



TheLuxurySpot.com

Company Overview



TheLuxurySpot.com

The Facts

As of March 23, 2010:

Alexa.com: ranked 40,916 (world) and 6,970 (US)

Twitter.com: 13,500 followers *

Facebook.com: 2800 fans

Facebook.com Blog Application: 10,000 readers



Since our start in September 2008, TheLuxurySpot.com's growth has been off the charts. In less than 1.5 years, we have surpassed most popular blogs in terms of reach, traffic, brand appeal & growth.

- We have strategically partnered with major media brands including **Marie Claire** magazine and **Yahoo.com's Shine**,
(U.S., July 2009) (Feb. 2009 and Dec. 2009)

- Our humor content often goes viral: posts are often placed on front page of user run content sites, including StumbleUpon.com and BuzzFeed.com, granting us up to tens of thousands of additional hits, each day.



*combined number of editor following

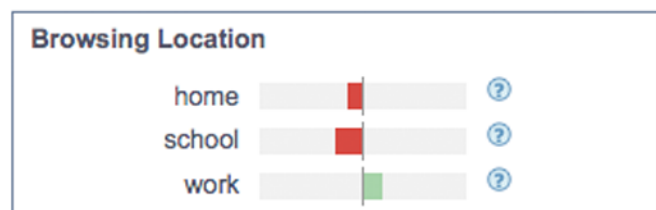
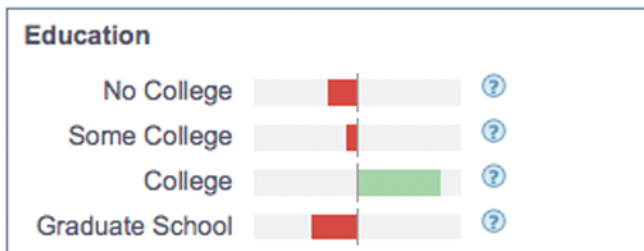
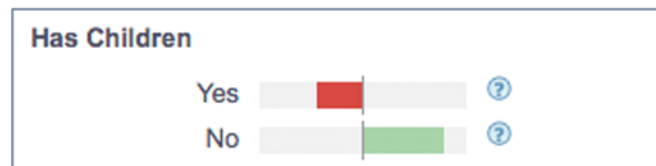
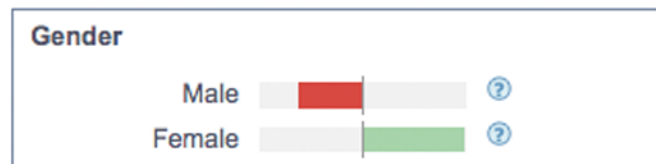
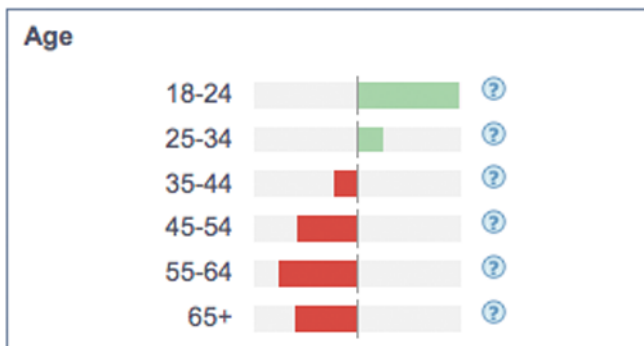


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Demographics

Audience Demographics for Theluxuryspot.com

Relative to the general internet population how popular is theluxuryspot.com with each audience below?



According to Alexa.com : March 2, 2010



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Why We're Unique...

- Our relationships with several top media companies including Hearst Corp., Condé Nast, Yahoo!, Bauer Publishing and others
- Our strategic relationships with several of the top event producers in the US.
We have a presence at the *Golden Globes*, *NY Fashion Week*, *LA Fashion Week*, *Sundance Film Festival*, *Art Basel*, and several others
- We're on the radar of every major (and boutique) PR company in the US, by this we have access to huge list of potential sponsors and advertisers
- We're a brand name amongst 20-something females in the US
- Major companies love partnering with us because our content is unique, fresh, real, and real-time
- The only 2 other major sites that offer a large writer panel are HuffingtonPost.com and DailyCandy.com, both of which are major household names
- Our content is never "stale" because we update the site at least 3-10 times daily
- We engage our readers in contests which harvest emails, sticky hits, Facebook fans, and Twitter followers



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Featured In...



marie claire

Guest
of a
Guest

