

Girl Zone Media Kit

Girl Zone Corp. is a multi-platform media company promoting healthy lifestyle for teenage girls. We embrace the landscape where girls reside - web, mobile, gaming, social media and online community. Our audience is teen girls ages 13 – 18.

Marketing Opportunity - Teen Girls

Teen girls have much greater value than just the dollars in their pockets today; they are important because of their influence in brand building, household purchasing decisions and life-time brand loyalty. Teens are widely recognized as trendsetters whose nod to a new product or brand can build success in a much broader consumer market.

Industry data shows that:

- Girls are the more dynamic consumer demographic, they have shaped the social media landscape and are shaped by social media.
- It is important (and difficult) to develop brand loyalty among teen girls.
- Virtually all teen girls are playing video and online games regularly.
- Teens are moving from console games to mobile games.
- The trend towards social gaming will be embedded into daily life by 2020.
- Digital advertisers want mobile game options to engage viewers.
- 70% of teens own smartphones - 50% access the Internet primarily via mobile.
- 82% of teens own smartphones
- 50% access the Internet primarily via mobile.

Why a Healthy Lifestyle?

Physical Health Over a third of US teens are obese or overweight. It is important for teen girls to modify their behavior now with good nutrition and exercise habits.

Mental Health Teen girls suffer from depression at a rate nearly three times that of teen boys. The more girls spend on social media, the higher their chance of depression.

Who is a Girl Zone girl?



The Queen Bee



The Jock



The Techy



The Wannabe



The Academic



The Eco Girl



The Volunteer



The Performer

Generation Z are “digital natives”. This generation utilizes technology more than any before them, for social interaction, entertainment and education. We believe that while no person should be labeled, psychographic profiles can help us better understand a market that is evolving quickly. Some teen issues stay the same over generations, while other issues surface within specific generations and personality types. To better understand this group we have taken a closer look into the teen girl market in order to create relevant editorial content, wellness guides and deeper game engagement. Our three platforms speak to girls on a peer-to-peer level and appeal them where they live.

www.girlzone.com

Our site provides articles and advice about life, identity, health and the future. Young women will find it all here – fashion, fitness, cooking, body, health, sex, relationships, DIY, book/music/movie/tech reviews, quizzes and more. Our visitors are highly targeted, and arrive mainly via targeted search engine queries, social media interactions, and highly relevant inbound links. In short, our properties are uniquely positioned to offer an audience that is receptive to your branded message.

How your brand can benefit

We offer sponsored posts, run of site advertising, customized native advertising and social media promotions.

The screenshot shows the Girl Zone website interface. At the top, the navigation menu includes: Who Are You, Your Body/Mind, Your Style, Lots of Advice, Out There, Speak Sister!, and Entertainment. Below the navigation is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, and YouTube. The main content area features a sponsored article titled "Get Moving" with a sub-header "Run Baby Run" by Nicole Robinson. The article includes a photo of a woman in a red tank top and text discussing running habits and benefits. To the right of the article is a sidebar with a search bar, social media icons, and a login/signup link. Below the article is a large blue box with the text "Your Sponsor Logo and Message here". At the bottom of the page, there is a small disclaimer: "Don't over-exert yourself. It's good to push your body, but know the difference between pushing through the pain and ignoring the feeling that you're going to pass out."

Girl Zone

Who Are You | Your Body/Mind | Your Style | Lots of Advice | Out There | Speak Sister! | Entertainment

Share/Bookmark: Facebook | Twitter | LinkedIn | YouTube

Get Moving

How much do you move each day? Ride bus or car to school? Sit in class all day? Sit at your computer at night? Are you involved with a sport at school or with your family and friends? We have all different kinds of fitness and sports advice for whatever your physical fitness level or body type is. Check out the workout videos and articles here.

Run Baby Run

By Nicole Robinson

I remember growing up thinking this about running: "bleh." My mom was a marathon freak...like, she was crazy serious about it. The whole family would support her by getting up every other day at 5 in the morning to go to the park while she ran about 6-10 miles at a time. Then, she'd just sit for the Houston Marathon every year and we'd be downtown all day waiting for her to finish. I always wondered how boring it was...just, running...for hours and hours at a time. I thought she was a little crazy.

But you know what, today, my mom is turning 51 and people regularly mistake her for being about 35-40. We can borrow and lend each other's clothes without either of us looking weird or not seeming to dress for our age. The part of her genetics that isn't just lucky Latina genes is definitely at least partly due to her running for all those years. And yes, I eventually got into it during high school. I got pulled to run cross country in the middle of my senior year and ended up winning 6th in district. My talented teammate, Diamond Dixon, eventually went on to win gold in the Olympics.

Running is a great habit to get into. Like most of the activities I write about, it's healthy for your heart, which is the most important organ in your body. Though there's some technique to it, it's the simplest workout you can do and one of the most beneficial. While you use weights and other routines to tone/strengthen up, running burns off the extra fat. I think that you should always include running in your exercise routine.

If you're just starting to run, make sure you get some really good shoes that are made specifically for running. They may run a little pricey, but they are worth it. Otherwise, you won't reach your maximum speed and your feet will hate you.

Your Sponsor Logo and Message here

Don't over-exert yourself. It's good to push your body, but know the difference between pushing through the pain and ignoring the feeling that you're going to pass out.

2-PIECE OUTFIT TOP + BOTTOM \$25 FREE SHIPPING & EXCHANGES SEE MORE STYLES FABLETICS

Your Sponsor Ad Here

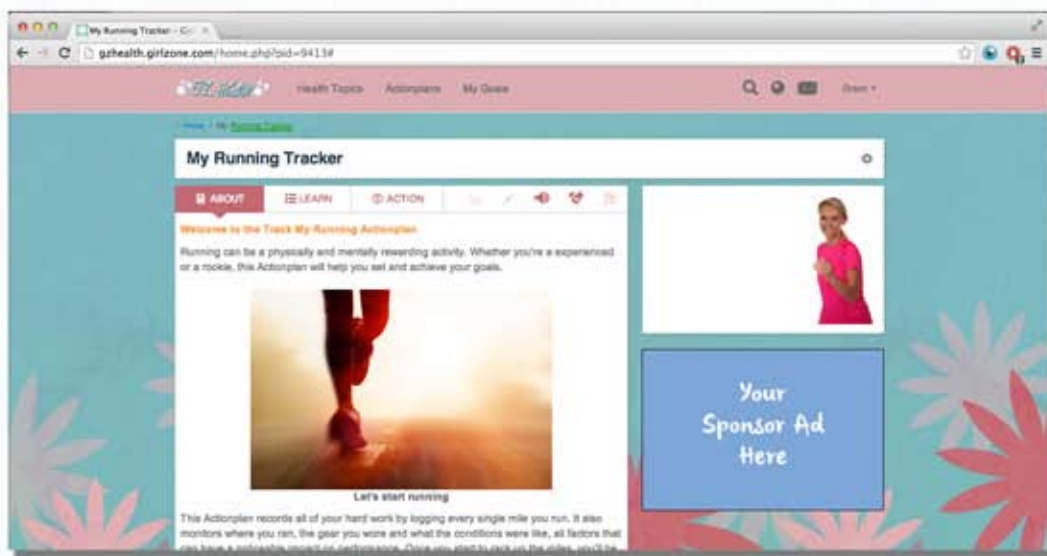
TRX Try The Workout Invented By A Navy SEAL. TRX SUSPENSION TRAINING LEARN MORE

gzhealth.girlzone.com

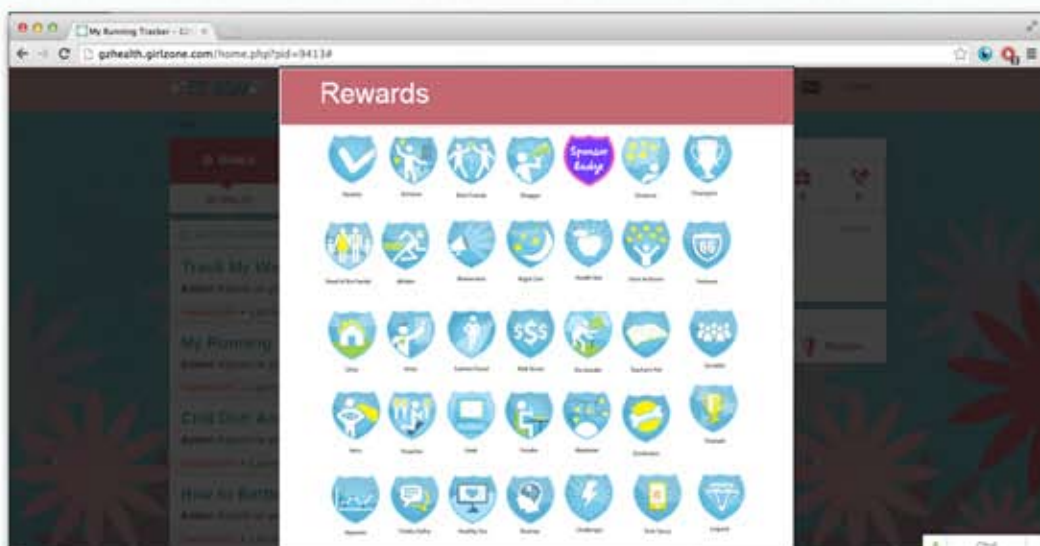
GZ Health is a community platform that optimizes information, engagement and social elements to improve teen girls health and facilitates healthy behaviors. GZ Health provides customized guides with fitness, nutrition and mental health trackers. Teens can get expert advice, learn about health conditions, living a healthy and fun lifestyle and discuss personal issues with other teens.

How your brand can benefit

This wellness community platform offers brands an opportunity to sponsor Actionplans, prizes and badges.



Sponsoring an Actionplan will provide you with branding on these step-by-step guides, related emails and discussion boards.



Our sponsorship includes a customized, branded badge for members to win as a reward for healthy behavior.

www.girlzone.com/challenge

Girl Zone Challenge! - This mobile app (available on iOS and Android) for teen girls allows them to complete a series of fun challenges made up of fitness, nutrition and mental health goals. It includes a rewards program with real world prizes.

How your brand can benefit

The app offers a creative way to connect teens with your brand. Subsequent versions of the game will include sponsored Challenges.

Branding an app Challenge provides a unique opportunity for marketers to engage players by embedding messaging into the game in a fun way.

We will work with you to incorporate a variety of digital promotional elements (coupons, QR, texts, social media, mini-games, GPS, beacon, quizzes, video, etc.) into sponsored Challenges. Your "call to action" features will drive attention, sales and brand loyalty for your products. Brands can demonstrate innovation and participate in the new mobile marketing frontier with limited risk, cost and high return.



from the Editor



"Girl Zone was created for the girl who wants to look good and feel good, from the inside out. I believe that every girl is one of a kind. You can't be categorized, generalized or defined – That's the beauty of it. Each of you are walking a different path and only you know the way. There is one thing all teens can relate to, though – striving to figure out who you are and where you fit in this world. So, whatever you've fallen in love with at the moment-fitness, fashion, beauty, boys, school, friends, celebs – we've got it covered!"

– Erica Portillo, Editor

Contact Erica for:

- Editorial opportunities
 - Press releases
 - Social media connections
 - TV and radio guest spots
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founder Story



"A morning show highlighted how teen girls are crucial to the obesity issue because they are the mothers of tomorrow. They can instill healthy habits in the next generation – not about dieting! Thinking about my teenage daughter – how much time she spends on her smartphone, how she is starting to embrace healthy living and how much she loves certain brands, the idea came to me. I will create a series of mobile game apps where girls could win real prizes for their healthy habits. I will reposition and relaunch girlzone.com and create a mobile game app!"

– MJ Reale, President/Founder

Contact MJ for:

- Site and mobile app metrics.
 - Sponsorship opportunities (girlzone.com, GZ Health, mobile app Challenges)
 - Advertising inquiries
 - Strategic partnerships
 - Custom research
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Expert Advisors

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- Kris Gowen – Adolescent Development Specialist
- Stacy Sigmon – Behavior Modification Specialist
- Karen Jashinsky – Fitness consultant, O2MaxFitness
- Scott Weiner – CTO, NeuEon, Inc
- Nicole Lazzaro – Game designer, XEO Design
- Megan Gasier – Game consultant, Contagious Creativity
- Katie Davis – Researcher/Author, The App Generation
- Gary Toste – Developer, Brisk Mobile

GZ Social Media



Facebook <https://www.facebook.com/girlzonegz>



Twitter <https://twitter.com/GirlZoneGZ>



Instagram [Instagram.com/girlzone](https://www.instagram.com/girlzone)



YouTube <http://www.youtube.com/user/girlzonegz>



Tumblr <http://girlzone.tumblr.com/>



Pinterest <http://www.pinterest.com/girlzonetm/>