

# Art Rocks 247 Demographics



**ART ROCKS**  
**2 4 7**

Reaching a technologically savvy consumer requires a mix of traditional, wireless, and online marketing & advertising campaigns. Today's sophisticated advertiser understands that internet marketing & advertising delivers world-wide coverage combined with a highly targeted local Southern California market at a low cost.

As the digital movement continues to reshape the media industry, Art Rocks 247 delivers art, fashion and lifestyle information to a highly segmented niche audience of people with refined tastes and disposable incomes. Our 8 years of experience on the internet can offer digital solutions that combine the compelling power of video, interesting online TV/Radio Show content and social media. **Measurable, effective, and ROI-focused; it's the most efficient way to utilize your online advertising dollars.** Our dynamic style reflects the trends and demographics of the sophisticated lifestyle consumer in Southern California. **We are the trusted voice for art, fashion, and lifestyles with a 150,000 visitors a month and growing!**

## Demographics:

<b>AGE</b>	21 to 35 = 46%	35 to 56 = 54%
<b>SEX</b>	Female = 57%	Male = 43%
<b>INCOME</b>	35k to 96k = 34%	96k to 200 k = 66%

## Online Consumer Usage & Trends:

- **Internet marketing is UP 83%** compared to other types of media marketing.
- TV is down 11%, Newspapers are down 42%, old fashioned radio is down 27%
- Monthly internet radio listeners has increased to over 52 Million from last year
- 53% of consumers now shop online
- 48% of consumers will obtain their media online this year — be it streaming video, reading e-magazines or listening to music and talk shows

## Why Art Rocks 247?

We provide an unparalleled audience not currently available in other media due to our ability to target, brand, innovate, and influence buyers by our platform of integrating interactive media with your company's objectives and vision.

- Expanding your audience reach into our niche local market of 150,000 new targeted online consumers
- We are the preferred media choice for learning about select products & services by being featured on our website
- Real-time connection to our listeners, clients, and our huge social media networks
- We provide a creative, cool & entertaining way to promote your brand awareness
- Art Rocks 247 has a high-quality engaged audience
- **Socially responsible, we are 100% green** which means we use all of the technology tools without a cost to our environment
- We offer a risk-free and 100% money back guarantee on our web video productions

## Corporate Advertisers & Sponsors:

We are proud to have these respected companies on board: Audi of Escondido, Gen Art, San Diego Natural History Museum, San Diego Museum Council, W Hotel, Micha Jewelry Design, & Radiance Medical Spa; all have become featured advertisers and successfully captured the highly valuable and profitable internet generation. **Simply put: cool moves a product or service like nothing else.**