



Coast 2 Coast Brand

Media Kit 2011

Coast 2 Coast Mixtapes
Coast 2 Coast Magazine
Coast 2 Coast DJ Coalition
Coast 2 Coast Radio

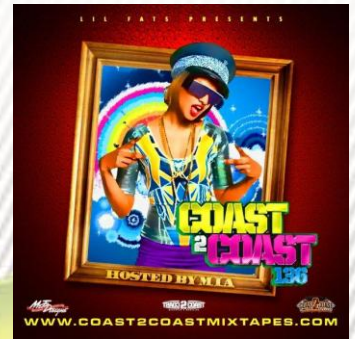


Coast 2 Coast Mixtapes

Coast 2 Coast Mixtapes are the most downloaded mixtapes in the world and are released on a weekly basis featuring the best music available. Through an independent submission process on the website, every week 5 independent artists get the chance to shine alongside the major artist or celebrity host in a promotional vehicle delivered to millions of fans. Every Coast 2 Coast Mixtape is also mixed by an active Coast 2 Coast DJ.

Coast 2 Coast Mixtapes Facts

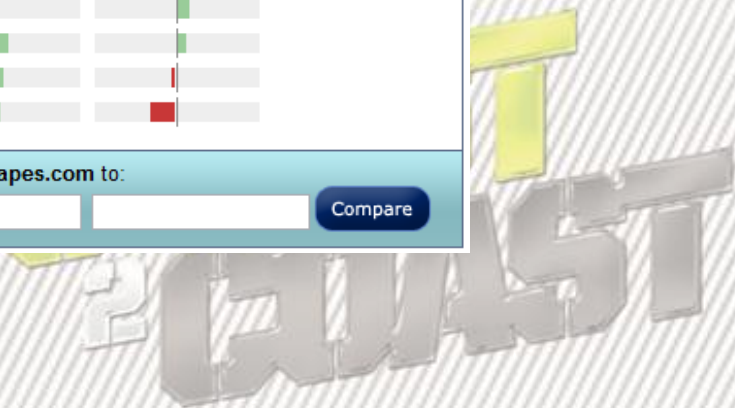
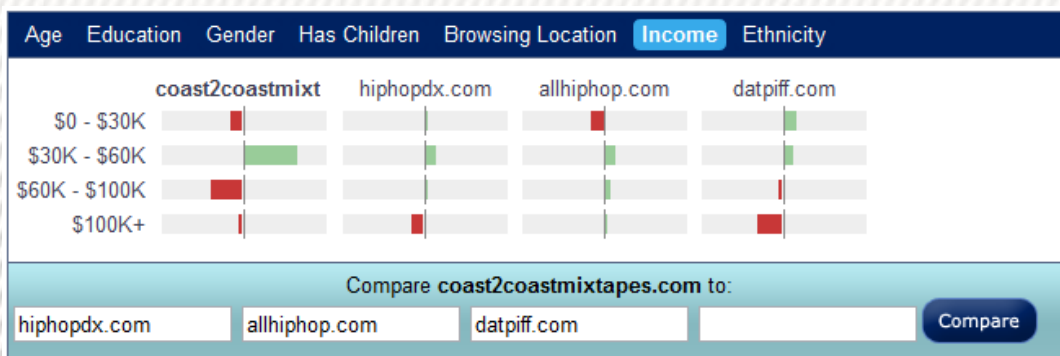
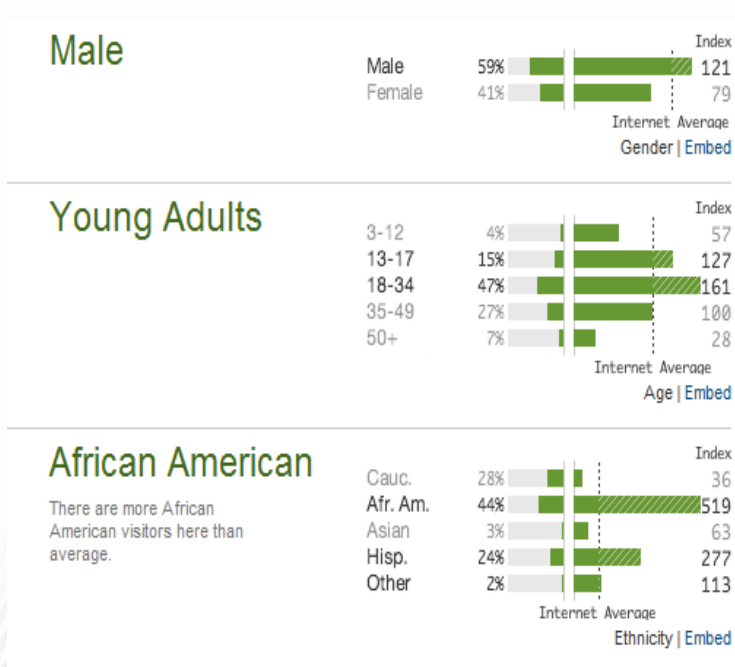
- Distributed to over 1.5 million industry emails
- Posted on over 1000 Urban websites & blogs on average
- Thousands of promotional copies distributed by street team distributors in key markets
- Generates millions of impressions per volume
- Every mixtape comes with unique digital distribution report to show all online outlets



Coast 2 Coast

Demographics

Coast 2 Coast mixtape consumers are loyal and passionate about getting new music from their favorite artists. We are a superior media vehicle for our advertisers, with a focused download base and strong hold on ethnic online users this will allow our advertiser to target a demographic that is hard to reach.



Demographics

- The Coast 2 Coast user is one of the most desirable teen consumers.
 - Hard to Reach Demographic
 - Traditional Media does not impact
 - Radio Ineffective
 - Newspaper and Periodicals Becoming Less Frequent
 - Loyal to Popular Culture
 - Music
 - Entertainment
 - Celebrity
 - Gossip
 - Active Online Users
 - Online Users Present More Opportunity for Direct Purchases and Impulse Buys
- Teens and young adults are becoming the driving force of the economy, further they are known to continue to spend throughout a recession or downturn



Coast 2 Coast Magazine



To provide additional promotion outlets for our network we started an limited magazine. The magazine is available online for free download and limited promotional copies are printed for all official Coast 2 Coast events

Coast 2 Coast Magazine Facts

- 100,000+ Views Per Issue
- Available FREE online
- On Demand Printing from our MagCloud Partner



Coast 2 Coast DJs



DJs represent the best grassroots promotion network in the world, specifically for Urban music and Urban brands. The Coast 2 Coast network utilizes our network of DJs for not only mixtapes, but promotions of all types from Club promotions, radio campaigns and other artist promotion Projects

Coast 2 Coast DJs Facts

- Largest Mixtape DJ Association in the World
- 900+ DJs and Counting
- DJs in all 50 states and over 50 countries
- Radio/Mixtape/Club DJs



Coast 2 Coast Radio



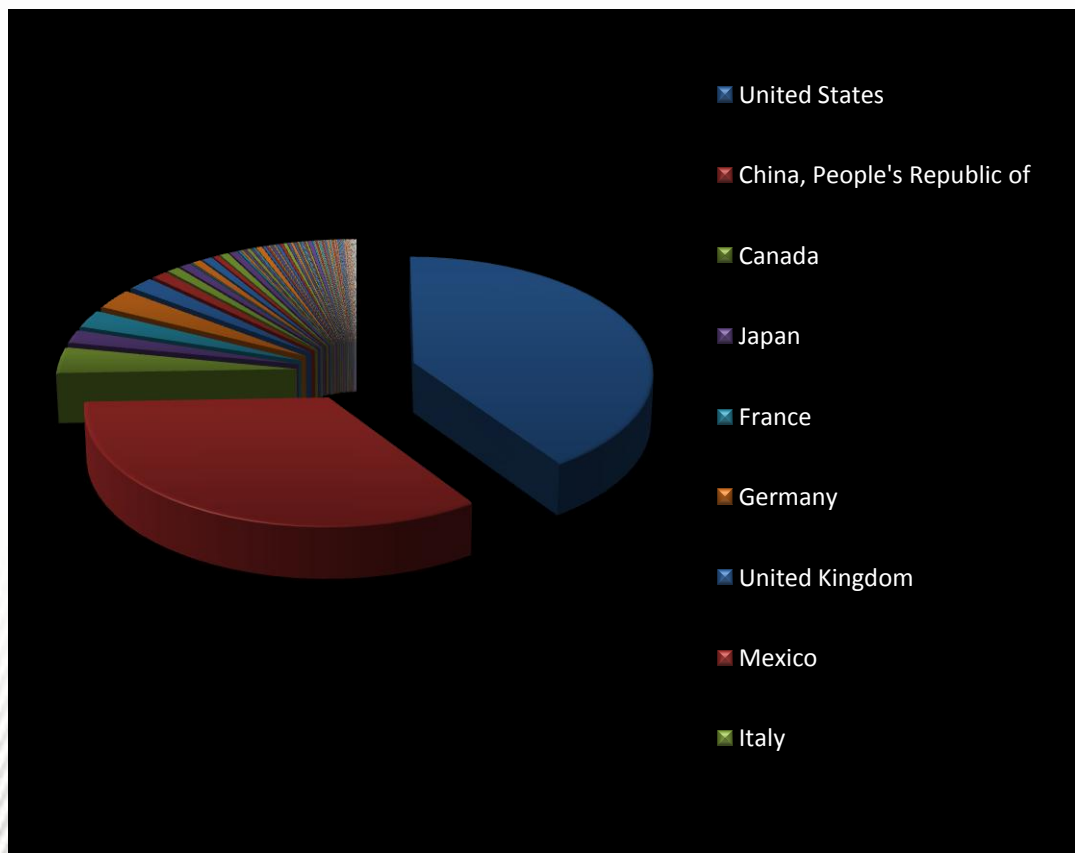
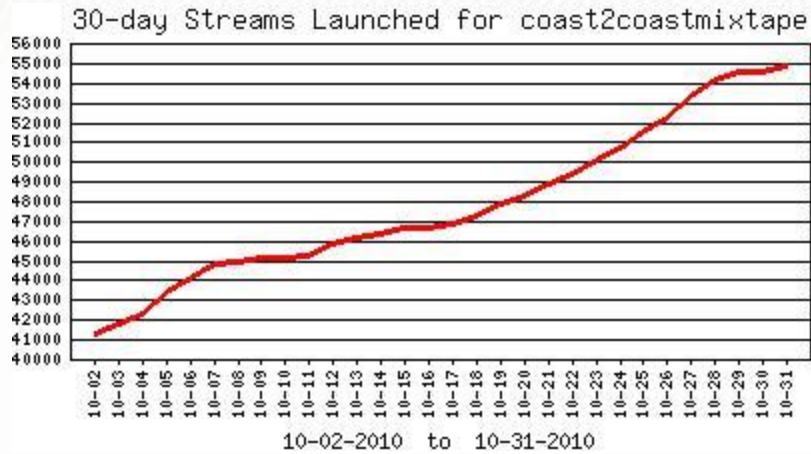
To provide our network of DJs, Artists and Advertisers with an additional avenue of exposure we have recently opened Coast 2 Coast Radio. Using the online platform from Live365 we are able to run a professional level broadcast licensed by ASCAP, BMI and SESAC

Coast 2 Coast Radio Facts

- 55,000+ Monthly Listeners
- Over 200 Countries Tuned in 10/10
- #9 Urban Station on Live365 Charts in 2 Months
- Available Worldwide on iTunes Radio
- Over 6 Hours of LIVE Programming Per Day
- LIVE Simulcasts from the Biggest Events in Miami & Beyond



Coast 2 Coast Radio Stats



COAST
2 COAST

Coast 2 Coast Network

The Coast 2 Coast Network includes tastemakers of all types to provide your artist/brand with grassroots word-of-mouth exposure that cannot be purchased. This organic marketing force is key to breaking new trends and can only be found through Coast 2 Coast Brand.

- 25,000+ Artists
 - 900+ DJs
- 1000+ Blogs/Websites
 - 1,000,000+ Fans

