

JUST ADD COLOR

MEDIA KIT

About the site:

JUST ADD COLOR is a pop culture site focusing on the intersection of race, culture, feminism, sexuality in modern entertainment. COLOR brings the best of TV recapping, fandom engagement and pop culture criticism together in one engaging, entertaining, and informative package.

 2,164 followers



61,036 yearly unique visitors
avg. 5,086 monthly visitors



69.5% female
18-34
57% single, 43%
married

What makes JUST ADD COLOR stand out:

JUST ADD COLOR is not just an entertainment site, and although it's run by a black nerd, it's not just a black nerd (or "blerd") site. What makes JUST ADD COLOR unique is its focus on intersectionality and true diversity within the entertainment and fandom spheres.

Influencer reach

JUST ADD COLOR is part of a grassroots influencer network reaching a diverse, intersectional audience ages 18-34, including:



Black Girl Nerds
@blackgirlnerds
Website and online
community for nerdy black
women



Cameron Airen @Cameron Airen
Host of Real Feminist Stories podcast
and moderator of weekly #Feministstory
Twitter chat



Disability Visibility Project
@DisVisibility
Online community dedicated to
recording, amplifying, and sharing
disability stories and culture.



Nerds of Color
@nerdsofcolor
POC pop culture site and
site for the Hard N.O.C.
Life podcast



Geeks of Color @GeeksOfColor
Site focusing on diverse comics,
movies, TV, and fandom



Ramp Your Voice!
@RampYourVoice
Disability rights consultation
and advocacy organization
promoting self-advocacy and
empowerment for people with
disabilities.



No, Totally
@nototally
Film and social issues
podcast



Asian Entertainment TV @AET
Premier global Asian American
streaming platform

JUST ADD COLOR

Mission Statement

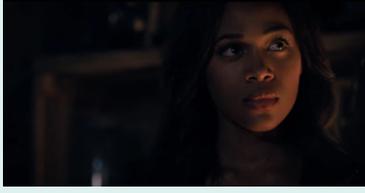
- To reflect the beauty of multiracial, multicultural America
- To foster understanding and appreciation of others
- To create and foster a spirit of love-based activism
- To indulge in what makes pop culture fun ('cause we need some levity in these times)

HOW IT'S ACHIEVED:

- Boosting organizations and movements that pushing America forward
- Boosting meaningful acts of allyship + tips on engaged allyship
- Exploring the connection between popular culture, social change, and activism by highlighting how marginalized groups and social issues are shown in mainstream media
- Providing criticism and commentary on pop culture

EDUCATE-ENGAGE-ACTIVATE

Popular posts



- **Sleepy Hollow post-mortem: Abbie's death and the painful erasure of black women** 



- **The unexpected joy of Luke Cage power couple #ShadyMariah** 



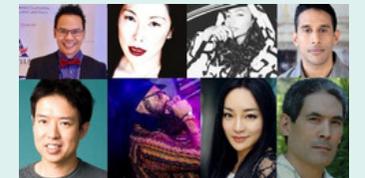
- **Sherlock's obsession with queerbaiting is more frustrating than ever** 



- **Exclusive interview: #DisabilityTooWhite creator Vilissa Thompson** 



- **Exclusive interview: April Reign discusses the effect of #OscarsSoWhite** 



- **Being Asian in Hollywood: Actors, directors and creators talk representation** 



- **For Lisa Turtle: On being black, beautiful, and still not enough** 

About Monique



Monique Jones is a journalist, entertainment blogger, and pop culture critic, with close to 7 years of experience. I have built Monique writes/has written for:

monique@colorwebmag.com
@moniqueblognet
@COLORwebmag

- Tor
- Black Girl Nerds
- The Tempest
- Comic Book Resources
- Miami New Times
- Racialicious
- Antenna Free TV
- TV Equals
- ShockYa
- Topless Robot
- The Nerds of Color

What readers say about JUST ADD COLOR:

Mediaversity Reviews
@mediaversityrev

Following

A great dive into the cultural appropriation found in #RogueOne colorwebmag.com/2017/01/05/789... by @moniqueblognet via @COLORwebmag

Rogue One smacks of Star Wars' obsession with aggressi...
Rogue One got a lot right, but it's most aggressive negative, the treatment of Jedha, falls in line with Star Wars' tradition of cultural appropriation.
colorwebmag.com

Vorthos Mike
@VorthosMike

Following

This is why you should follow Monique. She curates and writes utterly incredible content. She's my #FF for the day, no question.

Monique Jones @moniqueblognet
This took forever, but it's done! @PetteMistress' thread on Jedha reminded me how much Jedha bothered me. colorwebmag.com/2017/01/05/789...

Katie
@coffeekatecake

Follow

I always love @moniqueblognet commentary, esp on pop culture, but she's crystallized this one especially perfectly ☀️

JUST ADD COLOR @COLORwebmag
Have you ever realized that, despite being a conscientious person, you still make problematic mistakes? Its part of being human.

Saaga Talvensaari
@saagamct

Follow

an incredible article, and exactly what i was thinking colorwebmag.com/2017/01/19/she... via @moniqueblognet

Sherlock S4 recap: A cavalcade of WTF? - JUST ADD COL...
posts on COLORwebmag.com, the cross-section of media literacy, entertainment news and media activism: media, literacy, entertainment, news, activism, images, stereotypes, movies, ...
colorwebmag.com

Mimi Wong
@whosmimis

Following

@mediaversityrev This is a good one to follow if you don't already

Monique Jones @moniqueblognet
I'm trying to get to 5000 followers! If you're a fan of my work, spread the word about me and @COLORwebmag!

Call me Alex ✨
@SkulidelaCreme

Follow

This is an excellent article on appropriating foreign cultures in sci-fi! PLEASE READ!

Monique Jones @moniqueblognet
This took forever, but it's done! @PetteMistress' thread on Jedha reminded me how much Jedha bothered me. colorwebmag.com/2017/01/05/789...

Cameron Airen
@CameronAiren

Following

Important, Honest, True Piece

Monique Jones @moniqueblognet
Bottom line: we're all problematic, actually bit.ly/2hP4ae4

Vilissa Thompson
@vilissaThompson

Following

If you haven't read me & Monique's #blerd chat about Shakespeare, Richard III, disability representation, & #TheHollowCrownPBS, do so now!!

Monique Jones @moniqueblognet
#TheHollowCrownPBS Blerd Chat with Monique and @RampYourVoice's @VilissaThompson bit.ly/2k9glw3

Let's work together!

Sponsored posts

- Can be reviews, listicles, features

\$150 per 1000-1500 words

\$300 per 2000-2500 words

728x90 and 250x300 digital ad sizes

\$50/week per ad

\$100/month per ad

TV/Film contests and giveaways