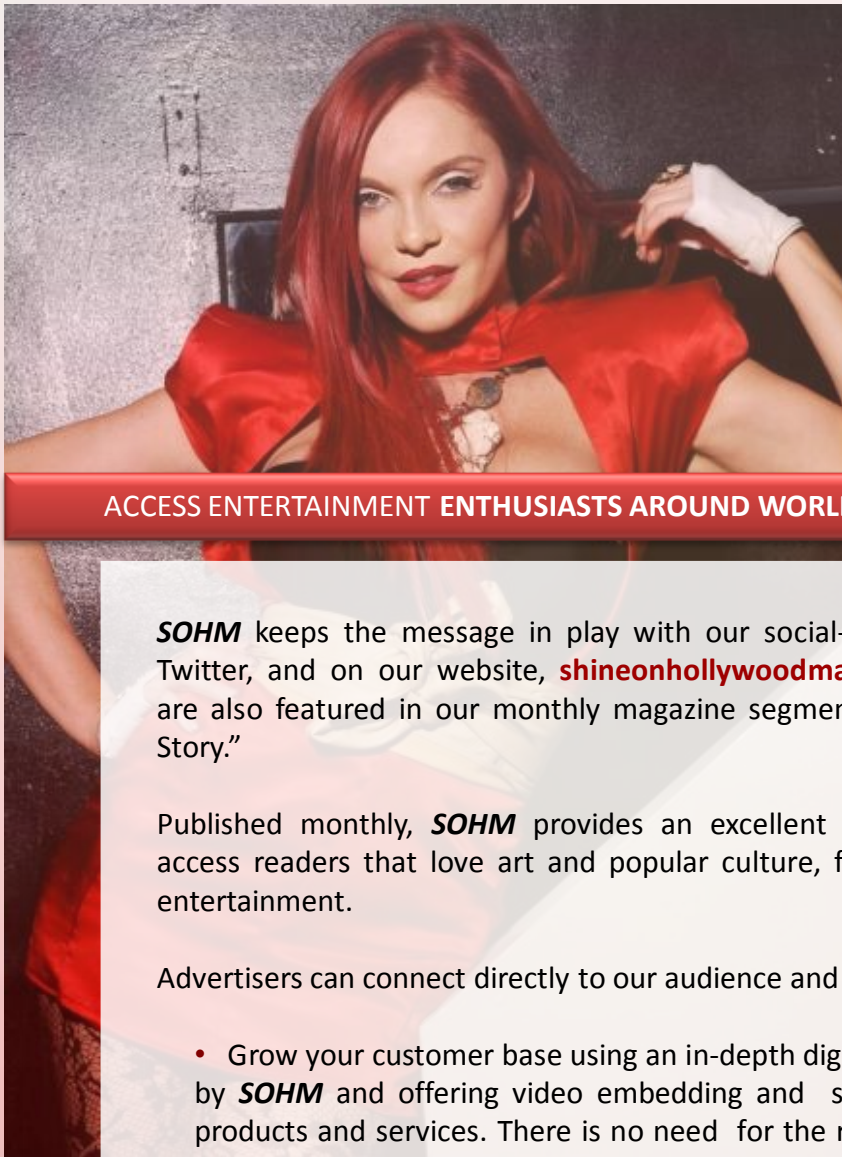
THE DEFINITIVE INTERPRETIVE VOICE OF PARTNERSHIP

OUR GOAL IS TO GROW OUR MESSAGE BY REACHING OUT AND WORKING WITH COMPANIES THAT HAVE THE SAME VISION AS SOHM HOLLYWOOD MAGAZINE. WE CAN HELP YOU GROW YOUR BUSINESS USING OUR INNOVATIVE APPROACH TO POP CULTURE MEDIA.

SOHM Hollywood Magazine (*SOHM*) is one of the top entertainment, popular culture and lifestyle magazines for Hollywood and world entertainment. Our digital magazine is just one of the powerful tools our company has which is designed to help you reach these discerning buyers.

SOHM directly engages readers and high-rollers with sharp writing, eye-catching design and sophisticated custom photography. We go to the experts about what matters to our readers: film, music, high fashion/jewelry, art, exquisite high-end cars, hotels, restaurants and electronic gadgets. Each issue includes revealing interviews and features on Hollywood entertainment, celebrities, industry professionals and the ones behind the scenes that make it all work.

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ACCESS ENTERTAINMENT ENTHUSIASTS AROUND WORLD

SOHM keeps the message in play with our social-media networks on Facebook, Twitter, and on our website, shineonhollywoodmagazine.com. Select advertisers are also featured in our monthly magazine segment, "Share Your Shine, Tell Your Story."

Published monthly, **SOHM** provides an excellent opportunity for advertisers to access readers that love art and popular culture, featuring Hollywood and global entertainment.

Advertisers can connect directly to our audience and benefit from the following:

- Grow your customer base using an in-depth digital marketing package powered by **SOHM** and offering video embedding and social media hyperlinks to your products and services. There is no need for the reader to go to another page to access your information, it's all in your ad.
- **SOHM** offers in-house SEO experts, blogging, hash-tags, keywords in social media and email blasts to your customers, a company website and social media. (If you are only marketing to current customers or fans, you may be shrinking your company by not developing new leads and expanding your market share.) These are powerful tools to get your messages and products to our discriminating readers who buy your products and services world-wide.
- **SOHM** has the readership to help you grow your business. Our 26-million hits in 60+ countries include: United States, China, United Kingdom, Canada, Australia, Mexico, Philippines, South Africa, Malaysia, Indonesia, Czech Republic, India, Italy, Hong Kong, Spain, Poland, Singapore, Ireland, Sweden, Brazil, Denmark, Ethiopia, Germany, Argentina, Chile, Netherlands, Taiwan, Serbia, France, Russia, Ecuador, Columbia, Estonia, Guatemala, Israel, Japan, Costa Rica, Dominican Republic, Finland, and New Zealand just to name some.

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POWERFUL BRAND AND MEANINGFUL SOLUTIONS

SOHM will get you the attention you need. There is no other publication that will reach them in all segments of readership with one media buy.

SOHM is more than just an institution in the entertainment industry.

SOHM has evolved to become more than just the hub of the arts and popular culture marketplace.

SOHM is working hard each day to push the arts market to grow on all fronts. The rise of the digital world created confusion in the marketing of arts products. Let us help you navigate through the world of digital marketing to utilize your advertising dollars to their fullest potential.

SOHM works. The most expensive advertising buy is with a publication that doesn't work, no matter the price.

For all ad inquiries and pricing, contact:

Alex Antonino

VP Marketing / Digital Solutions Consultant

Email: alex@shineonhollywoodmagazine.com

Office: 1 (323) 774-6977

To view SOHM Team Staff, click **here**

**BE PART OF THE FUTURE. BE A PART OF THE
SOLUTION USING SOHM HOLLYWOOD MAGAZINE.**

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DESIGNED AND PHOTO BY JOE VILAIWAN

SOHM HOLLYWOOD MAGAZINE: ALWAYS POSITIVE AND GREEN

**WORLD CENTER OF BUSINESS,
ENTERTAINMENT, CULTURE,
DESIGN, MEDIA, FASHION,
SCIENCE, TECHNOLOGY,
EDUCATION AND
INTERNATIONAL TRADE.**

With our positive, non-gossip stories and our green alternative to print, we have become one of the largest on-line publications in the world.

THE BUILDING SOLUTIONS FOR ADVERTISER SUCCESS

Magazines and daily newspapers are dying day by day because of internet media. People find it easier to read on screens. Also, it is much more cost effective and, most of the time, it's free. Because of these changes, traditional advertisement materials like magazine ads are also losing their importance, but that doesn't stop creative artists.

The print magazine industry faces substantial hurdles these days caused by the economic crisis, unsatisfied readers and the rise of new media. The economic crisis, in particular, has led to a decline in the volume of ad pages which, in turn, leads to smaller edition sizes and a perceived lesser value for the readers. One of the reasons readers are no longer pleased with the content of print magazines is that the industry hasn't changed the way the content is presented and doesn't know or understand what subjects the readers want to read about.

With the rise of new technology, there has come new forms of media. Most importantly, social media. Social media gives people the ability to communicate, view videos and exchange information with each other instantly through sophisticated on-line tooling.



Most readers of print magazines who are now accustomed to being able to access information instantly on-line are losing interest in traditional magazines. They are out of touch with today's readers and the technologies they use to assimilate information.

REASONS WHY E-MAGAZINE IS EFFECTIVE AND ENGAGING

- **Audiences are growing and young adults read them heavily:** The number of e-magazine readers has grown more than 18% over the past five years. In fact, 93% of adults overall and an astounding 96% of adults under the age of 35 read e-magazines.
- **Audiences are expanding across all platforms:** The number of e-magazine websites and mobile apps is increasing. E-readers are projected to grow rapidly and these savvy consumers of information want to see relevant magazine content in them.
- **Prompt mobile action-taking:** E-magazine readers are the most likely to use a text message to respond to an ad and redeem a mobile coupon versus traditional media
- **Advertising gets consumers to act:** Two separate sources show that more than half of all readers (56%) act on e-magazine ads and action-taking has increased 10%+ in the last five years alone. The reader has no websites or catalogues to search for as the hyperlinks are embedded right into the ads. When consumers put off looking for information about a product, it is very challenging to recover that consumer.
- **Spur web traffic and search:** Extensive research proves that e-magazines lead traditional media in influencing consumers to click on a hyperlink than to put down a print magazine, go to the computer and start a search for products or services online. This media is ranking near the top by gender as well as across all age groups. In addition, e-magazine ads will boost your website traffic. The bottom line is: e-magazine readers are significantly more likely than non-readers to buy online or at all.

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FULL DIGITAL ACCESS

The absorbing, dynamic and reputable nature of on-line e-magazines provides a platform for advertisers to powerfully connect with consumers and affect behavioral change globally. Savvy consumers embrace today's technology and connect to the Internet with their desktops, laptops, iPad's/tablets and other mobile devices.

PROVIDING INSIGHT INTO THE SOHM READER RELATIONSHIP

- **Improve advertising ROI:** Based on analysis of client-commissioned cross-media accountability studies, two separate sources found that e-magazines most consistently generate a favorable cost-per-impact throughout the Purchase Funnel.

- **Contribute most throughout the Purchase Funnel:** This is achieved with particular strength in the key stages of brand favorability and purchase intent.

- **Build buzz:** E-magazine readers are more likely than users of traditional media to influence friends and family about products across a variety of categories. E-magazines complement the web in reaching social networking users whom marketers increasingly favor to generate word of mouth.

Today's consumers don't see technology as a separate entity, it's an organic extension of their lives. Terms most frequently used by consumers when talking about technology related to accessing information and content for free. SOHM is the best forum for understanding what is happening in the entertainment world and staying connected, in general, by inserting hyperlinks to allow consumers immediate access at their fingertips in order to connect them directly to the advertiser's products and services. This type of immediate access isn't available in traditional print magazines.

POWERFUL REACH

Advertising in SOHM also has a major benefit to advertisers and their clients by its ability to display high definition images and interactive displays.



This format allows a clearer picture of your product giving the consumers a way to instantly connect with your company and the products you represent.

In addition, SOHM is able to target specific demographics. By utilizing SOHM which is focused on the entertainment industry, art and pop cultures, an interest for a major portion of the global population, you are almost guaranteed to reach your intended audience.

SOHM's powerful reach provides an ability to influence consumers engaged in specific areas of interest with dynamic and rewarding content. The Internet has become one of the most powerful and influential tools for advertisers. It is a much more geographically effective and less expensive option for advertisers as well.



Even if you are a small business, you can advertise in one of the most widely read and distributed e-magazines worldwide. SOHM can also offer specific target regions dedicated to small businesses and specific locales. Small hobby stores, for instance, often advertise in national magazines because consumers are often willing to venture outside of their community to find a new supplier for specialty services and products.

Here's some buzz worthy news that's too good not to share!

- 2012, December, *The Recording Academy* – To improve the environment for music and the lives of creative community
- 2013, September 20th: SOHM Hollywood Magazine displayed at Time Square NASDAQ in New York
- 2013 – present: Ranking #1 on Google search “Free Hollywood Magazine”
- 2013 – present: Ranking top 3 on Google search “Hollywood Magazine”
- 2014, May 14th: *The Jeffrey Foundation* – Childcare Counseling for Special Children and Families ‘Community Leader Award’
- 2014, June 8th: *Nicholas Walters Youth Foundation (NWYF) Award* – ‘The mission to improve the lives of disadvantaged youth ‘Outstanding Contribution
- 2014, September 7th: *County of Los Angeles* – In recognition of dedicated service to the affairs of the community and for the civic pride numerous contributions for the benefit of all the citizens of Los Angeles County ‘Commendation’
- 2014, September 7th: *US Global Business Forum* – Global relations and peace through investment and music festivals – Award goes to SOHM Hollywood Magazine ‘Certification of Recognition’



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DIGITAL MAGAZINE EXPANDS READERSHIP!



MONTHLY e-MAGAZINE

Unparalleled depth, analysis and insight delivered in a monthly Glossy and visually rich Package digital platform

CIRCULATION

26M (2014)
WORLDWIDE
PUBLICATION
FREE

SOHM WEB

Archive stories, video and photo galleries and e-buzz blogs continuous engagement in Community and entertainment's ultimate digital environment that attracts millions of unique monthly visitors

EVENTS

Charities, parties to awards season fetes, festival gatherings, film screenings, and music concerts, access the most influential movers and shakers powering Hollywood

NEWSLETTERS

Daily posting in social media, monthly and seasonal e-newsletters cover breaking news across continents. Our newsletters include:

Features
Reviews
Film Festival
News

NOTE: Amounts derived by multiplying annual *SOHM Hollywood Magazine (SOHM)* readership by 2014 Worldwide figures.

AUDIENCE PROFILE

POP CULTURE POPULATION

Among the three effects of globalization of culture, the growth of global “pop culture” that tends to get the most attention is actually “Americanization.” The United States is, by far, the biggest producer of pop culture goods. Pop culture is manifested around the world through movies, music, television, newspapers, satellite broadcasts, fast food, and clothing. Hollywood is the cornerstone of the entertainment industry worldwide. Asian markets 55 percent and European markets 32 percent increasing in millions.

40% **Music/Film – All Types**
25% **Fashion/Beauty pageants/Supermodels – All Types**
20% **Dance/Visual Arts – All Types**
10% **Comedies/Plays – All Types**
05% **Novels/Poetry/Books/Spoken word artists**

DEMOGRAPHICS

Gender: 55% Male | 45% Female
Age: 25% 16-24 | 45% 25-35 | 30% 36 – 50+
Income: 29% 35K-50K | 37% 51K-85K | 34% 86K+

EXPOSURE (how they prefer to be reached by companies)

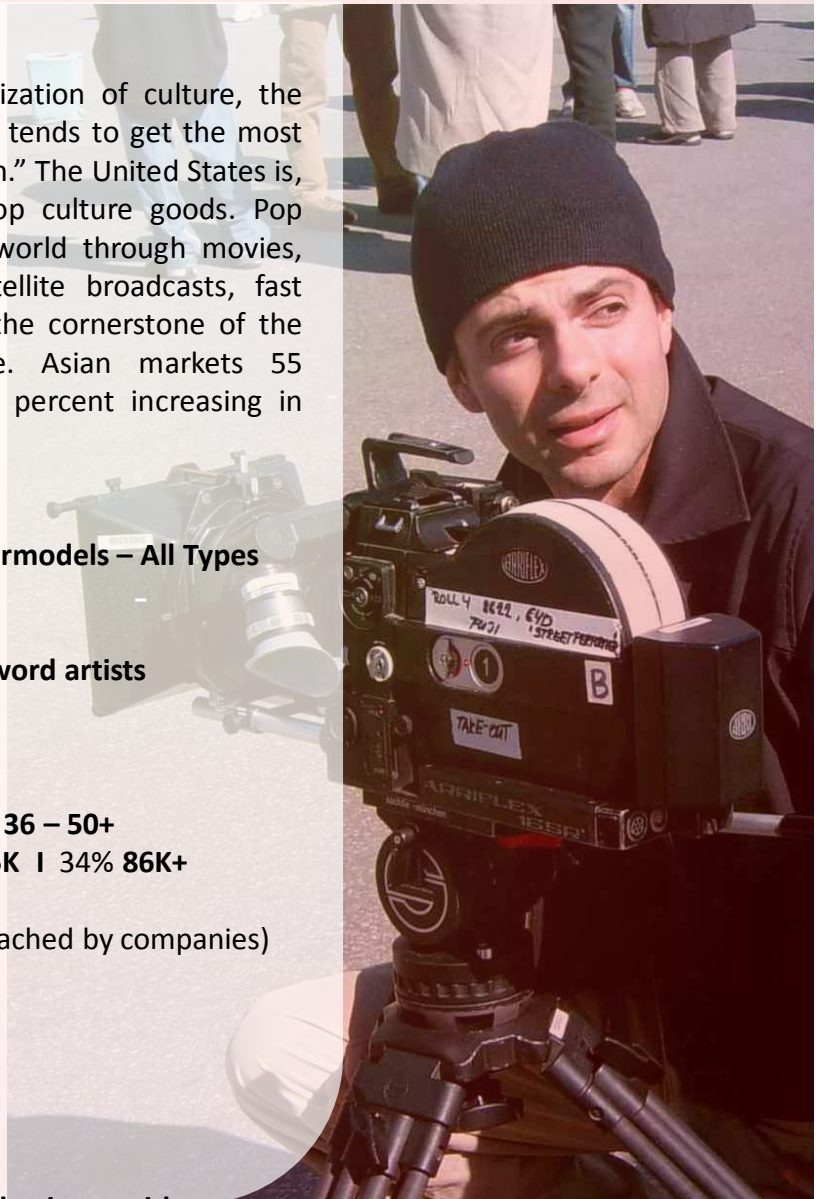
39% **Email**
79% **Internet**
65% **Magazine advertisements**
25% **Local publications**
45% **Features industry**
65% **Social networks**
65% **via Companies they already do business with**

RACE / ETHNICITY (Worldwide)

41.45% **White**
35.57% **Asians**
12.43% **Spanish**
10.55% **Blacks**

EDUCATED & INFLUENTIAL

75% **Graduated college or more**
55% **Junior middle high school**
45% **Volunteered for a charitable organization**
38% **Are owners**



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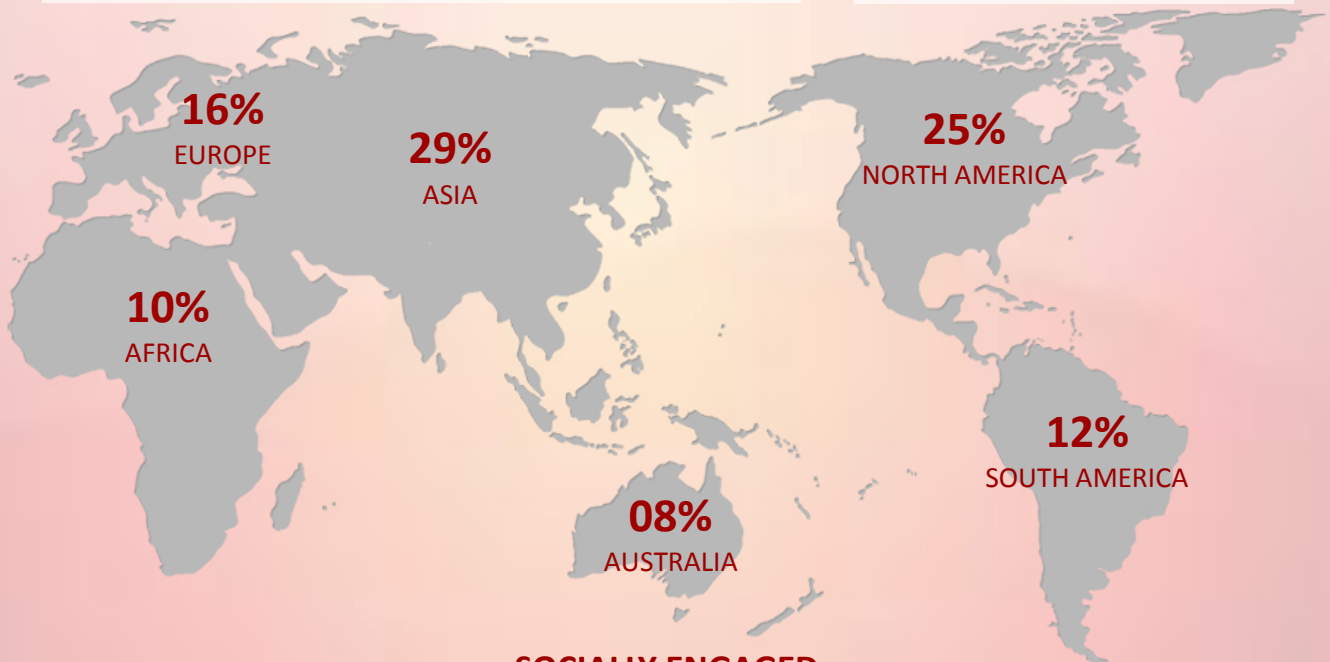
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SOHN CIRCULATION

WITH 12 ISSUES A YEAR, USE *SOHM'S* FREQUENCY AND REACH TO TARGET A MIX OF INDUSTRY MOGULS, A-LIST CELEBRITIES AND CONSUMER INFLUENTIAL IN METROPOLITAN AREAS INTERNATIONALLY.

TOTAL HITS IN 2014: **26,653,911.00** READERS PER COPY

PRICE OF SUBSCRIPTION: **FREE**



SOCIALLY ENGAGED

AVERAGE TIME
SPENT WITH
MAGAZINE IS
35 MINUTES

1 IN 3 READERS
SPEND
MORE THAN
40+ MINUTES
WITH MONTHLY
MAGAZINE

**50% READ
AT HOME,
30% AT WORK
AND
20% READ
AT SCHOOL
AND REFERENCE IT
THROUGHOUT
THE MONTH**

NOTE: Amounts derived by multiplying annual *SOHM* Hollywood Magazine (*SOHM*) readership by 2014 worldwide figures.

**34% LOOK AT IT
RIGHT AWAY**

**3 IN 4 READ FOR
BUSINESS
KNOWLEDGE,
INSPIRATION,
EDUCATION
AND PLEASURE**

**40% SHARE
ISSUES WITH
FRIENDS OR
SIGNIFICANT
OTHER**

**35% TAKE IT
WITH THEM
OR REVISIT
WHEN
TRAVELLING
OR COMMUTING**

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FEATURES

**SOHM'S FEATURE WELL SHOWCASES INDUSTRY PROFESSIONALS.
"LET THEM BE YOUR MOTIVATION."**

As always, SOHM remains a politics and gossip-free publication with its focus on: *Real People, Real Stories*, from the Arts and Pop Culture Community who make a difference by giving back. We are delighted to share their heart-felt stories with you. We will continue to provide the industry's foremost creative meeting place with monthly showcases, news, opinions, analysis, and audience feedback.

SOHM mission statement:



Dedicated to providing a positive, meaningful and educational experience and to inspire our readers with knowledge and information from creative qualified industry professionals."

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SOHM CONTENT



Redefining
diversity

- **MUSIC:** Featured artists, releases, tour dates, and showcases
- **FILM:** Reviews - films, actors and industry professionals
- **DANCE:** Featured dancers, events, and tours
- **FASHION:** Showcasing the latest fashions
- **PHOTOGRAPHY:** Celebrity and red carpet events
- **BEAUTY:** Clothing, Holistic hair and beauty products
- **BOOKS:** Writers and poets, releases, and reviews
- **ART:** Paintings, various forms of Arts and Dance
- **LIFESTYLE:** Celebrity and night life
- **PREVENTION:** Health and Wellness
- **CAUSES:** Awareness, tributes and guidance
- **POP CULTURE:** Ideas, perspectives, attitudes and images
- **COMMUNITY:** Share Your Shine, Tell Your Story, support organizations and schools

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Click for more testimonials

Joanna Cassidy, Actress

I loved the way the interview turned out and the experience that I had working with you and your staff was a pleasure from inception to publication. I look forward to reading more and I appreciate your ethics and industry protocol. Simply stellar!

Felix Cordova, Filmmaker

SOHM HOLLYWOOD MAGAZINE is bringing great opportunities to the young people with choices about art, film, music and the real deal about Hollywood.

Bob Esty, Music Producer

I wanted to say to those wanting to have a career in the music industry, remember you have to have the fire to survive. I had it and I advised the readers to know about the business, be careful and a bit cautious as you go!!

BUT DON'T TAKE OUR WORD FOR IT . . .

Sam Harris, Singer, Actor and Comedian

I enjoyed the opportunity to speak in the interview to those coming up in the business with dreams and aspirations. I wish you continued success with the publication and know that you are reaching many young people seeking guidance and inspiration from those who've trod before them.

Patrick Reynolds, Executive Director Foundation for a Smokefree America

SOHM Hollywood Magazine did the most in-depth profile of my work ever done, and I've been profiled a great deal as a grandson of tobacco company founder RJ Reynolds fighting against Big Tobacco, following my father's death from smoking the Camels and Winstons that made our family fortune. SOHM's writer did a truly excellent job of reporting; I was deeply impressed by how skillfully they handled my story and work. It was brilliant.

Mara New, Actress and Film Producer

I want to thank you for your vision and for creating a true and honest magazine with stories that we can all learn from. I enjoy knowing about talented people, how they achieve success and for some, how hard was the path to climb up to the top.

Cao Yong, World Renowned Legendary Painter

I love SOHM Hollywood Magazine because this magazine is dedicated to providing a positive, meaningful and educational experience and inspires everybody from creative successful industry professionals with real stories from real people like myself.

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EDITORIAL CALENDAR

EDITORIAL CALENDAR 2015



Issue	Topics	AD Close	Distribution
January / February	Top Dance Industry Professionals	12/01/2014	02/05/2015
March	Top Women Industry Professionals	02/01/2015	03/10/2015
April	Top Film Industry Professionals	03/01/2015	04/10/2015
May	Top Asian/Pacific/Hispanic	04/01/2015	05/10/2015
June	Top Music Industry Professionals	05/01/2015	06/10/2015
July	SOHM 3-Year Anniversary (All topics)	06/01/2015	07/10/2015
August	Top High Fashion and Models	07/01/2015	08/10/2015
September	Top Youth Industry Professionals	08/01/2015	09/10/2015
October	Top Health and Fitness Professionals	09/01/2015	10/10/2015
November	Top Men Industry Professionals	10/01/2015	11/10/2015
December	Share Your Shine-Tell Your Story/Holidays	11/01/2015	12/10/2015

Submitting AD Materials: Two ways to submit your advertising materials to SOHM:

Option 1. SEND MEDIA (CD, Flash Drivers or DVD) WITH PROOF. Please provide contact info, issue date and name. Disks will be returned, if requested. All final ad materials should be shipped at 5482 WILSHIRE BLVD., SUITE 1508, LOS ANGELES, CA 90036-4218. **Option 2.** UPLOAD AD FILES. Prepare your ad file(s) then upload to: <http://www.sendspace.com/>

We encourage you to provide advertising materials in a digital format. The required format for digital advertisement is hi-res PDF, JPG, or TIFF files with all the fonts and images embedded. Ads requiring alterations will be charged at a rate of \$55 an hour.

If you have any questions about the digital requirements, contact our support team at advertise@shineonhollywoodmagazine.com or call at 1 (323) 774-6977.

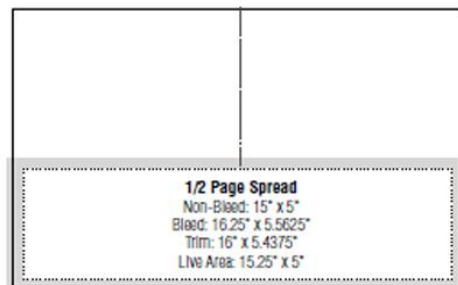
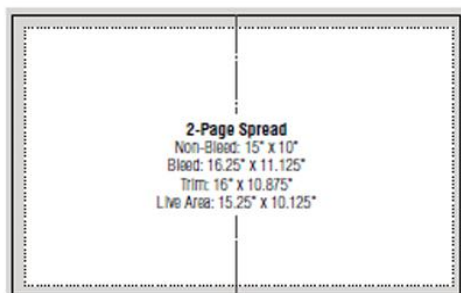
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AD SPECIFICATIONS

SOHM is committed to achieving high standards of quality in every aspect of our mission. To ensure that you receive a high level of designing and service, please adhere to the following guidelines in preparing your advertisements for production.

 page  bleed  non-bleed



Terms

50% due upon signing, 50% upon publication

Prepayment discount of 5%

Special Positions

Subject to availability: +15%

Agency commission: 15%

Space

2-Page Spread

1/2-Page Spread

Full Back Page

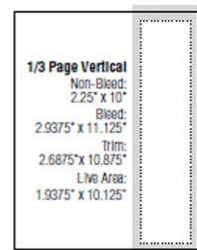
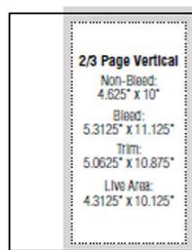
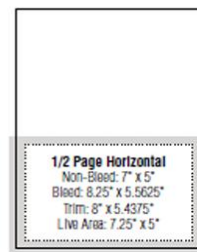
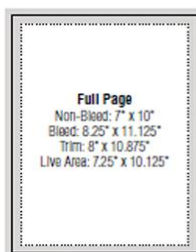
Full Page

1/2-Page Horizontal

2/3-Page Vertical

1/2-Page Vertical

1/3 Page Vertical



For all ad inquiries and pricing, contact:

Alex Antonino at alex@shineonhollywoodmagazine.com

Office: 1-323-774-6977

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