

Blog Purentonline 2011

The luxury Travel, Entertainment and Lifestyle blog.

PURE
ENTERTAINMENT GROUP



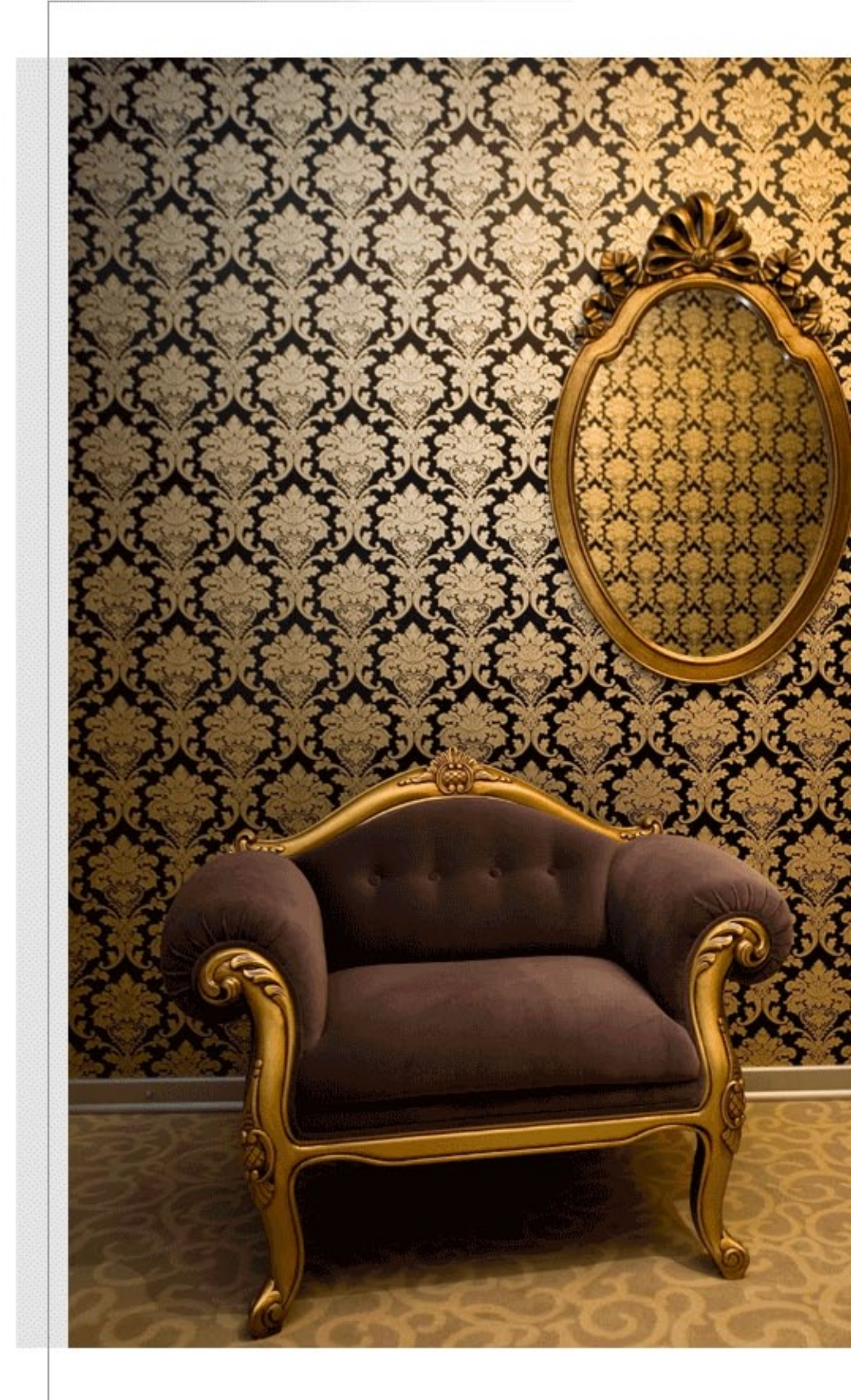
About us

In today's overcrowded media world where consumers are constantly on the move, luxury brands are finding it increasingly difficult to target their elite, affluent, niche audience. Blog Purentonline is the luxury travel, entertainment and lifestyle blog of Pure Entertainment Group. It is your immediate access to the luxury world from the eyes of expert and passionate individuals.

Blog Purentonline was launched in mid 2009 to feature samples of the various types of bespoke travel packages, luxury lifestyle experiences as well as premium concierge services which we offer and have created to our members and clients, but more importantly to target the most affluent and active demographic on the internet in a very unique way. We are jetsetters, globetrotters, travel writers, and most of all, luxury addicts; we always blog about the things we love, which allows us to effectively deliver that passion directly to our readers. Some of our content includes luxury travel packages and bespoke experiences to worldwide destinations, luxury villas for rent, private jets and yachts to charter, world-class restaurants, offers to A-list events, luxury hotels, honeymoon and wedding destinations, trends in fashion, art and culture as well as some of our personal favorites and much more!

Since its creation, Blog Purentonline has partnered with some of the most affluent luxury brands to expand their online awareness and brand recognition to a very targeted market of readers. We are more than happy to be working with you.

Welcome to a World of Luxury!



Target Market

Blog Purentonline is so much more than a luxury blog; we proudly stand out as being one of a kind! While offering our readers exclusive articles and packages that keep them informed and invested in exactly what interests them the most in the luxury market, we offer our advertisers a brand conscious readership that is based on quality rather than quantity.



Audience, demographics and traffic

Blog Purentonline attracts a unique audience who are:

- Affluent, active, highly educated individuals who seek exclusive access
- Extremely brand conscious readers who visit the website to often request bespoke travel packages, premium concierge services and more.
- Always seeking to be the “first to know” and “first to have” in terms of A-list events, special offers, packages and more.
- Coming from more than 50 countries with top 10 being USA, UK, France, Russia, Switzerland, Canada, Germany, Singapore, Japan and Italy.

Online Demographics Monthly Traffic (average)

Male/Female:	51/49	Alexa US/Worldwide Traffic Rank:	320,628/454,957
Age:	35 to 49	Unique Visitors:	82,000
Average earning power:		Page views:	503,500
- Less than \$100K:	21%	Pages per visit:	6,8 pages
- \$100K+:	29%	Average time per visit:	4,02 minutes
- \$250K+:	50%		

Source: **Google Analytics, Alexa, and Quantcast February 2011

Our channels

Upon arrival at Blog Purentonline, readers have the option of reading the latest articles, or choosing from our three main blog channels: Luxury Travel, Entertainment, and Lifestyle. Each distinct category offers our readers a wide variety of articles with travel packages, luxury lifestyle experiences and premium concierge services featuring some of the world’s finest brands. When targeting our affluent audience we don’t get hung up on counting the readers we reach, we get hung up on reaching the readers that count for our selected advertisers.

Why us

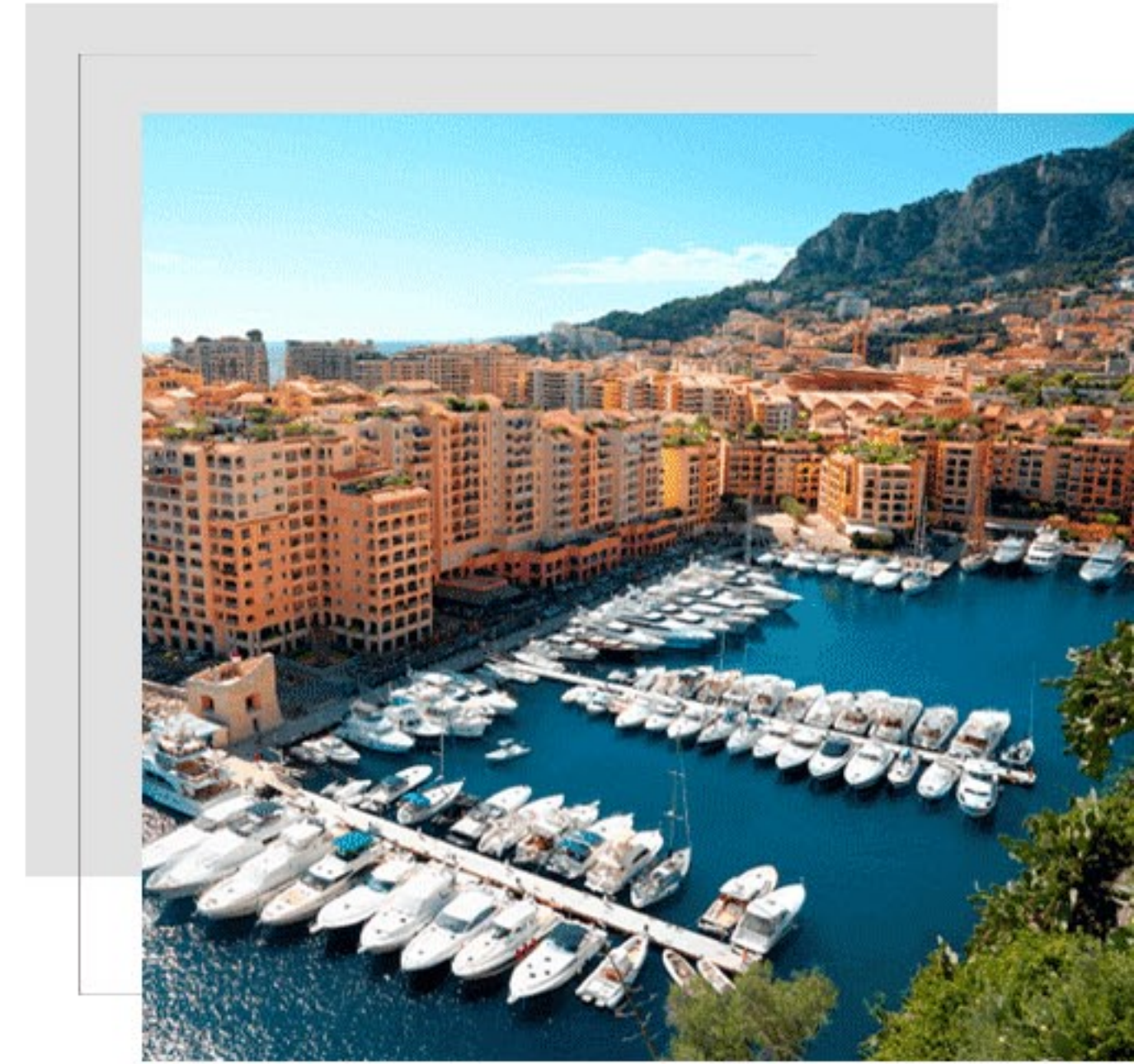
We are more than simply dreamers – we are doers. Pure Entertainment Group distinguishes itself from the others by being more than a company of people who simply like to sit and read about luxury lifestyle, but instead prefer to live it firsthand. We can often be found traveling, seeking a new, unusual, and exciting experience to introduce to our readers, or scouring the world to discover the latest trends and gadgets to feature on our blog. Blog Purentonline is a niche publication ideal for advertisers seeking a higher value and a deeper reach among high-income prospects, as well as direct access to their key market.

Our readers trust us at Blog Purentonline because we provide them with a global outlook on the luxury market, but also because we are a luxury concierge providing them first-hand knowledge and expertise when it comes to luxury.

Brand Exposure/Recognition

From a reader's first click, the team at Blog Purentonline strives to produce more than basic editorials, but rather a great media experience from start to finish – from compelling writing to eye-catching photography, Blog Purentonline is designed to engage and entice our readers, clients, and members worldwide. We offer a comprehensive and proactive online product placement service for a range of high-end consumer products and services. Using only the highest resolution photographs, we create unique and beautiful layout designs, which are effective in delivering the brand message from our advertisers, and enjoyable for our readers.

All the luxury brands featured on our blog and introduced to our readership have been carefully hand-selected by Pure Entertainment Group. Our readers as well as our discerning clients trust our discriminating taste. As an advertiser, you can therefore be assured that associating your product or brand with our company will deliver constant and targeted exposure as well as recognition to your niche target market.



Advertising Options

SKYSCRAPER
120 X 60

BUTTON 1
125 X 125

BUTTON 2
125 X 125

BUTTON 3
125 X 125

BUTTON 4
120 X 60

TOP LEADER BRAND
728 X 90

HALF BANNER 1
234 X 60

HALF BANNER 2
234 X 60

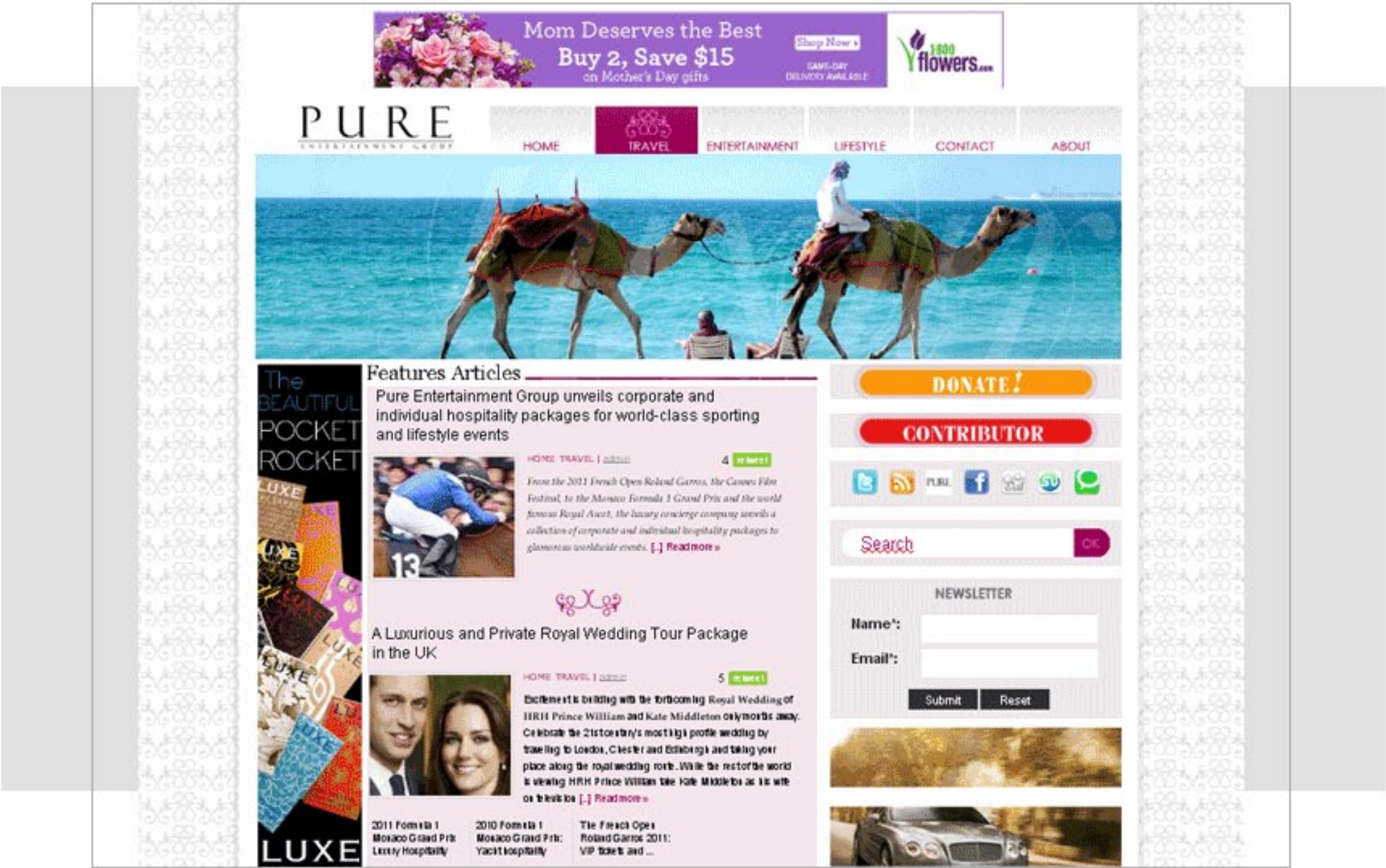
HALF BANNER 3
234 X 60

SQUARE BANNER
300 X 250

BOTTOM LEADER BRAND
728 X 90

The screenshot shows the PURE Entertainment Group website. At the top, there's a purple banner for 'Mom Deserves the Best Buy 2, Save \$15 on Mother's Day gifts' with a 'Shop Now' button. Below this is the website's navigation bar with links: HOME, TRAVEL, ENTERTAINMENT, LIFESTYLE, CONTACT, and ABOUT. The main content area features several articles and ads. On the left, there's a vertical stack of ads including 'The Beautiful Pocket Rocket', 'LUXE CITY GUIDES', and 'Mom Deserves the Best Buy 2, Save \$15'. The main article area shows 'Gucci Woven Leather Holdall bag', 'UEFA Champions League Final 2011: VIP tickets and hospitality packages', 'The San Pellegrino World's 50 Best Restaurants Guide 2011', and 'Gucci Loves You Bracelet for Japan'. On the right, there's a 'DONATE!' button, a 'CONTRIBUTOR' section with social media links, a search bar, a newsletter sign-up form, and a 'POSTS' section. At the bottom, there's a large American Express AIR MILES Platinum Credit Card banner and a smaller 'ORBITZ' banner.

1) Banner Advertising



2) Featured Articles

It is fusion of marketing, branding and journalism. A featured article for your company, product or brand provides more than the usual information. These articles are located at the top of our categories in *Travel*, *Entertainment* and *Lifestyle*. We offer only two features articles per category. They include full content and description, up to 600 words, up to 15 high resolutions pictures, back links to advertiser's website and preferential status.

Duration: *two weeks* then archived like normal articles.



3) Normal articles

A normal article is like a feature article without preferential position and they get archived quickly. A normal article is a great investment without spending a fortune. They include limited content and description, up to 400 words, up to 10 high resolutions pictures.

4) Article sponsorship

Sponsor an article with a link or a banner back to your website.

5) Featured advertisers text link

Text links of featured advertisers with a link back to the website

6) E-Newsletter sponsorship

Sponsor a newsletter. Contact us for more information

7) Custom sponsorship

Custom design campaign. Contact us for more information



Rate Card

Ad Unit	Dimensions	Rate
Top Leaderboard	728x90	\$2,500 flat/month
Bottom Leaderboard	728x90	\$1,000 flat/month
Skyscraper banner	120x60	\$1,500 flat/month
Square banner	300x250	\$2,000 flat/month
Half banner	234x60	\$1,800 flat/month
Square button bunner	125x125	\$1,200 flat/month
Featured article	Custom	\$1,000 flat/2weeks
Normal article	Custom	\$750 flat
Article sponsorship		\$500 flat
Featured advertisers text link		\$800 flat
E-Newsletter	Custom	Contact for info
Custom sponsorship	Custom	Contact for info
Rich media	Custom	Contact for info

**All prices are in US Dollars.*

3 - 6 month commitment: Deduct 5% |

7 - 11 month commitment: Deduct 10% |

Full year commitment: Deduct 20%

Banner may rotate with up to 3 other ads.

CPM rate may be available.



Contact us

Visit our luxury blog Blog Purentonline and inquire about the different advertising options available to your brand right now. Welcome to a World of Luxury with Pure Entertainment Group.

Pure Entertainment Group, Inc.

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* Our hours of operation are from 9am to 5pm (EST) Monday to Friday.

Pure Entertainment Group: <http://www.purentonline.com>

Blog Purentonline: <http://blog.purentonline.com>

Advertising Sales: advertise@purentonline.com