



# Urban Milan

FASHION:FILM:BEAUTY:DINING:TECH:TRAVEL

## Our Mission

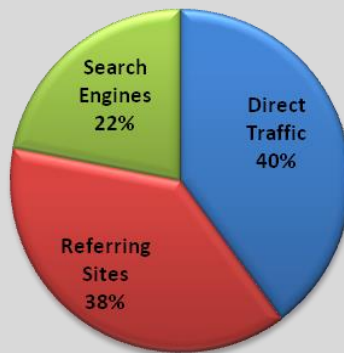
Urban Milan is a digital media company that celebrates and serves society's cultural influencers through its social calendar, editorial coverage and photography. Our mission is to provide our readers with the latest information on dining, fashion, music, travel, film, theater and events.

## Our History

Urban Milan has been a go-to site for influential event, dining, film, fashion and travel coverage since 2009. Urban Milan continues to serve as the social blueprint for thousands of readers each month. While our head office is in New York City, we have writers and photographers located across the country. We strive to cover what's hot and happening in your city.

## Our Readers

Our readers are located across the United States in major cities such as New York City, Washington, DC, Chicago, Los Angeles, Atlanta, Boston, Philadelphia and Dallas.



Urban Milan attracts professionals in the key 25 to 40 demographic living in **major cities** across the United States. Our members have an average salary of \$84,000 and above. Our newsletter is received by over 50,000 readers across the United States. On Twitter we have over 15,000 followers.

Urban Milan readers are the **top movers and shakers** in their respective fields. A cross-section of our readership includes artists, writers, socialites, doctors, lawyers, bankers, bloggers, fashionistas, nightlife proprietors, and restaurateurs just to name a few. They are active, like to go out, like to have fun and typically have a substantial amount of disposable income. Urban Milan is a great platform to reach the key demographics. **Urban Milan uses the latest web and social media strategies to keep our readers connected and informed. Fans can follow us on Facebook, Twitter, and Instagram.**

Social Media	Content by Urban Milan
Facebook	Status Updates/links to events and stories on the Urban Milan Website
Twitter	Status Updates that are linked to Facebook Status
Official Website	Average of 104,391 pageviews per month
Email Newsletter	Via Mad Mimi, Includes press and readers