

# 2009 SINGLE EDITION MEDIA KIT

## IMPRESSIONS THAT MATTER



**Advice**



**Inspiration**



**Lifestyle**

**ONE INDIVIDUAL AT A TIME**



## More Insight

More than 42% of all individuals, roughly 90 million men and women in the United States alone, are unmarried. This includes more than 20 million divorcees, 13.6 million widows, and over 48 million adults that have never been married.

Single Edition Media reaches the singles segment with more content, more relevance and more trust than any other organization. We know which topics, services and products matter most to single adults; they are smart, independent and sophisticated consumers with significant disposable income.



## More Interest

Each month, thousands of single adults hear what we have to say through our website, newsletter, buzz agent affiliates and live events.

This media kit will show you how Single Edition Media can connect you to the burgeoning market of single consumers, with unparalleled impact.



## More Impressions

It's no longer a stigma to be single as most adults, young and old alike, are single and living on their own. Single adults are embracing their lifestyle by investing in homes, taking trips and enjoying luxury items.

## Today's **i** Market

- Represents 56 million households.
- Controls over 35% of total annual US expenditure.
- Presently, 46% of men and 51% of women live without a spouse.

## The Power of **i**

- Singles spend **\$1.6 TRILLION** on products and services annually.
- Singles comprise half of all US consumer units.
- Plus, singles have a love of media and social networking that can reward marketers who realistically depict the lifestyles of those living single.

## The **i** Lifestyle

- More than **62%** of all singles travel on an annual basis.
- Single adults represent **60%** of home owners and **40%** of home buyers.
- The majority of single adults try to eat healthier.



Single Edition Media caters to the underserved singles market: outgoing, professional, financially independent women **and** men, aged 32 to 64, who are neglected or misinterpreted by mass-market advertising despite their power and positive attributes.

Our audience depends on us to connect them with products, services and information that will simplify and enhance their lives – Single Edition is their guide, friend and support network.

## The Single Edition Audience is Successful and Diverse

- Gender Neutral: 44% Male; 54% Female
- Age Appropriate: 32-64
- All Inclusive: never married, divorced, single parent and widowed
- Hard Working Professionals: 66% work full time
- Financially Secure: Average individual income - - \$60,000+

## Our Individuals are Connected and Loyal

- Our weekly newsletter open rates consistently exceed 40%
- We represent a growing community of single bloggers who act as brand ambassadors for Single Edition
- Hundreds of readers have taken the Solo Spotlight Interview



## What People Are Saying about **Single Edition**:

### The New York Times

*"Unlike dating sites that treat being single as a predicament, this one celebrates flying solo, and offers shopping, financial and other advice to help them do so with pride."*



*The message to singles is to not play the waiting game, but to live in the moment. "Don't wait for the perfect person to travel [with], to buy a home, to learn or meet new people, it's now."*



*"Brilliant - SingleEdition.com - a website dedicated to empowering Singlehood by giving Singles tools for everything from financial to entertaining. "*



*More Americans are heading up single headed households, and there are a number of chat forums catering to those who fly solo by choice. Sherri Langburt, who has been profiled in [The New York Times](#) and [O Magazine](#), created a site called [SingleEdition.com](#), which offers chat forums, tips and resources for those who are proudly single.*

### CHICAGO SUN-TIMES

*Thankfully, amid the sea of dating advice and online matchmakers, a new site launched recently that celebrates the single life and offers financial, health, shopping and legal advice and resources on living that life well. SingleEdition.com launched in December and is aimed at 32 to 45-year-old singles. It's about time. Single adults, by choice or not, are growing in numbers and many could probably use help navigating that life.*

# Features

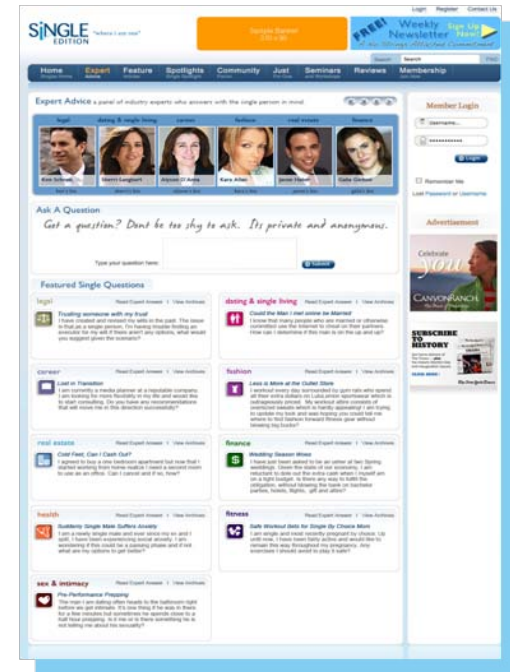
## Articles

Single Edition offers content that covers the complete spectrum of lifestyle-engaging information, useful news and interactive quizzes that are custom tailored to meet the unique needs of our audience. Our quality topics range from solo travel and personal finance to recipes for one, dining out alone and, of course, dating!



## Expert Advice

Today's single adults have unique challenges, questions and concerns about for example, personal health, estate planning, relationships, career advancement and workplace rights. Single Edition's trusted panel of professional experts offers personalized advice to help individuals navigate through these issues and make better informed choices.



# Features

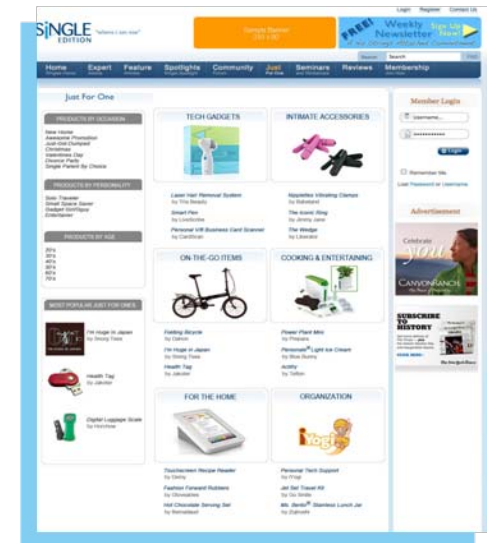
## Solo Spotlights

Individuals from all parts of the world write and tell us about their personal achievements and victories. We capture their personal interviews and stories and share them to help inspire, enlighten and enrich our readers.



## Product Reviews

Helpful products, mini-luxury splurges or eco(nomic)-friendly solutions for individuals are not always easy to find. Single Edition unveils the latest and most relevant products to help simplify and enhance the lives of our audience.



## The Single Supplement

From travel and insurance to gift giving, single adults always seem to be tagged with a premium. Beginning in July 2009, Single Edition will finally bring benefits to singles that they deserve. Companies will be the first to deliver valuable offers and exclusive discounts to help individuals within this untapped segment make better purchases, making impressions that can convert those individuals into loyal customers.

# Features

## The Buzz Board

Whether you are looking to plan a solo getaway, test out a new matchmaking site or trying to find a single-serve dinner solution, the buzz board will be where singles go for unbiased, unedited opinions. Testimonials and first hand reviews, ranked by real people, on the places, products and professional services that are best for singles will be at every individual's fingertips.

## Community

It's a new kind of singles forum. The topics do not simply revolve around dating, they're real—it's about the places singles want to see, the investments they're eager to make, the goals they want to accomplish on their own. It's the community they're craving to be part of, the destination where i becomes one. They come here often, to share information and get support from people who understand what it's like to be single.



## Advertising Opportunities

### Display Placements

Singles matter to your business, so why not show them you care? Take advantage of top performing, relevant and high-traffic topic areas throughout Single Edition online and in our newsletter, and be amongst the first to speak to this oft-overlooked yet influential and ready-made consumer audience.

### Exclusive Takeovers

Seize the day! Single Edition online offers you the opportunity to capture 100% of the advertising voice by taking over all advertising units in the channels or categories that mean the most to your brand.

### Sponsorships

Let them know you speak their language. Enhance the message of your advertising campaign and build trust among single consumers with a customized Single Edition online advertising package.



## Branded Content

### Web Advertorials

Want to capture their hearts and minds? Web based advertorials and quizzes are a non-intrusive way to engage individuals in a way that is meaningful to them. It's also a great way for companies to add single-focused content to their repertoire. Don't worry about the writing, our editors take pride in putting together feature stories for you!

### Web Videos

If you have a clip to show, we're happy to share it. And if you want to tell a special story, Single Edition can produce and promote custom vignettes that deliver the right message for you.

### Experiential Marketing Programs

Want to go beyond the virtual world and get your products in the hands of consumers? Through the Single Edition "Perks Program" we give singles the opportunity to test and interact with brands, products, and services in a personal hands-on manner. The individuals we work with are strategically selected bloggers, social networking types or passionate consumers that represent this segment. These agents act as voluntary brand ambassadors, spreading messages and creating buzz for us and the products we share with them.

You can also tap into a captivated group of singles by sponsoring one of our live events. Our "Live the Life You Love" panel series is being offered in major cities throughout the United States and Canada. And because we partner with key dating sites and hotels, the visibility is triple-fold!

# Contact Us

Single Edition Media is the piece de passion of Sherri Langburt, a new media and marketing professional who is teaching non-married individuals the art of living happily ever now. Ms. Langburt has 14 years of new media and technology experience with companies such as Weight Watchers, Nestle, Altria and Kraft Foods. She has been quoted and published in print, online and broadcast media outlets including Readers Digest, Good Morning America Radio, The Gayle King Radio Show, CBS News, Good Morning Australia, Global TV, More Magazine, The New York Times, The Chicago Tribune, Montreal Gazette and more.

In the same trusted manner in which she has guided individuals online, in public workshops and seminars, Ms. Langburt and her team are available to assist and support your marketing efforts.

## For More Information:

P: (212) 721-0828

F: (212) 268-4965

Email: [Info@SingleEdition.com](mailto:Info@SingleEdition.com)

[www.SingleEdition.com](http://www.SingleEdition.com)