

# hidden los angeles™

media kit



Look Deeper.

# overview

hidden los angeles (hLA) is the foremost social media property about Los Angeles by Angelenos. With over 210,000 Facebook followers, hLA engages Angelenos authentically and organically in their exploration of the city's rich culture, history and the abundance of offerings that are uniquely Los Angeles... the "depth beneath the shallow."

Presently, hLA is now making available marketing and promotional partnerships with organizations that want to reach the extensive hLA fan base utilizing the unprecedented opportunities available through social media technology. hLA partners can leverage innovative interactive advertising products or work with the hLA Creative Team in developing customized promotions and campaigns.

Get a seat at the table for the largest interactive conversation being held in the city! Access a level of interaction and audience buy-in that is limited only by the imagination. Ranging from single-day promotions, to month-long multi-faceted interactive campaigns, the hLA Creative Team can help you determine the most effective strategy for your company's message.

## hiddenLA community by the numbers

### PAGE PROPERTY

- hidden los angeles (main page)
- hidden los angeles – The Foodie Page!!!
- hidden los angeles – Fan Events Page

FACEBOOK FANS	COMMUNITY ACTIVE
220,000	164,000
77,000	53,000
7,500	

AVERAGE IMPRESSIONS MONTHLY	DAILY
22,000,000	733,000
2,300,000	76,000

Source: Facebook Insights as of 6/8/2011. Full HLA user demographic profile available on request.



CASE STUDY: Channel Islands Helicopters

Located ninety minutes north of Los Angeles, Oxnard-based Channel Islands Helicopters approached hLA to help promote an upcoming Groupon offering being released in the Ventura County Market. With their previous deals through Groupon, Channel Islands averaged about seventy \$187 tour sales; but felt they could have a stronger showing with exposure to the L.A. market.

Through an innovative promotion campaign which fully engaged the hLA Facebook fan base- including a contest prize, helicopter tour photos, and links to the Groupon offering during its run – hLA was able to deliver approximately 400,000 post views, resulting in 100 additional tour sales or \$18,000 in additional revenue to Channel Islands Helicopters (500% ROI).



Zoe, hiddenLA's mascot, hanging out at Olvera Street

STATISTICS BELOW ARE FROM JUNE 8, 2011. OUR MAIN PAGE'S CURRENT AVERAGED GROWTH RATE IS 300 NEW FANS A DAY.

### Lifetime Likes: 220,000 people

Represents the total number of followers who have clicked "like" to follow the [hidden los angeles](#) Facebook page and subscribed to see steady posts from Hidden Los Angeles in their news feed.

### Monthly Active Users: 164,000 people

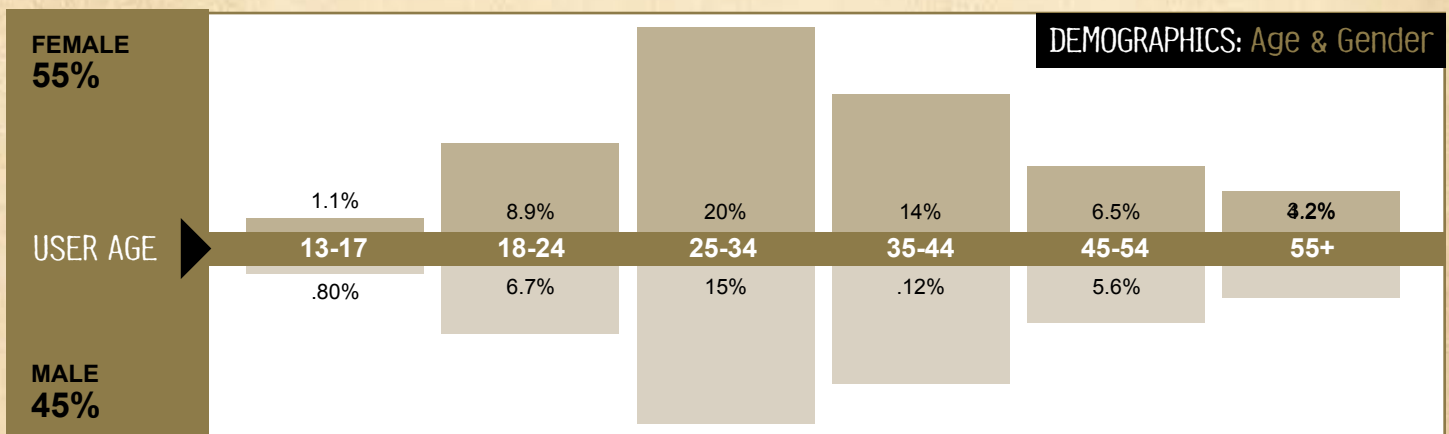
The average number of total unique users who are actively engaged with the content on the [hidden los angeles](#) page in a single month.

### Average Single Post Views: 129,000

A post view is when an entry is seen by a fan on the [hidden los angeles](#) Facebook wall and in the followers' news feeds. The number of views represents how many actual followers saw or clicked on a particular post.

### Average Monthly Post Views: 22 million people

Represents the total number of impressions all the posts on [hidden los angeles](#) cumulatively receive over one single month.





hidden LA is more than just a website or Facebook page! Besides offering online content, we're building real community. "hLAers" are also guided via a range of contests, events and tours to walk away from their computers, physically discover the hearts of Los Angeles, and become more active participants in our local culture!

## testimonies

What fans say about hidden los angeles ...\*

*"I have lived in LA 40 years and am always pleased to discover new things about my home town!"* Dhani T.

*"Whenever I need info on anything specific or out of the ordinary in the Los Angeles area I come straight to hiddenLA and have never been let down."* Eric R.

*"I love how HiddenLA has made this huge metropolis that I live in feel like a small, friendly community. I LOVE HiddenLA – it has made me fall back in love with my city."* Barrie M.

*"I'm always looking for a new adventure in and around L.A. HiddenLA has turned me on to lots of events etc. I would have surely missed. Keep it comin'. Thanks for all that you do!"* Denise S.

*"HiddenLA not only discusses parts of L.A. history and culture off the beaten track, but stimulates discovery with activities, joining Angelenos and visitors together! I have enjoyed this friendship!"* Victor O.

*"You're the guidebook for locals who want to experience Los Angeles as the city actually is."* Lauren B.

*"Why go on vacation, or visit some other town when there are so many forgotten and unique things all over L.A. to experience. I've found new restaurants, places to go, and learned more about this city than I ever would have under any other circumstances."* Stan S.

*"You can live in Los Angeles all your life and be unaware of so many of the incredible things there are to do here! HiddenLA is my 'go-to' source of information for everything Los Angeles. Thanks!"* Lori-Ann H.

\* **NOTE:** The hLA request for user feedback to be included here solicited 27 "likes", 51 user comments and over 130,000 post views. The post can be viewed at: [www.facebook.com/HiddenLA/posts/10150178520862793](http://www.facebook.com/HiddenLA/posts/10150178520862793)

## opportunities

The **hiddenLA** platform is a unique gathering of Angelenos-at-heart from around the world. While most of our readers do live locally, surprisingly about 40% of our Facebook fans are part-time residents or natives who still come here for regular vacations and want things to explore when they arrive. We also have curious fans who are unfamiliar with the area but planning a visit or relocation and actively seeking local perspective within a safe environment. Fact is, **hLA** is changing the face of tourism for the City of Angels... a guidebook and tour of the stars' homes just doesn't cut it when you have a direct hotline to the locals who know this metropolis best! **Your brand can be a part of that hotline!**

What keeps fans loyal and growing (*we average 300 new fans a day*) is a high-impact blend of content and offers which are all served to a highly-receptive audience. This unique pairing creates a win-win scenario where **hLA** followers receive value while advertisers realize an exceptional ROI. (*See case study, overview section*)

The three primary components of the **hLA** sponsorship platform include:

### hLA Profile Image or Page Sponsorship

Dedicated advertiser space underneath the **hLA** profile image. This static profile image will be viewed by all visitors to the **hLA** wall thereby receiving instant authenticity and recognition. This can also be combined with other efforts to promote your brand or event further and more often.

### Partnership or Sponsorship of Events, Contests and Promotions

From online contests to scavenger hunts to Portuguese wine tastings, **hLA** fans are always looking to us for new discoveries. By sponsoring our efforts and activities, **hLA** site partners instantly become family members... a club of businesses who are actively showing they care about the city and its residents in a genuine way. **hLA** fans often say they feel a more personal attachment to businesses who join our family and support what it stands for.

### Sponsored Status Updates

With over 22,000,000 average monthly post views and an average of 129,000 individual post views, the **hLA** status update is a call to action for all **hLA** followers. Status updates utilize a broad range of media, links and verbage to inform and attract followers and provide an opportunity for advertisers to convert them into potential customers in a genuine and authentic way. In order to engage viewers on a deeper level, these status updates are often combined with an active promotion geared towards readers and not just a straight advertisement.

### ...and here are some nice words from our affiliates!

*"Hidden Los Angeles has been one of the best marketing and promotional partners we've had. HiddenLA's audience is deeply engaged, passionate, and active, which for FamilyFinds.com has worked incredibly. We have run ads, contests (which outperformed any contest we've done anywhere else), events, and even quick one-off giveaways, and have always gotten spectacular results. Another great thing about HiddenLA is their creativity and willingness to go the extra mile to make something outstanding."* Lucie Ayres, Vice President, Marketing, FamilyFinds.com

*"(In April of 2010) we arranged a promotion featuring my show *Accomplice: Hollywood*, planning to offer a discount to ticket buyers who used a unique "HiddenLA" discount code. Our website and production was featured prominently on HiddenLA's multiple platforms, and it brought us loads of attention, not only in webhits, but in conversion to ticket buyers. *Accomplice* also featured a one-day event exclusively for HiddenLA fans, and it was a great success! The performance sold out in no time, and everyone had a terrific time, both during our production and at the afterparty gathering of HiddenLA fans. Undoubtedly HiddenLA's endorsement brought our company forward in the marketplace."* Tom Salamon, Creator/Producer, *Accomplice* - New York | Los Angeles | London