



About: The **MCMi REPORT** is the official e-newsletter of **MCMi report.com**, a Hip Hop culture portal to the latest News, Music, Videos, Events and more! Founded by 2 New Yorkers who wanted to develop a website that reported on Hip Hop from an artist's – *not industry* – insider's perspective, the website launched in 2011.

Subscribers: The **MCMi REPORT** notifies it's **3,000+ subscribers** of upcoming events, music, videos and interviews, clothing and accessories. Our subscribers are a mix of industry professionals, fans and artists, who join to get the scoop on new releases, Hip Hop showcases and other fun music related nightlife, from DJ dance parties to MC Battles.

Engagement: We have maintained a high level of *subscription, engagement* and *participation* (people actually open, read and click on links) in our campaigns because our list is **opt-in / opt-out** (*not spam*), we try our best to keep our content **relevant** and we only send a campaign when necessary, not weekly or daily, as some do, which can become annoying and cause people to unsubscribe.

Of our 3000+ and growing base of subscribers, roughly 2,500 are *actively* engaged in our campaigns (open most newsletters, click on at least one link) and roughly 500 are *highly* engaged (open every newsletter, click on most or all links).

Social Media: In addition to emails, all of our campaigns are posted for thousands through Social Media, including Facebook and Twitter and sent to a small # of Text Message subscribers as well. This means our campaigns are Re-tweeted, Share and Liked on Facebook, for that many more impressions.

ADS RATES:

- **\$25** - To advertise in one individual newsletter campaign + social media + text msg
- **\$100** - Your ad included in 8 of our Newsletter campaigns + social media + text msg

Thank you for your interest in advertizing in the MCMi REPORT!

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