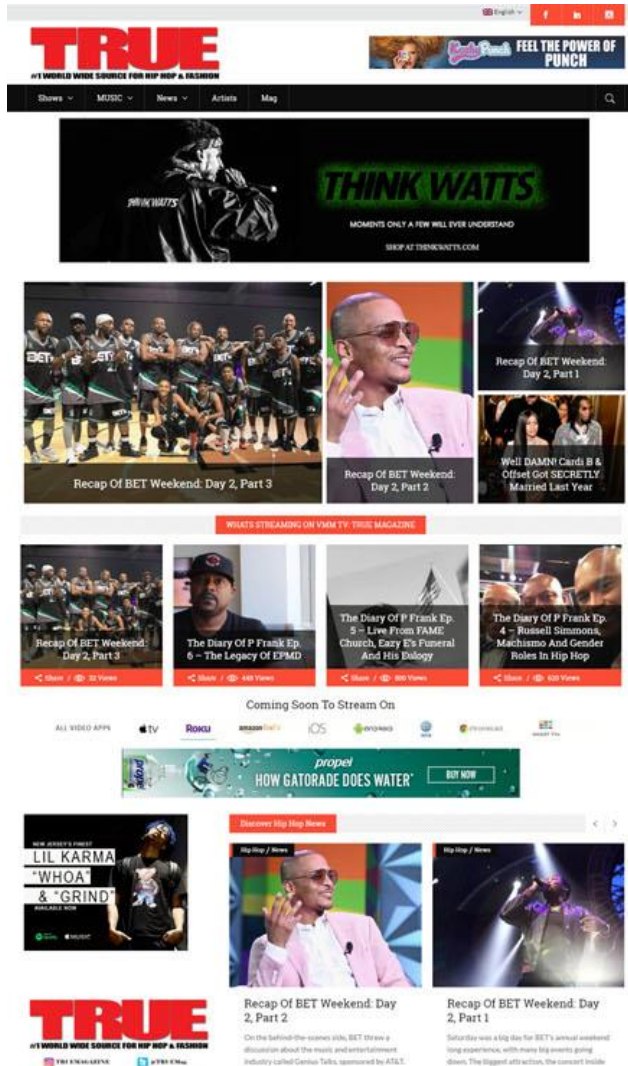


TRUE

THE MISSING LINK IN INDEPENDENT HIP HOP & FASHION



TRUE Magazine has positioned its brand as “The Missing Link In Independent Hip Hop & Fashion,” making TRUE the #1 Content Provider via Internet & OTT Streams for the Hip Hop Community.

TRUE is dedicated in providing entertaining & informative content that is the voice that can be heard across the Hip Hop community. We provide an outlet for tomorrow’s mainstream stars, their voice, image and stories to be seen first. TRUE is reaching more than readers and viewers with 2 decades of producing content, but a movement of people that change the way we listen to music, dress, speak and live.

OUR READERS:

The Hip Hop Community enjoying everything Hip Hop.

AUDIENCE: MEN 78% | WOMEN 22%

MEDIAN AGE: 25.6 | **MEDIAN HHI:** \$56,571+

STATS:

PAGEVIEWS: 1,378,000+

UNIQUE VISITORS: 621,320+

AVERAGE MONTHLY CONTENT: 72+

RELATED ARTISTS DATABASE: 21,000+

CONSUMER DATABASE: 480,000+

RATES:

HOME PAGE CPM: \$10 per 1,000 Views

CPM: \$7 per 1000 Views (In-Content Placement)

INTRO - VOD: \$12 per 1,000 Views (15 sec.)

MID - VOD: \$14 per 1,000 Views (15 sec.)

VMM TV: TRUE MAGAZINE OTT (VIDEO ON DEMAND)



VMM TV: TRUE MAGAZINE FACTS

- 820 million connected video devices in the U.S.: 30 percent of those are smartphones, 20 percent are smart TVs and 15 percent are computers or home media servers.
- 71% of internet users use an OTT service at least once a month.
- OTT-Only Households Are Projected To Grow to 17.9MM Homes By 2021
- By 2021, About 200 Million US Consumers Will Use An OTT Video Service Or Connected TV At Least Once Per Month

SPONSORED SHOWS

THE DIARY OF P FRANK

VOD: \$14. per 1,000 Views

CPM: \$9. per 1,000 Views

THE CRIB

VOD: \$16. per 1,000 Views

CPM: \$12. per 1,000 Views

CHECK MY FRESH

VOD: \$14. per 1,000 Views

CPM: \$10. per 1,000 Views

Request a current show run for more opportunities

CONTENT PLACEMENT

VIDEO ON DEMAND

(one-time payment)

1 VIDEO - \$500.

3 VIDEOS - \$1,150.

A (ARTIST) - VOICE

(unlimited content posted)

Membership - \$1,200. annually

CPM: \$5. per 1,000 Views