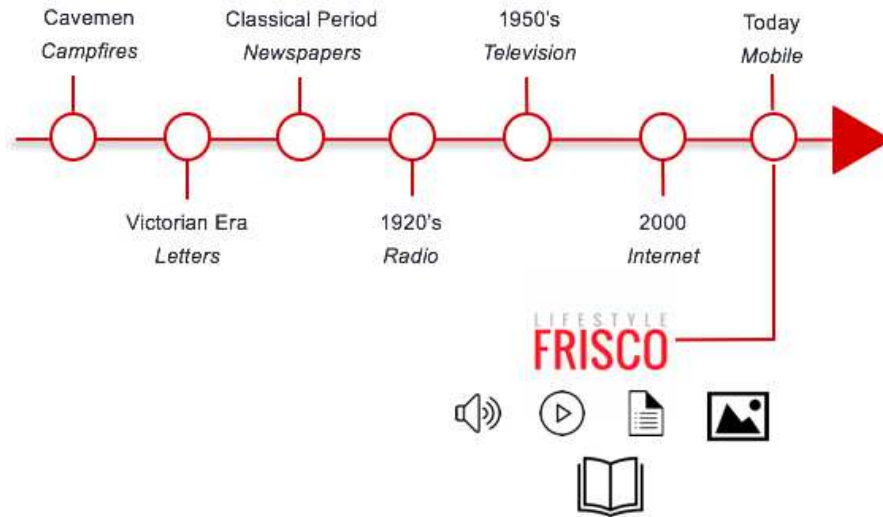


L I F E S T Y L E
F R I S C O

MEDIA KIT
Q4 2018



WHY Lifestyle Frisco is Different

Lifestyle Frisco is the **ONLINE-ONLY, MOBILE-FRIENDLY** source of sharable digital content that covers life, business, entertainment, fashion, arts, dining, nightlife, sports, travel, and real estate in Frisco, Texas.

Here's who we ARE...

With **over 1,700 pieces of written, audio, and video content** on a cutting-edge web and mobile publishing platform, we believe in serving our community by telling stories that connect the "facts of" Frisco to the "feelings for" Frisco.

We believe in the power of digital. We know that digital is the great equalizer where everyone can have a voice and the answers you seek are always at your fingertips.

We love the infinite time and space that digital allow for information, inspiration, and interaction.

But, most of all, we love Frisco, Texas.

... and, who we are NOT.

- **We are not a "MAGAZINE."** We are a digital-only, multi-media, technology platform sharing stories through writing, audio, and video.
- **We are not slow.** Being digital-only means that we can respond quickly to information and events in the community and from our clients.
- **We are not defined by TIME.** Once it's online, it's online forever.
- **Nor SPACE.** We have no restrictions on the length or size of the content we produce.
- **We are not false.** Our integrity, ingenuity, and trust we've built since launching in 2013 protects our people and our clients.
- **We are not news.** Lifestyle Frisco is lifestyle content. We bring you the information that tells the story of life in Frisco, but our business is not about chasing breaking news, hard journalism, or critiques.
- **We do not bash.** We're not afraid to speak up, but if we don't have something nice to say, we won't say anything at all.
- **We are not quitters.** We promise to be here. Discovering and disclosing the growth, prosperity, humanity, joys, and sorrows of everyday life in Frisco for years to come.

FAST STATS ON FRISCO

- **Frisco Population:** 173,489 – February 1, 2018
 - One of the fastest growing communities in the country every year since 2000
- **Annual Population Growth Rate:** 5.8%
- **Workforce Estimate:** 78,857
- **Residents with Bachelor's Degree or Greater:** 60.2%
- **Median Family Income:** \$128,912
 - Moderate costs of living
- **Median Listing Price of Single Family Home:** \$495,000
- **Assessed Property Value F/Y 2015:** \$18 Billion
- **A Top 10-Rated school district:** 3 high schools in the Top 100 nationally
- **Easy access to Dallas:** less than 25 miles away
- **THRIVING business community**

Frisco is a great place to live without breaking the bank. While Frisco has a rich history, much of the community is less than 10 years old, so Frisco provides an eclectic mix of good ole' Texas charm and modern amenities.

Our Lifestyle Frisco AUDIENCE

- **INSTAGRAM:** 4100+
- **TWITTER:** 4300+
- **FACEBOOK:** 19,000+
- **65,000 to 75,000** unique visitors per month
- **120,000+** page views per month

LOCATION

- * 70% live in Frisco
- * 15% in city that borders Frisco
- * 15% across U.S./world

GENDER

- * 55% Female
- * 45% Male

AGE

- * 25 – 35 yrs. 20%
- * 35 – 44 yrs. 33%
- * 45 – 54 yrs. 24%

DEVICES

- * 62% visits us on mobile devices

TESTIMONIALS:

*“Lifestyle Frisco has helped grow our business in the best possible way. As we prepared to open our doors, we thought long and hard about how we would get the word out about our little place. We were approached by advertisers and magazines to take out ad space almost immediately. However, our vision for eight|11 was different. We truly believed in an **organic, grass-roots, word of mouth approach** and wanted to stay true to that vision. The moment we were approached by Lifestyle Frisco, we knew we **had made the right decision**.*

*With thousands of local followers, this would be the catalyst we were looking for to help take our business to the next level. Sure enough, within days of their review, our business realized the impact. **In one week, we served as many customers as we did the month prior- and it has not slowed down since!** We are truly grateful for the opportunity Lifestyle Frisco gave us by allowing eight|11 to reach their followers! Even months later, people are still buzzing about the review and we could not be happier!”*

~ Lance & Ursula, Former Owners of Eight 11 Place

*“Lifestyle Frisco has helped Jungle Joe’s, a cafe where kids can play, immensely with our online presence on all forms of media. We’ve **increased our followers on Instagram**, Twitter and **likes on Facebook** greatly since we’ve signed up with them a few months ago. For years Wendi and Scott built their social media presence to **help business owners** like us. And, they are such nice, amazing people who do what they say, then they say it. I highly recommend Lifestyle Frisco.”*

~ Angela Holt, owner of Jungle Joe’s

*Good morning Lifestyle Frisco! I wanted to send a quick note to say: Nicole - Wow! **Your article was absolutely incredible** and I am blown away by your talent. Thank you for **expertly capturing our story** and articulating our strategy perfectly. Truly A+! Have a great weekend!*

~ Jason Young, owner of Verona Villa

*I cannot express how valuable our association with Lifestyle Frisco has been to our young business! The **very first week that our page went live, we received enough revenue to literally pay for the whole year** of advertising with Lifestyle Frisco. As if the advertising wasn't already reasonably priced, we were excited that it had already paid for itself in so little time. With a start like that, we **can't wait to see what's in store for the rest of 2018!** Thank you Wendi and Scott, for helping Sometimes Spouse Frisco take it to the next level!!*

~ Melisa and Steve Roberts, owners of SometimesSpouse

What's your marketing goal?	Sponsored Section	Business Page	Featured Article	Sponsored Content	Podcast Sponsorship
Discovery	✓	✓	✓	✓	✓
Awareness	✓	✓	✓	✓	✓
Sales or Lead Generation	✓	✓	✓	✓	
Traffic (web or foot)		✓	✓	✓	
Authority	✓	✓		✓	
Connecting w/a specific audience	✓		✓	✓	✓
Event Promotion	✓		✓	✓	✓

Business Page

\$125 per month / 12 mo.s

What It Is:

- Full-page online ad
- Creates high visibility for your business on LifestyleFrisco.com
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings
- Business pages include important business information, a featured image, detailed description, interactive box that you can update with specials or other deals, Yelp ratings, interactive map, and links to any posts you've been tagged in on Lifestyle Frisco.

What You Get:

- A featured article on your business (if we've done one we'll do a 2nd)
- Interview on the Frisco Podcast
- Social Media Promotion (we add you to special lists that we monitor closely so we can re-share your best stuff)
- Ability to offer and update deals, specials, directly from your business page (and change it up to once per month).
- Quarterly reporting on your page performance
- We'll share your press releases on our site
- We'll add your events to our calendar
- On Page Call to action (like subscribing to your newsletter, buy now, etc.)
- We'll include your deals in our newsletter
- 1st opportunity to get in on special promotional opportunities as they arise
- Additional Featured Articles at a discounted price

Example Business Listing Page: <http://lifestylefrisco.com/businesses/eight-11-place/>

"The Frisco Podcast" Sponsorship

\$2000 per month / 3 mo.s min

What It Is:

- 13 episodes each 3-month period
- Produced weekly in Real News PR Studios
- Variety of topics specific to Frisco including:
 - Business
 - Local Government
 - Local Personalities
 - Sports
 - Non-Profits
 - Events
 - and more!
- Produced by RNCN of Real News PR
 - Distributed on the RNCN channels
 - Distributed on all Lifestyle Frisco social media channels

What You Get:

- EXCLUSIVE SPONSORSHIP OF THE SHOW
- Mention at the start of the show and end of show including link to your website.
- Your business logo with link on the podcast page for the episodes you sponsor.
- Your business logo with link and blurb on the main podcast page for the duration of the episodes you sponsor.
- We'll mention any special deals, links, or a call to action you want included in each mention.

Example Podcast: <http://lifestylefrisco.com/podcast/ashley-miller/>

Featured Article

\$500 per article

What It Is:

- If we haven't written you up, the FIRST one is on us!
- A follow up with more in-depth information
- Several social media promotions
- Perfect for events or deadline-driven activities

What You Get:

- One of our writers will work with you to come up with the right tone and strategy for the article
- In-person interview
- Article writing and editing
- Social media promotion of article at least 4 times across all our channels
 - Facebook
 - Twitter
 - Instagram
- A specific call-to-action button/link in article
- Analytics reporting on your article's performance

Example Article: <http://lifestylefrisco.com/where-texas-roots-and-frisco-pride-collide-tumbleweed-textstyles/>

Sponsored Content Series

\$ 100 per month / 12 mo.s

What It Is:

- MUCH more than just adding “Sponsored by...” at the top of the article
- Your story and information that is:
 - Informative
 - Educational
 - Entertaining
 - Authoritative
- A series of stories about the topics that affect your business
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings

What You Get:

- Planning session with our Content Strategy team for best possible content for your campaign
- 4 in-depth articles included / additional articles available at reduced pricing
- Content written for you (We may interview you, or ask for input, but we’ll do the heavy lifting!)
- Links to your website and social accounts
- Analytics reporting on your campaign’s performance
- All your content is shared to our audience
- Exposure to a highly-targeted audience interested in what you do
- We help you become the authority on your topic in Frisco!

“LIFESTYLE PROFILES” video series SPONSORSHIP

\$ 1000 per episode / 13 min.

What It Is:

- *“Discovering and disclosing the people who create the fabric of Frisco.”*
- Weekly “Oprah-style” video interview series
- Each episode 3 – 5 minutes in length
- Produced by GoLocal Group

What You Get:

- Your company’s logo on all pages within this section – lifestylefrisco.com/lifestyle-profiles – during your sponsorship period
- Social promotion of all videos each week on our channels with a “Sponsored by...” call out
- End-credit with logo inside each video produced.

Example: <https://lifestylefrisco.com/lifestyle-profiles/>

“LIFESTYLE PROFILES” individual video FEATURE

\$ 1200 for single video

What It Is:

- “Discovering and disclosing the people who create the fabric of Frisco.”*
- Weekly “Oprah-style” video interview series
 - Each episode 3 – 5 minutes in length
 - Produced by GoLocal Group

What You Get:

- Interviewing YOU as the subject of a LIFESTYLE PROFILE video feature
- Social media promotion of your video on all our channels
- You may purchase sponsorship spot you’re your video at half-off the normal rate of \$1000 per episode.

Example: <https://lifestylefrisco.com/lifestyle-profiles/>

“Lifestyle LIVE” - Facebook LIVE video show

\$1200 for single video

What It Is:

- Facebook LIVE streaming – a live video produced at your location featuring one of your employees
- Links to your Facebook page
- Your story that is:
 - Informative
 - Educational
 - Entertaining
 - Authoritative
- Targets all our audience interested in that specific topic
- ***In partnership with National Breast Cancer Foundation, a percentage of the proceeds from this video will allow 2 women in need to get a mammogram***

What You Get:

- Shooting Donny Churchman as expert on The Rail District / hosted by one of our video hosts
- We will let your and our users know in advance that we’re planning to broadcast from a Nack Development location
- We will ask for feedback, respond to questions, and make the experience as participatory as possible
- Full rights to use the video however you wish – you will receive a downloadable version
- Social promotion of the video on our channels
- Embedding the video on LifestyleFrisco.com
- Inclusion of the video in our “HELLO, Frisco!” YouTube Playlist

Example Facebook LIVE Video:

<https://www.facebook.com/LifestyleFrisco/videos/1716251415158328/>

“THIS WEEK IN FRISCO” weekly content series

\$ 4000 per month / 3 mo. min.

What It Is:

- Weekly “round up” of all events happening in Frisco – Monday through Sunday of each week
 - Written on website
 - Audio podcast highlights from week
 - Video production of highlights from week

What You Get:

- On written article
 - Your company’s logo and link at top of article – during your sponsorship period
- On weekly enewsletter
 - Your company logo and link – “Sponsored by...” at top of email
- On audio podcast
 - Company mention and URL named at beginning of taping
- Social promotion of all videos each week on our channels with a “Sponsored by...” call out

Example:

<https://lifestylefrisco.com/this-week-in-frisco-week-of-monday-december-11-2017/>
(written and video)

<https://lifestylefrisco.com/podcast/event-highlights-frisco-week-december-11-2017/>
(audio)

Full Production Video

1-2-3 Minutes: Pricing Below

What It Is:

- Your very own 1, 2, or 3 minute video COMMERCIAL or series of videos
- Your story that is:
 - Informative
 - Educational
 - Entertaining
 - Authoritative
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings

What You Get:

- 30-minute planning session with our Video Production team for best possible “on brand” content for your campaign
- IN STUDIO or ON LOCATION video shoot - 4 hours - \$800
 - **1 minute final cut video - \$1800**
 - **2 minute final cut video - \$2500**
 - **3 minute final cut video - \$3200**
- Custom pricing available for longer, or multiple, videos
- Links to your website and social accounts
- Analytics reporting on your campaign’s performance
- All your content is shared to our audience
- Exposure to a highly-targeted audience interested in what you do
- Re-purpose your video on your own website and social media channels
- We help you become the authority on your topic in Frisco!

Website Sponsored Section

See Pricing Below

What It Is:

- Your business sponsors an entire SECTION of LifestyleFrisco.com
- Targets all our audience interested in that specific topic
- Call out in right sidebar on every page in your section
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings
- Rates are based on section popularity for the preceding quarter
- Rates may be locked in for longer contracts
- FULL SITE TAKEOVER (all sections except real-estate) available

What You Get:

- Your business mentioned across all articles in section
- Mention on top landing pages across the topic
- Analytics reporting on your campaign's performance
- Exposure to a wide, but highly targeted, audience interested in what you do
- You become the authority on your topic for Frisco!

Section	Price Per Month (3 mo. min.)
Feature Articles	\$3500
Entertainment	\$3500
Restaurants	\$3500
Events	\$3000
Kids & Family	\$3000
Shopping & Services	\$2500
Community Spotlight	\$2000
Health & Fitness	\$2500
Business Spotlight	\$2000