

2025 MEDIA KIT



Uplift. Respect. Love.





URL is a network of multicultural community media companies.
We are a strategic media alliance.

We provide agencies and clients a one-stop shop to a variety of multicultural audiences, meeting our audiences where they are to effect positive change. We reach underrepresented communities at scale, and provide crucial service journalism content on trusted platforms.

Authenticity.
Trust.
Impact.

About URL Media

URL Media stands for uplift, respect and love



Who?

Founded in 2021 at the height of the racial justice protests, URL Media is a network of media organizations resourcing diverse, multicultural, engaged audiences throughout the U.S.

What?

We reach underrepresented communities at scale, through trusted, multi-platform media channels.

How?

We offer a one-stop, turnkey solution to organizations and agencies who want to connect with hard-to-reach audiences through trusted, reliable communications channels at scale.

Why?

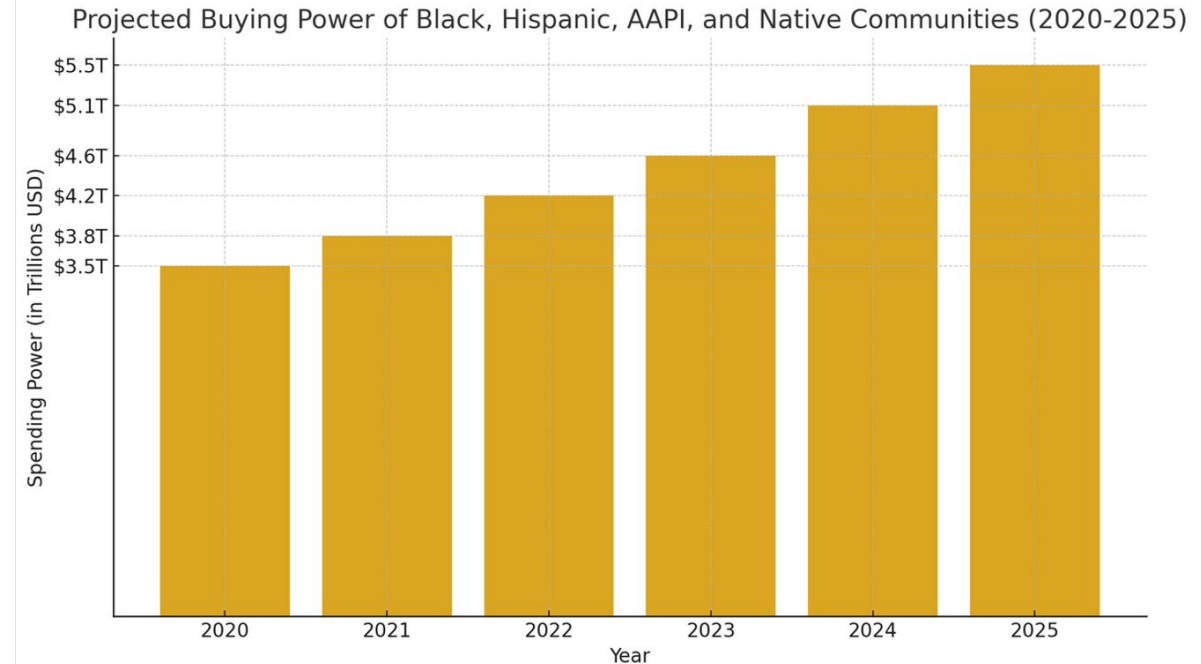
We seek to uplift the communities we represent, bring critical information and resources to our audiences, and ensure that clients can amplify their message in a variety of authentic ways.

The Consumer Landscape

In **2025**, the **combined buying power of diverse communities** in the United States is projected to **surpass \$5.5 trillion**, reflecting substantial economic influence across Black, Hispanic, Asian American, Pacific Islander, and Indigenous communities.

Targeted, culturally sensitive campaigns **offer higher ROI** by:

- Capturing **the unique needs and preferences of Black, Hispanic, Asian American, Pacific Islander, and Native American communities**
- **Brands investing in genuine representation resonate more deeply with diverse audiences, as seen in higher trust and loyalty rates. For example, African American consumers place high value on brands that champion causes like racial justice**



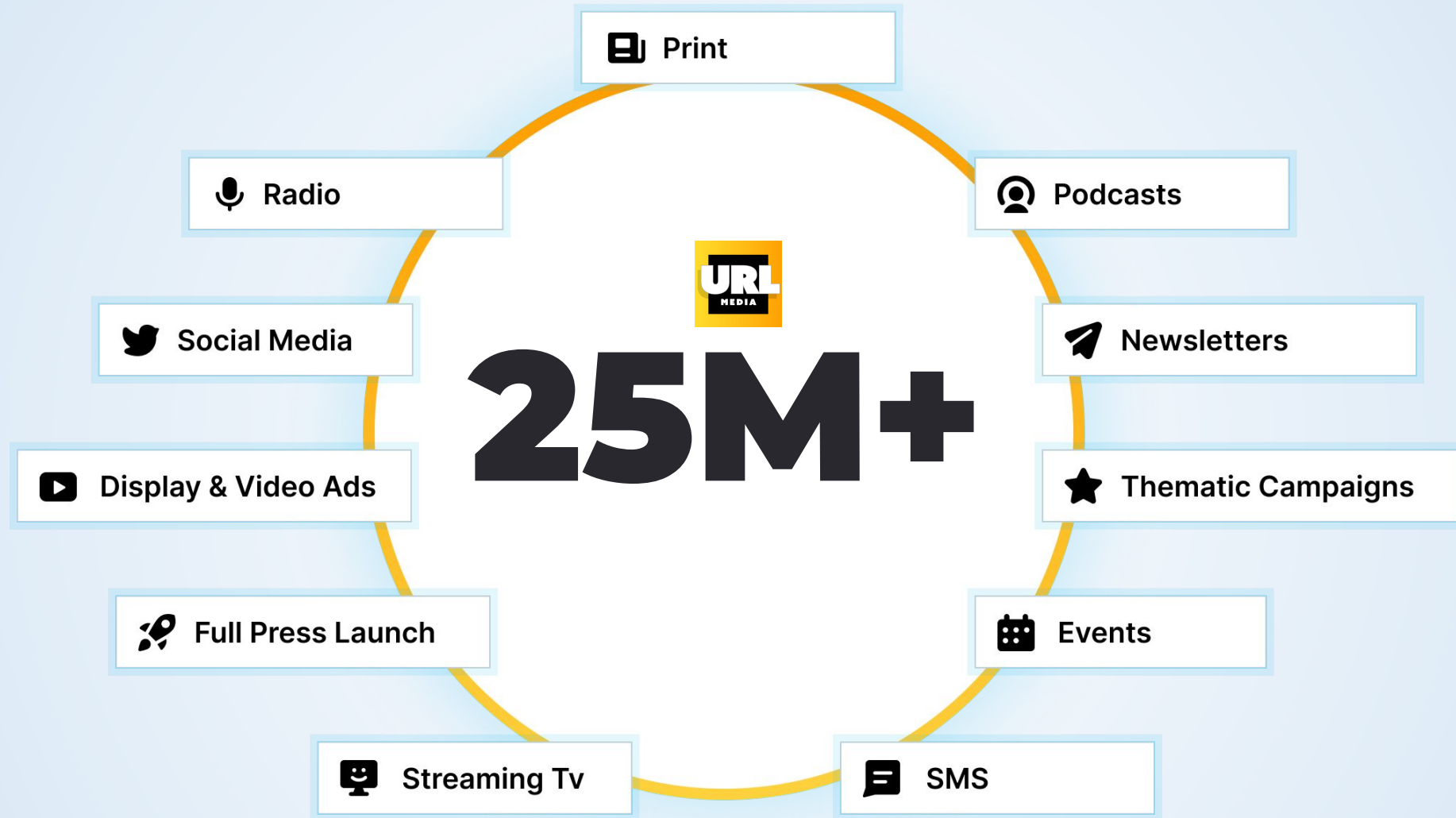
Our Solution: Trust, Authenticity, Engagement

Our network partners consist of **35+** exceptional organizations representing a diverse mix of culture, format, languages and audience across the nation. We aim to expand our network to 100 partners by the end of 2026.

25M+

Current Audience





A Sample of Our Clients





Case Studies:

**URL x AGENCY
PARTNERSHIP CAMPAIGNS**

Dept of Taxation

We created multi-platform, multicultural awareness for a state's Tax Rebate Program

Wins:

- 1,300 in-person applications on the last day of campaign
- Targeted hard-to-reach Black and Brown homeowners and renters
- Client renewed 2 weeks into campaign cycle

Reached 1,571,475 people in the community, resulting in **1.7 million applications** for the state

PROPERTY TAX RELIEF UP TO \$1500



NHL & URL

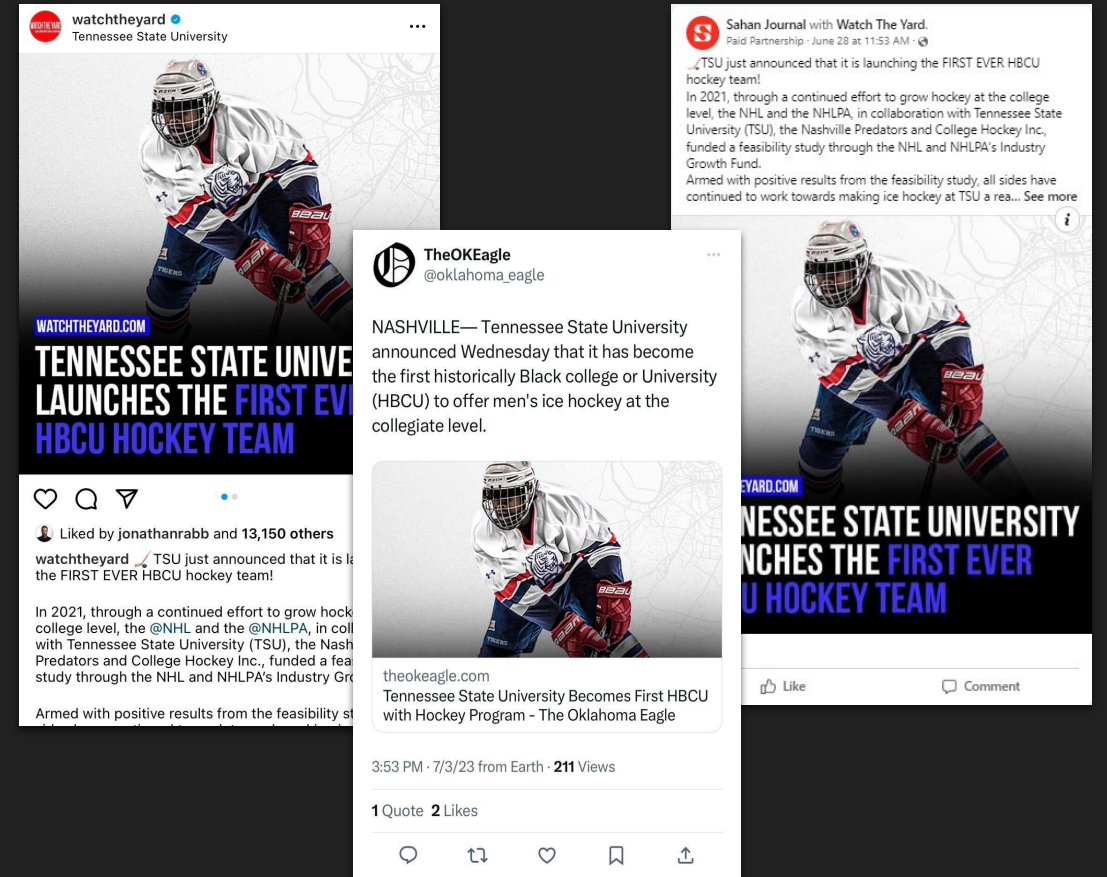
The URL Media network was tapped to launch historic news: Tennessee State University as the first HBCU to have an ice hockey program at any level.

Goals: Increase awareness and engagement surrounding this historic announcement

Strategy: Multi-platform execution across curated Black media outlets

- Watch the Yard
- Sahan Journal
- OK Eagle
- Presswire

Presswire Coverage: 70% over industry standard



State Dept of Health

We launched a multi-platform vaccine boosting campaign to educate and increase awareness in our Black, Latino, AAPI, and intersectional immigrant communities.

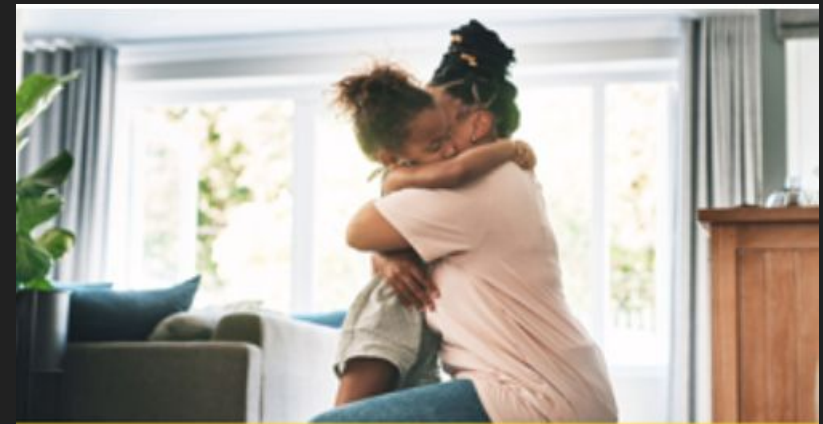
Wins:

- Drove culturally relevant, translated creative, informative resources across **6 different media channels**
- Resourced 9 BIPOC owned-or-led media publications
- Reached **7,685,712** people in a variety of diverse communities across the state's most hard-to-reach audiences.
- Provided consistent added value to the client across newsletters, social and web sites

**TAKE SOME STRESS
OUT OF THE HOLIDAYS.**

BE A BOOSTER BOOSTER.

Updated boosters are the best protection against serious illness from COVID-19.

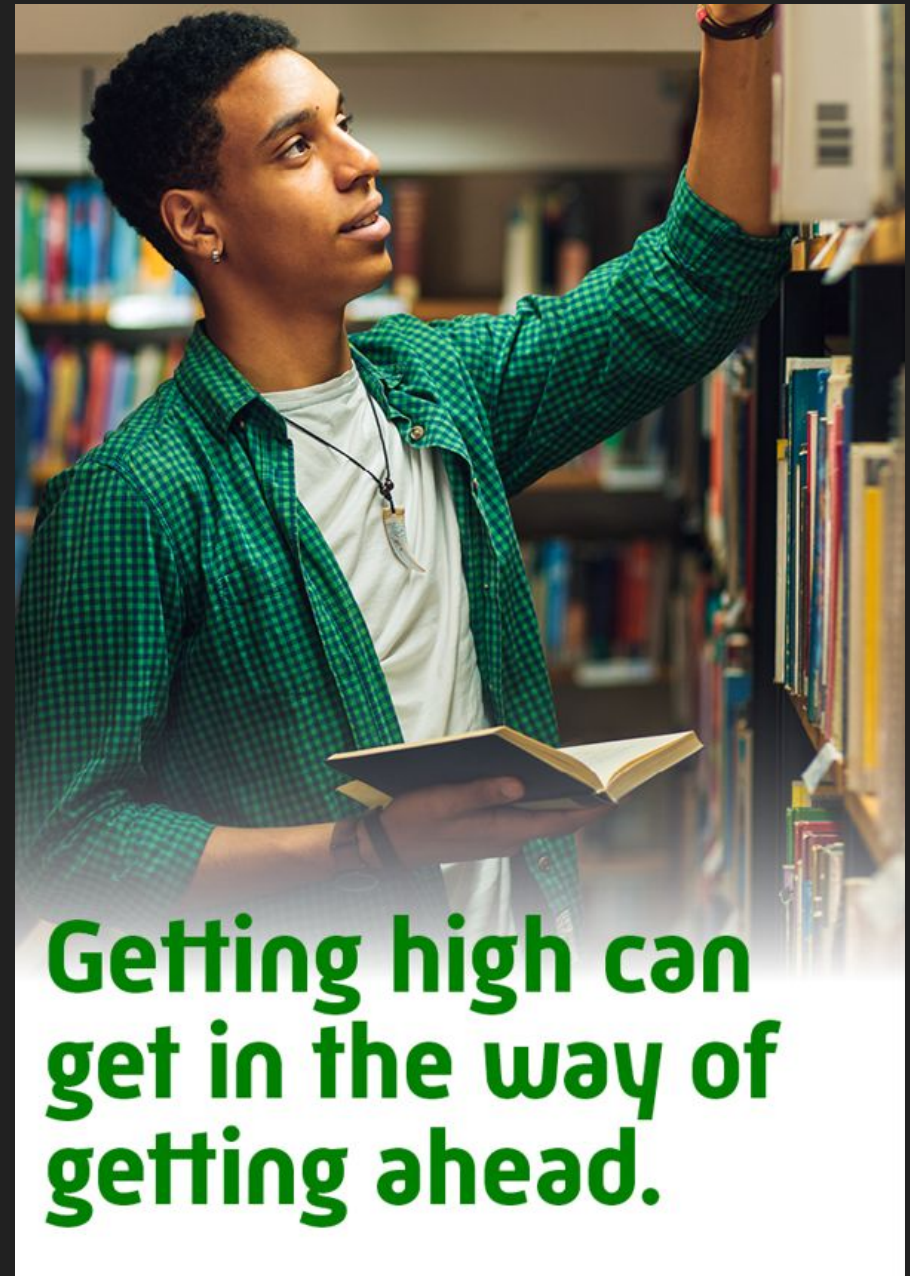


**COVID-19 IS MILD FOR KIDS,
EXCEPT WHEN IT'S NOT.**

State Cannabis Regulatory Commission

Currently working alongside a State Department's Cannabis regulatory Commission to encourage safe usage of Cannabis among adult users, discourage use of Cannabis by those under 21 years old and discourage driving under the influence.

- Currently leveraging the audience of 7 Black, Brown and Indigenous publications throughout the state
- Reached a total of **1,141,560 residents** & counting



**Getting high can
get in the way of
getting ahead.**

We Know Outreach

Fall 2022, URL Media teams met potential voters where they conduct neighborhood activities: polling sites, grocery stores, barbershops and other key community landmarks, to inform and engage hard to reach NYC residents on the importance of voting in the upcoming election and flipping the ballot.

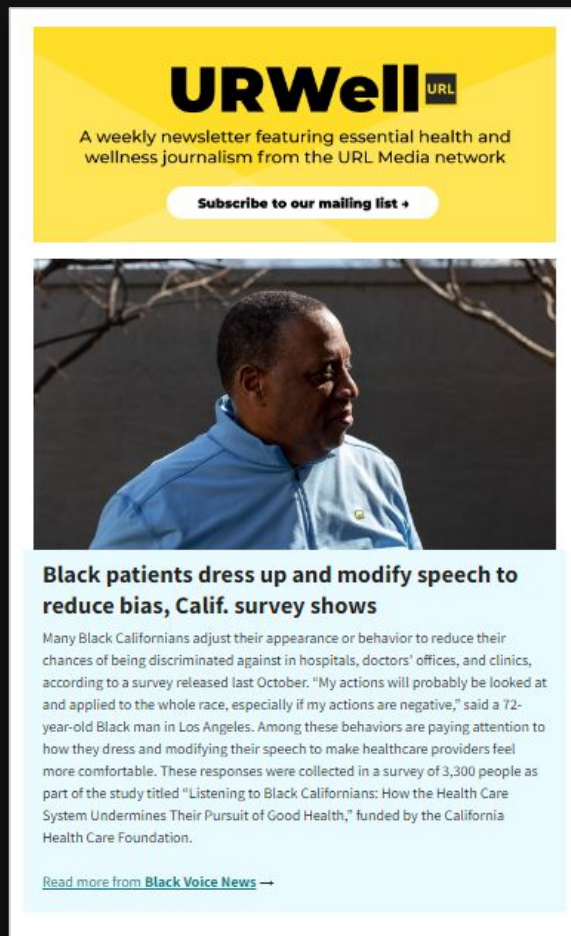
Wins:

- Over 6,000 flyers were distributed to 70+ zip codes
 - Around 40 polling sites visited
 - Over 25 community landmarks including supermarkets, laundromats, houses of worship, barbershops, and busy shopping districts were visited
 - Complementary nano-influencer campaign launched
- The measure to create a Racial Justice Office for NYC was passed





2025 Opportunities



URL Direct

- 3 weekly newsletters, culling together the top diverse media coverage from across our partner network
 - General: our newsletter averages a **25%** open rate
 - Career: averages a **40%+** open rate
 - Health: focuses on diverse audiences and their health priorities
- Web site with supplementary content, representing a fully multicultural perspective
- Custom video capabilities



URL X Influencer Marketing

- Authentic representation, relatable content, trust & credibility
- Reflecting specific cultural nuances and experiences that are hard to replicate elsewhere
- *Influencer marketing is expected to grow to a market size of \$20 billion by 2024, up from just \$9.7 billion in 2020.

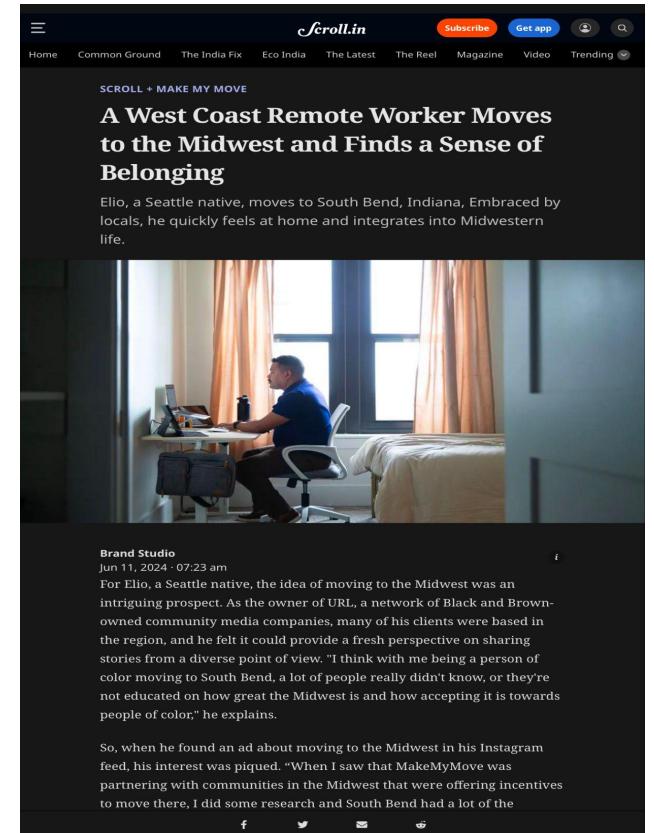
**Business Insider*



Branded Content: Engage, Inspire & Connect

Why Choose URL Media Branded Content?

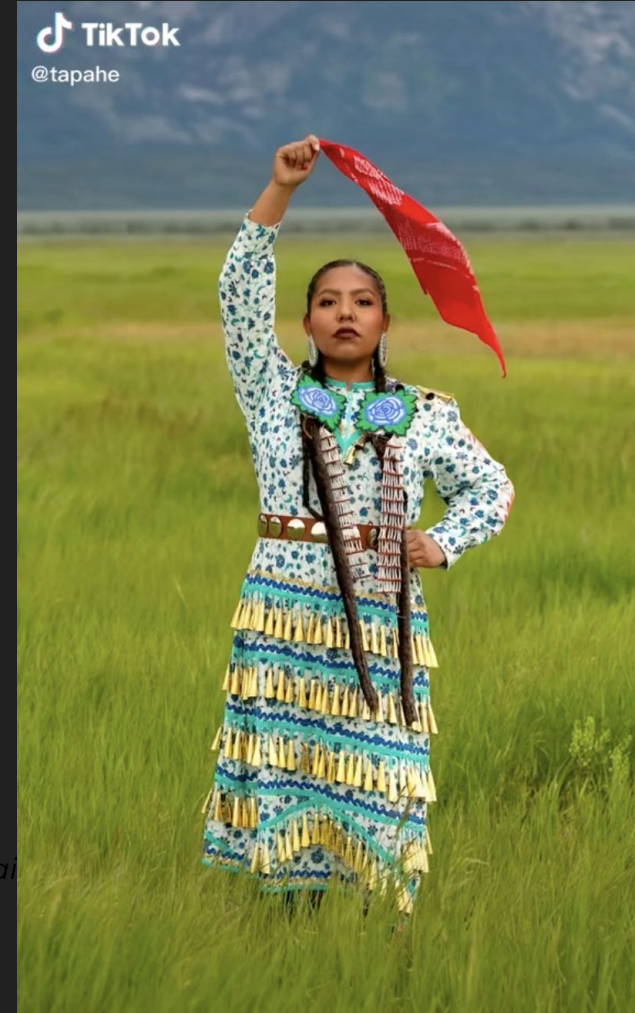
- **Authentic Storytelling:** Custom-crafted articles seamlessly integrate your brand into engaging, culturally resonant narratives, labeled “Presented By [Your Brand].”
- **Unmatched Reach:** Published on the URL Media Main Page and partner sites to engage diverse, highly targeted audiences.
- **Multi-Channel Amplification:** Your content is amplified across our trusted network, including social platforms (Facebook, Instagram, TikTok, X) and newsletters like *The Power Report* and *URWell*.
- **Exclusivity:** Stand out with industry-specific exclusivity, ensuring no competing brands share the stage.
- **Alignment with Culture:** Campaigns align with our editorial calendar, leveraging key cultural moments like Black History Month and Hispanic Heritage Month to maximize relevance and impact.
- **Actionable Insights:** Monthly performance reporting and strategy calls to continuously optimize your campaign for ROI.



Heritage Months

Acknowledging the diverse audiences served by our network partners, we'll celebrate an array of heritage months including (but not limited to):

- Black History Month
- Juneteenth
- Hispanic Heritage Month
- Asian American Heritage Month
- Indigenous People's Months
- Diwali



**Annual Campaign for community impact.*

Women of Color Equity Summit

Building off the *Level Up* Campaign between East Coast-based **WURD Radio**, Midwest-based **WVON**, and West Coast-based **KJLH**, the URL Media network would elevate the conversation in a national summit, including:

- A convening focused on wealth creation and **leadership development for Black and Brown entrepreneurs**
- Separate sessions for those **currently climbing the corporate ladder**
- Longtail **mentorship component** between established business leaders and younger women
- **Multi-platform messaging and amplification (digital, newsletters, social media, influencers, radio, podcast placements)** across our network base of 35 partners

LEVEL UP PAST WINNERS

2023



CHARTEL FINDLATER
GOLD+WATER CO.

2022



CHRISTA BARFIELD
FARMERJAWN AGRICULTURE

2019



MARTINE AUGUSTIN
AMBITION OVERCOMES ADVERSITIES

“Enigmatic” Speaker Series

- **Bryan Stevenson**, Founder, Equal Justice Initiative
- **Raj Chetty**, Director of Opportunity Insights, Harvard University
- **Angela Davis**, Author, Activist
- **Nikole Hannah Jones**, Journalist, 1619 Project
- **Min Jin Lee**, Author, Pachinko
- **Bela Bajaria**, Chief Content Officer, Netflix
- **Darren Walker**, Ford Foundation
- **Kenneth Chenault**, Former CEO, American Express
- **Lin Manuel Miranda**, Singer, Songwriter, Actor, Creator of Hamilton



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Questions

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Uplift
Respect
Love