

...ology.

June
Newsletter
2011

Ology is a leading online entertainment company, consisting of Ology.com, our hub site, ten premiere entertainment properties, and 300+ exclusive blog and niche sites spanning music, film, TV, celebrity, geek, gaming, technology, sports, humor, and lifestyle content.



Featured Campaign:

Ology is partnering with HBO's *True Blood* to host VampireOlogy, a custom channel for fangbangers and blood sucker fans everywhere.



Ology Shoutouts:

As a testament to our growing stature in the marketplace, Ology has increasingly been referenced, cited, and discussed in other notable media properties including MTV, Grantland, Jezebel, VH1's Best Week Ever, and ESPN's SportsCenter, among others.



Recent Interviews:

We caught up with *The Hills* star Kristin Cavallari, *Teen Wolf* star Tyler Posey, and Pro Bowl Wide Receiver Dwayne Bowe, just to name a few!



Upcoming:

This summer Ology will be covering the NBA Draft on June 23rd, the MLB All Star Game on July 12th, and the MTV Video Music Awards on August 28th. In the fall, we'll be all over Fashion Week along with back to school tips and news. Editorial sponsorships available now!

comScore May 2011

Ology Media

(previously known as Ology Potential Reach)

Total Reach: 27,822,000

Total Pages Viewed: 962MM

Average Minutes Per Visit 4.2

In the past year (since May 2010) our hub site Ology.com has grown 1,754%

Industry News: <http://www.nytimes.com/2011/06/12/fashion/hashtags-a-new-way-for-tweets-cultural-studies.html>

Hashtags are quickly growing from a Twitter feature into an advertising opportunity. Jane Olson, the senior vice president of marketing and brand strategy for Oxygen Media, said "It's a nod to 'we know you and we live in your world,' but it's also a way to get a conversation started in our advertising," #IsThisTheFutureofAdvertising?

Contact Us

New York

Jon Tuck
Julia Koenigsknecht
Stacie Sussman

646.400.2011
917.327.8144
646.924.2767

jon@ology.com
julia@ology.com
stacie.sussman@ology.com

Chicago

Tim Hanley

312.925.1143

tim.hanley@ology.com

Boston

Paul Gillespie

617.721.0178

paul.gillespie@pgmstrategies.com

Atlanta

Judy Coltrane

678.938.1417

jcoltrane@digitalmediasol.com

Detroit

Keith Cunningham

248.763.0526

keith.cunningham@sbcglobal.com

San Francisco

Graeme Fitzsimmons

415.846.0630

graeme@ology.com