

URL MEDIA

*We Are The Media
For This Moment*



Confidential & Proprietary
2025





URL is a network of Black and Brown-owned 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 for profit network of media organizations resourcing a diverse array of audiences.

What?

We reach underrepresented communities at scale, via a variety of trusted, multi-platform media channels.

How?

We offer a one-stop, turnkey solution to brands 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 health resources to our audiences, and ensure that clients can amplify their message in a variety of authentic ways.

Challenges Facing Media Today



- ✘ The media landscape is fragmented and legacy brands are no longer trusted.
- ✘ Despite significant investments, mainstream media infrastructure has struggled to effectively counter falsehoods, the algorithms and conservative narratives propelling them.
- ✘ Influence in cultural spaces is weakening, limiting the ability to shape public perception.
- ✘ Traditional research and polling overlook and/or misunderstand diverse perspectives, leading to ineffective messaging.
- ✘ Social media platforms are flooded with misinformation.
- ✘ Companies need diverse talent and niche audiences to grow and survive.

Our Solution

Our multi-platform network creates **scale** without **sacrifice**, connects audiences to important news and information, and enables more economic viability for organizations serving Black and Brown Communities.



Advertising & Sponsorship

We educate and provide brands “one-stop shopping” to reach diverse, collective audiences and we provide access to more lucrative advertising deals through revenue shares with our partners. Our network is an advocate for brand inclusivity.



Content Sharing

We help community media outlets scale their audience reach by sharing content and distribution channels to generate earned media. Our content-sharing system amplifies our partner voices.



Inclusive Talent Development

Our B2B recruitment arm delivers new and innovative ways to nurture and grow diverse talent pools. We offer an inclusive, affirming lens that places diverse talent across industries.



Our Winning Team

Our All-Star Leaders



Sara Lomax
President & Cofounder
CEO/Owner, WURD Radio,
Media entrepreneur of almost
30 years, served as Program
Lead for the inaugural
Facebook BIPOC
Sustainability Accelerator and
recent Stanford Fellow.



S. Mitra Kalita
CEO & Cofounder
CEO & Publisher at Epicenter
NYC. Former SVP at CNN
Digital. Served at Wall Street
Journal, Washington Post, LA
Times managing editor.
Launched brands like Mint
and Quartz. Pulitzer winner.
Authored two books, Harvard
Fellow



Leonor Ayala Polley
Chief of Recruitment and Business Dev.
past NBC, Telemundo, Bergen Record



Janelle Zagala
Chief of Staff, Certified PHR
past Target Corporate



Anika Palm
Director of Editorial & Audience
past CNN



Elio Galo
Sales Account Executive
past Audacy, The Seattle Times



Sonali Kohli
Senior Recruiter
*published author, LA Times,
Quartz, The Atlantic*



Shreen Khan
Senior Producer & Partner
Manager
past AJ+, Al Jazeera



Maria Estrella
Advertising Sales Coordinator
past KTLA, Outfront Media



Hannah Lu
Executive Assistance
past CAA



Beyond Standard Ad Campaigns

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 a total of 50 partners by the end of 2024 and to 100 partners by the end of 2026.

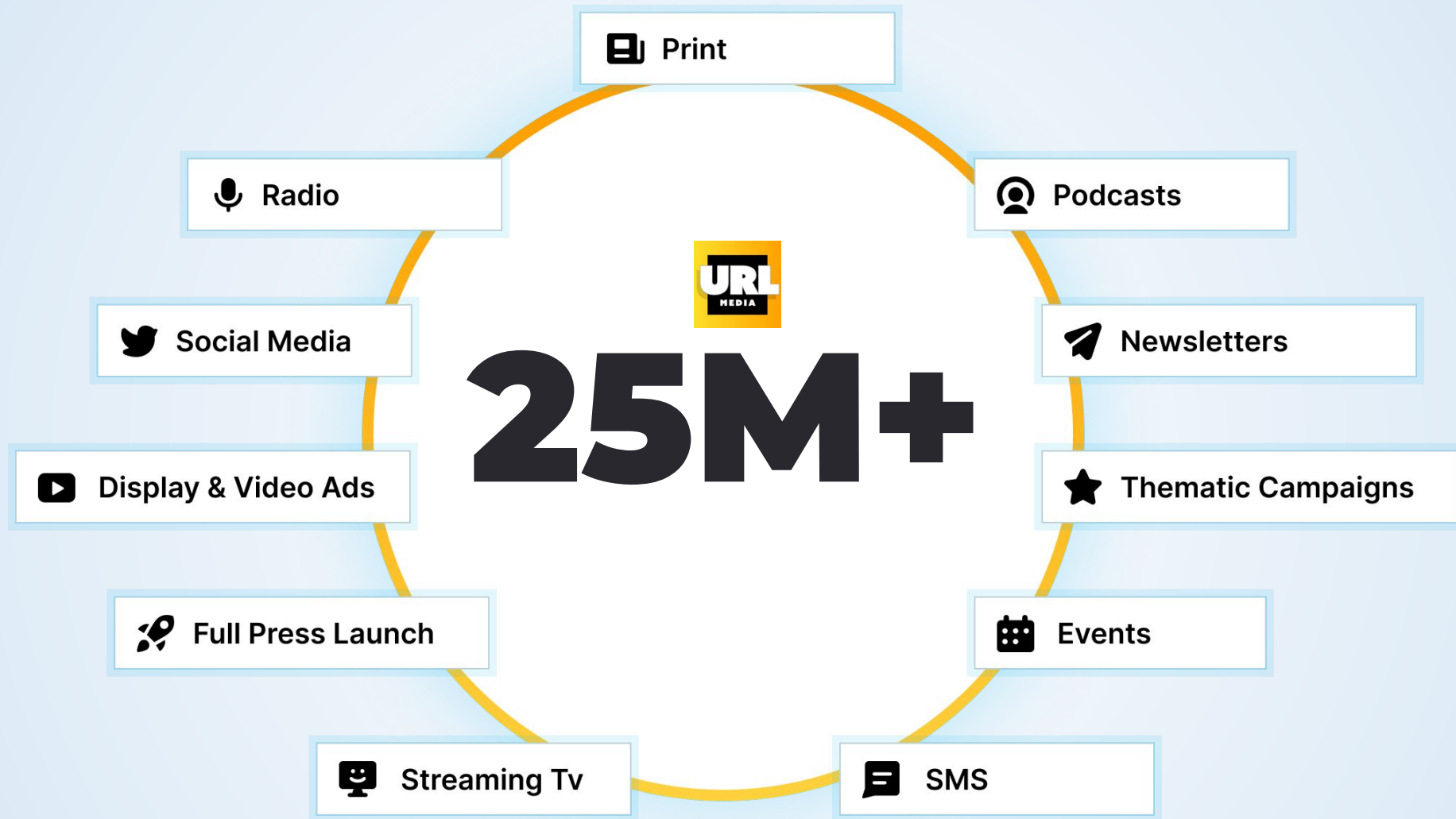
25M+

Current Audience



A Sample of Our Clients





URWell URL

A weekly newsletter featuring essential health and wellness journalism from the URL Media network

[Subscribe to our mailing list →](#)



Black patients dress up and modify speech to reduce bias, Calif. survey shows

Many Black Californians adjust their appearance or behavior to reduce their chances of being discriminated against in hospitals, doctors' offices, and clinics, according to a survey released last October. "My actions will probably be looked at and applied to the whole race, especially if my actions are negative," said a 72-year-old Black man in Los Angeles. Among these behaviors are paying attention to how they dress and modifying their speech to make healthcare providers feel more comfortable. These responses were collected in a survey of 3,300 people as part of the study titled "Listening to Black Californians: How the Health Care System Undermines Their Pursuit of Good Health," funded by the California Health Care Foundation.

[Read more from Black Voice News →](#)



Tuesday, April 2, 2024

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New to URL Media? [Subscribe below to receive our weekly newsletters.](#)

[Subscribe to get our newsletters](#)

[A View From the Ground](#)

News and information about politics

URL Direct

We cull the best coverage from our thirty two publishing partners through four weekly newsletters:

- *The Power Report*
- *URWell*
- *URL Weekly*
- *The Intersection*

Average open rate: 25%

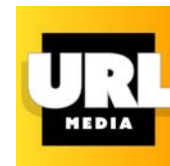
**(4% over industry standard)*

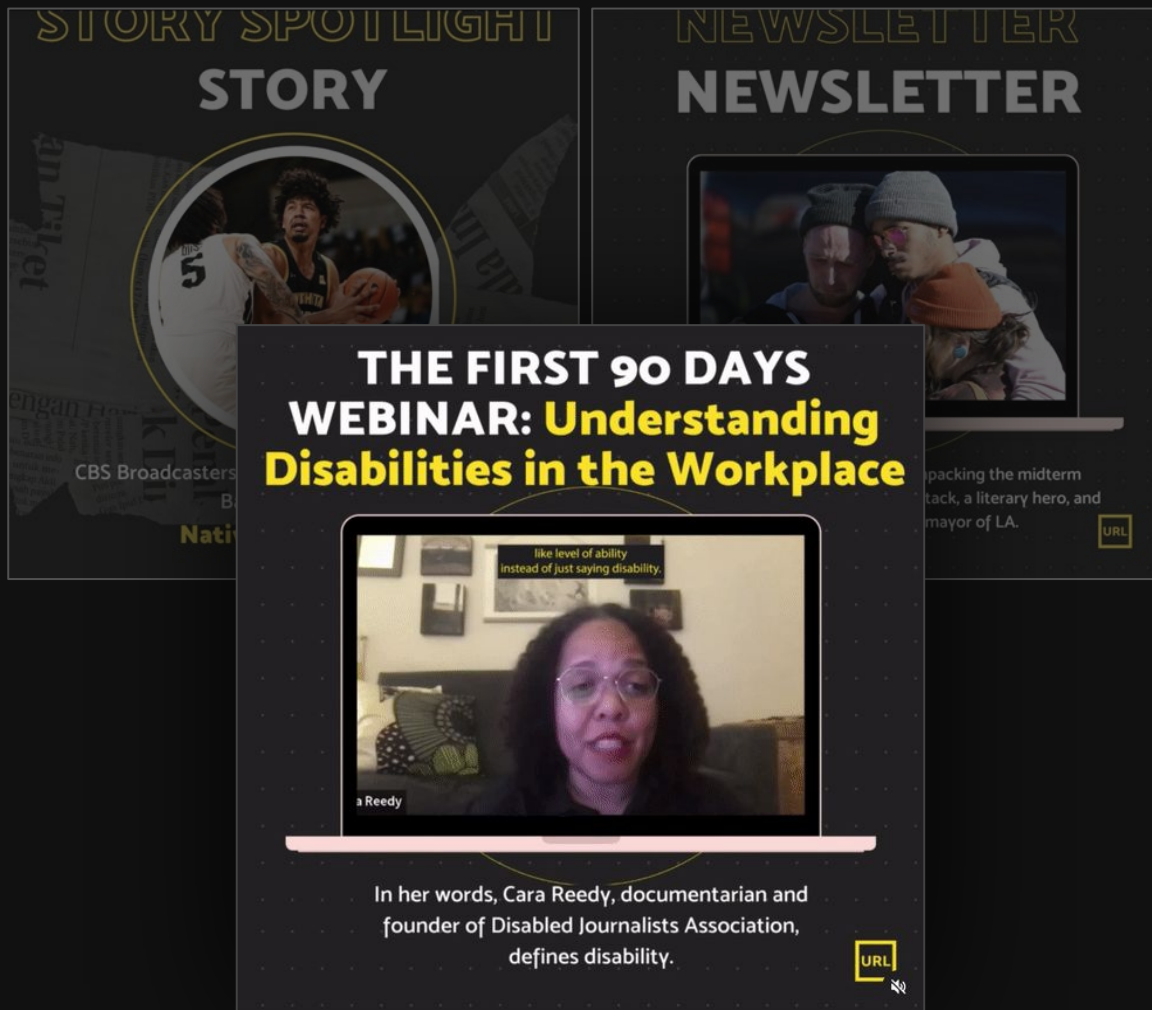
Average click rate: 2.25%

*** (0.37% over industry standard)*

**Source: According to Mailchimp, industry standard is 21%*

***Source: According to Mailchimp, industry standard CTR is 2.62%*





URL Direct

Social Media

Multi-channel content amplification



Publish frequency

- Daily across all platforms

Recurring content types

- Newsletter promotion
- Partner story spotlights
- Sunday "longread" features
- DEI-focused career insights



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.

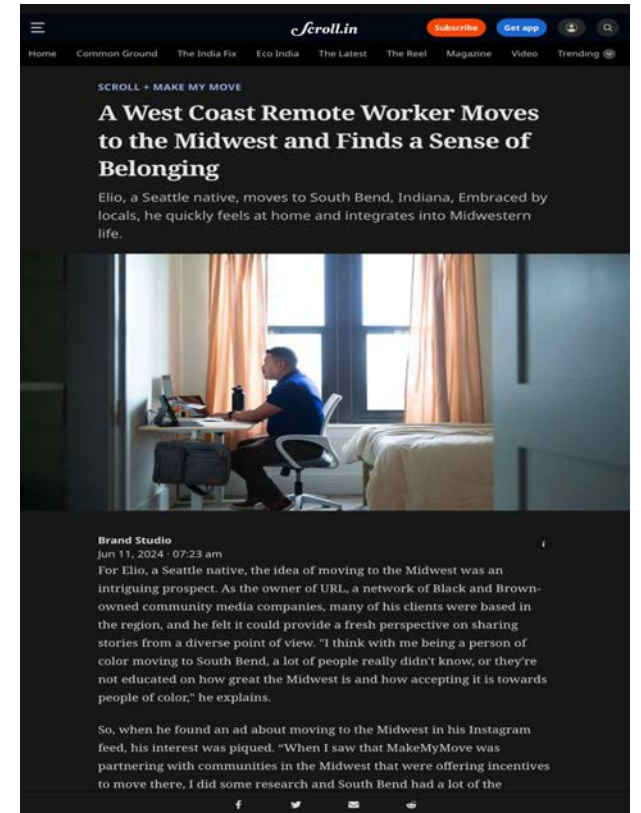
**Business Insider*



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.





Case Studies



State 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



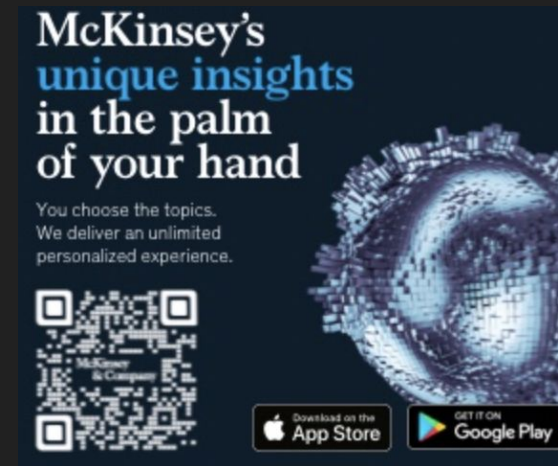
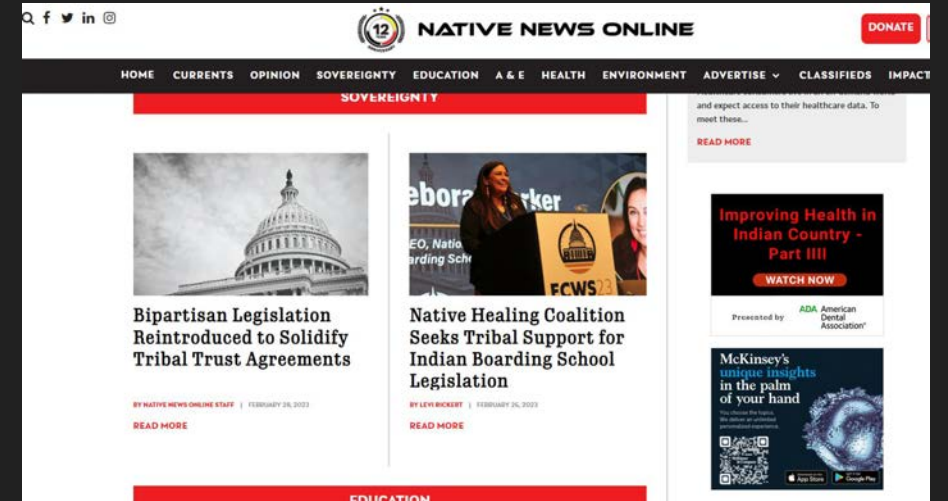
McKinsey & URL

In 2022, the URL Media network amplified messaging across banner ads, social media posts, newsletters and sponsored content, driving BIPOC audiences to McKinsey's Insight app.

Wins:

- Annual campaign was renewed due to the tremendous community impact via our multi platform messaging campaign.
- Six months across five of our partners increased traffic through our curated placements

We **reached a total of 2,282,092 people** through the platforms of our trusted community voices. We provided a total bonus of **210,229 impressions** across social media, newsletter placements and podcast episodes.



**Annual Campaign was renewed due to the tremendous community impact.*



Nike & Native News

We amplified Nike's Commitment to telling Native Stories through URL Media,

Wins:

- Nike partnered with Native News Online to showcase their latest product launch: the N7 line.
- Over 1m+ impressions from loyal user base

Deep reach into the Native American communities, showcasing Nike's commitment to telling authentic stories.

We reached a total of 1,784,965 people.



State Dept of Community Affairs

We spearheaded amplification of a campaign that focused on low-income households that needed assistance paying water bills

Wins:

- Increased awareness surrounding utility relief and credits to eligible homeowners and renters that whose water bills were in arrears
- **Reached 8,430,911 people** in the community
- Over delivered on campaign goals by **500%**



NHL & URL

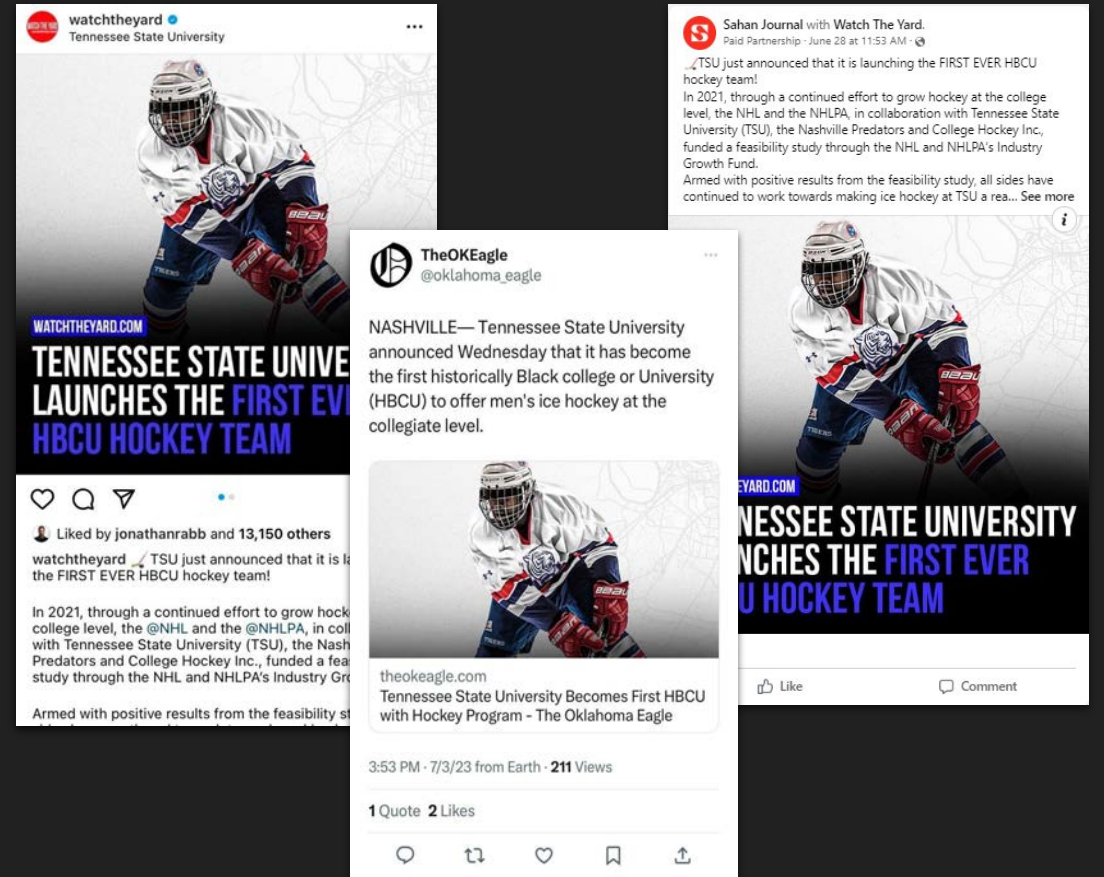
The URL Media network was tapped to launch historic news: Tennessee State University as the first HBCU to have an ice hockey program at any level.

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



We Know Community 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**



Uplift
Respect
Love

Visit Us

url-media.com

Questions?

Elio@url-media.com

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