



Q2 | 2011 Media Kit

About thegrio.com

TheGrio.com is the first video-centric news community site devoted to providing African Americans with stories and perspectives that appeal to them and are underrepresented in existing national news outlets. TheGrio features original and aggregated video packages, news articles, slideshows, and commentary.

Community

The goal of theGrio is to be the news portal that satisfies the desire of African Americans to stay informed and connected with their community. TheGrio's editorial mandate is to focus on news and perspectives that have a unique interest and/or pronounced impact within the national African-Americans audience.

TheGrio is brought to you through the cooperation of NBC News and the production team that brought you the documentary film, Meeting David Wilson.

Advertise On The Premier Online African-American News Site.

Here's your opportunity to engage with this one-of-a-kind community. In addition to the local, regional & national news stories featured on its home page, theGrio.com produces original stories and perspectives, and aggregates content across 8 targeted verticals -- including breaking news, politics, sports, health, business, entertainment and more.

Position your product or service to the most influential audience of African-Americans online.

Current and past advertisers include:



at&t



HSBC

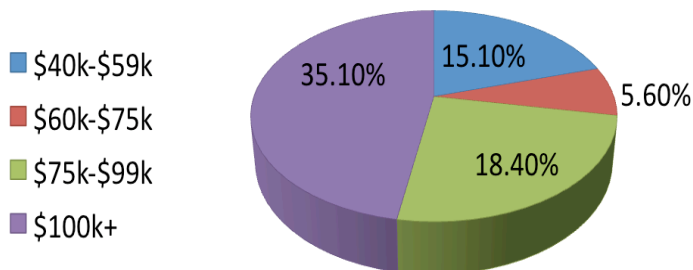


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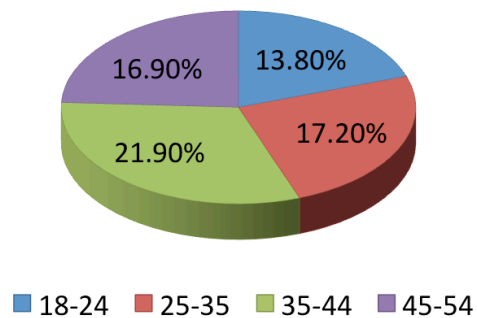


theGrio.com reaches an audience of influential trend setters who are technologically savvy, opinion driven, and critical thinkers. Our network is home to African-American thought leaders and extends itself to general market consumers who are concerned participants that shape the culture and trends of their respective communities.

Household Income



Age



1 million monthly unique visitors

Increase of 416% from January 2010
(comScore 1/2011)

25 million impressions

Increase of 875% from January 2010
(PART 1/2011)

5.6 million pageviews

Increase of 390% from January 2010
(Omniture 1/2011)

 **7.9 minutes per visitor** and growing (comScore 1/2011)

An extensive social network

Over 200,000 Facebook "Likes" and 10,000 Twitter followers

 **Over 19,000 daily newsletter opt-ins**

With new users added each day

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