

# on screen

# reach reconnect retain

## digital revolution

For most people there are only two places in the world; where they live and their smartphone.

Designed as a valuable standalone experience to complement our print edition hashtaglegend.com's content will be exclusive to our website.

We'll have the latest offerings from leading brands as well as insights on life from the world's best bloggers. And our very special interactive videos will have users returning for more as they discover the ease of v-shopping.

Our social media team will be posting news regularly to our users – compelling visitors to our website and enticing them to stay. Our social media platforms will encourage users to respond, repost and reshare.

## products

Facebook: Hashtag Legend

Twitter: @hashtag\_legend

Instagram: hashtag\_legend

Google+: Hashtag Legend

Pinterest: hashtag\_legend

YouTube: Hashtag Legend

Tumblr: legendpublishing.tumblr.com

## report

Updates about what's going on around the world plus live feeds to share with our subscribers. Coverage of premier local and international events, filed by our staff reporters, socialites and the bloggerati.

## restyle

What's new in the global bazaar. Featured on our website and reblogged on our social media channels.

## reboot

Working with the most respected – and literate – bloggers, we'll have new posts on celebrities, life, travel, food, culture and more.

## rewind

Our new concept for revolutionary videos will be breaking the mould for e-commerce. These highly creative, interactive videos will showcase brands in unexpected ways and will give subscribers an opportunity for one-click shopping. These videos present an innovative way for brands to highlight products as well as a highly original launch platform.

## mission

#legend is the only luxury media brand that inspires change. Smart and forward-looking storytelling is our mantra and the DNA across multiple media platforms: print, web and event.

#legend - luxury fast-forward.

# refresh respond rebrand

## **content optimization**

Our digital operation aims at reaching readers whose consumption of information goes beyond traditional media.

With our editorial expertise, we tailor our production to what specifically works best for the online ecosystem—as distinct from print publishing: informative news briefs, fast-twitch commentary, compelling multimedia packages and coverage of exclusive events.

## **social media**

With our technical expertise, we distribute our content through myriad channels: social-media platforms—Instagram, Facebook, Twitter, Pinterest, among many others)—newsletter and search.

## **analytics platforms**

Through our analytics platforms, we leverage the major asset of digital media: big data. Prolific and regimented statistics-tracking creates a feedback mechanism, by which we optimize our production and drive traffic. New media has never been so scientific, nor so empirical.

# how to cost it

	Homepage 50% SOV		ROS - 50% SOV - without homepage		Dimensions
	2 Weeks	4 Weeks	2 Weeks	4 Weeks	
Leaderboard Banner	\$30,000	\$55,000	\$60,000	\$100,000	970 x 90 px
LREC	\$25,000	\$45,000	\$50,000	\$80,000	300 x 600 px
Pop-up Ad	\$28,000	\$50,000	\$55,000	\$90,000	740 x 450 px
Customized Video	upon request	upon request	upon request	upon request	
<b>Customized content</b>					
Digital	\$20,000.00	N/A			
Slide show Ad	\$ 5,000 / slide	N/A			

	Homepage + ROS - 25% SOV		Dimensions
	1 Week	2 Weeks	
Content Sponsorship (#dailylegend)	\$15,000	\$28,000	Homepage: 300 x 250 px Inside page: 1250 x 336 px