



# Media Kit

(Last update October 2010)



HOME AUDIO. VIDEO. COLUMNS. DIVAS. CULTURE. FEATURES. RADIO.



- top audio notation »
- Kanye West - All Of The Lights Ft John Legend, The-Dream, Ryan Leslie, Tony Williams, Charlie Wilson, Blythe Danks, Allie Keys, Fergie, M.I.C., Rihanna & Bruno Mars
  - Meek Mill - Wuzup Feat Nas
  - Rick Ross - Looking For Love Feat Usher
  - Gorillaz - Domoarfo (Joker Remix)
  - David Banner & 9th Wonder - Be With You Feat Ludacris & Marsha Ambrosius

Videos



- Kanye West Live Stream Conference Call
- [Video] RZA's Tour Around The Crib
- Travis Barker Ft Raekwon & RZA BTS

Mr. Peter Parker Presents: Freeley Zehey Mixtape

Download

# Good\*Fella Media

Globally recognized, Good\*Fella Media has been embraced as a leader of the newest generation of media coverage. Providing original content for over 5 years, Good\*Fella Media continues its quest to bridge the gap between musicians and fans all over the world. Presenting Fans with an endless amount of services & Musicians with a reliable platform.

Good\*Fella Media owns the responsibility of being the premiere media outlet of our future generation that is right now.

# Why the \* in Good\*Fella?

- **The Asterisk in “Good\*Fella” signifies everything that is \*Good in Urban Culture. \*Good Music, \*Good Artist, \*Good lifestyle, \*Good everything! We strongly believe in emphasizing the \*Good aspects of Urban Culture rather than the commonly portrayed sex, drugs, and violence.**

## Good\*Fella Radio

# Our Platform

This is our weekly radio show that broadcasts out of Rutgers University's (New Brunswick) 90.3 FM The Core.



This is a community based radio station regulated by the FCC. The show is a very popular way of promoting artist to the college consumer. Here their music will be heard by a tremendous audience all across central New Jersey, as well as heard by the Rutgers student body, and of course the internet because the show is also streamed live video feed by [livestream.com](http://livestream.com)





[GoodFellaMedia.com](http://GoodFellaMedia.com)



feel free

to tell everyone what freedom means to you.

Samsung  
GALAXY Tab  
A 7-inch Android™ tablet.  
It's a revolution in mobility.

HOME AUDIO VIDEO COLUMNS DIVAS CULTURE FEATURES RADIO

Good Fella Media Presents

# WEEKLY PLAYLIST

Weekly Playlist #034 (Dirty&Clean)  
->>DOWNLOAD NOW!! <<-

Videos

to audio rotation

- I'm 2 feat. Eminem  
November 5, 2010 - (No Comment)
- Neko - Wuzup feat. Neko  
November 5, 2010 - (No Comment)
- Rick Ross - Looking for Love feat. Usher  
November 5, 2010 - (No Comment)
- Conillaz - Domestic (Joker Remix)  
November 5, 2010 - (No Comment)
- David Benner & 9th Wonder - Be With You feat. Ludwika & Manilla Armbrose  
November 5, 2010 - (No Comment)
- Mihanna - Love the Way You Lie

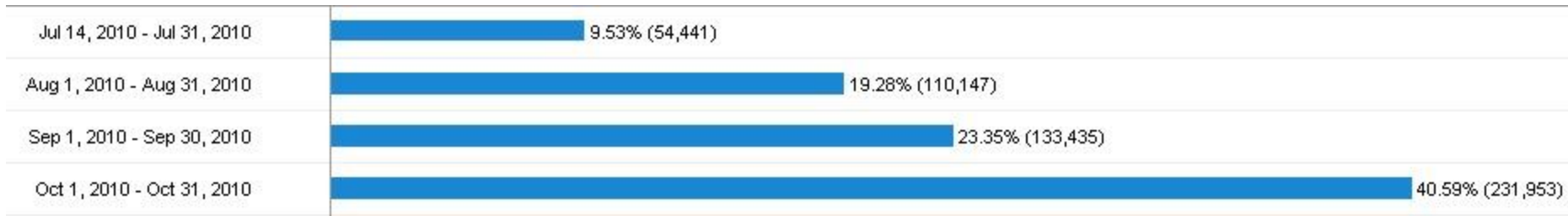
Twitter Facebook YouTube RSS

Is a very popular music blog offering Urban content in the following categories- Audio (Singles & Mixtapes), Videos, Divas, Columns (Whos Next?, The spotlight, Gamer, Sports, Tv/Movies) and Exclusive features (Interviews, Photos, Events)



**Goodfellamedia.com has grown and is growing at an enormous pace, so much so that three months after its release a larger server was needed because of the amount of traffic that was coming in.**

**Goodfellamedia.com continues to be one of the fasts growing Urban Music Blogs in 2010 and continues to receive recognition from people in all forms of the music industry such as other bloggers, A&R's, Record Labels, Touring companies, etc.**



(Hip-Hop Series):

# Our Platform



The hip-hop series has been the best venture yet for Good\*Fella Media. It is an online web show that interviews some of the most promising artist of the new digital media age. Previous artist include J.Cole, Kool G Rap, Vado, Big Sean, Yelawolf, Joe Budden, Rosa Acosta, Styles P, Chiddy Bang, Diggy Simmons, and many more.

A very important aspect is that all our interviews must be at the highest possible video quality which in 2010 we have partnered up with film production company Hot Mop Films to make sure this is possible.

The uniqueness of this web show is that it is a combination of great journalism as well as great setting of the interviews. The Hip-Hop Series is usually filmed and produced where ever the artist feels most comfortable. The main goal of these interviews is to capture the artist in their natural setting such as studio, office, home, or street.



# Features

## **Weekly Playlist**

**The “Weekly Playlist” is a Mixtape put together from all the new songs played on Good\*Fella Radio for that week. We offer a clean version for all Dj’s to enjoy and promote.**

## **Whos Next?**

**Who's Next is a weekly article where we introduced an artist to our readers that we feel will be an upcoming major force in the music industry.**

# Features



## **The Spotlight**

**The Spotlight is a weekly article where we put the "Spotlight" on talented individuals in any industry who normally are behind the scenes and usually are not acknowledged by mainstream press.**

## **Divas**

**Divas is a web series where we emphasize the beauty that the entertainment business has to offer. To us "Divas" are hustlers, hard working independent women with amazing physical talent.**



# Features

## **Exclusive Interview**

**We interview and promote some of the most promising artist of music today through these options:**

- **Video Interviews**
- **Phone Interviews**
- **Radio Interviews**
- **Press Conference Interviews**

## **Media Coverage**

**Some of the events we cover include but not limited to:**

- **Live Performances / Concerts**
- **Album releases**
- **Press Conferences**
- **Music Videos / Behind the scenes**
- **Modeling Events / Photo shoots**

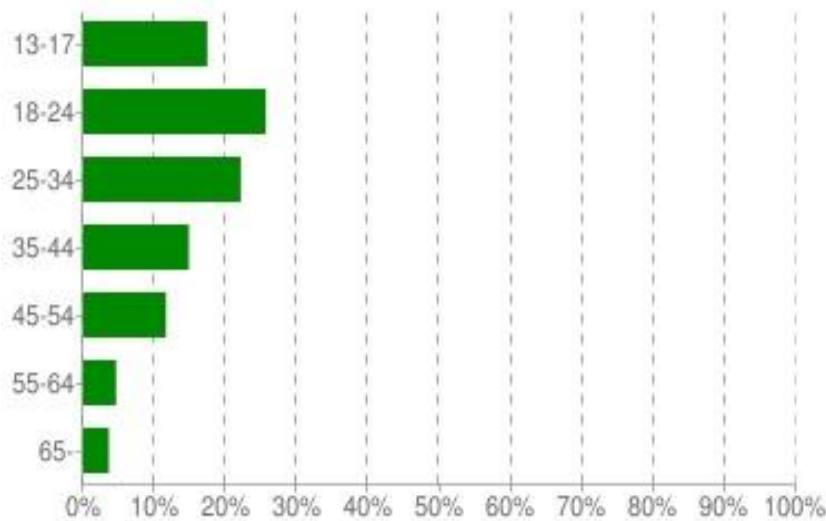
# Our Goal

- **Our goal is to be the premiere media outlet for the urban youth as well as the new digital media age. We pride ourselves in keeping our ears to the streets, and that aspect with a combination of our other talents keeps us very relevant in our industry.**

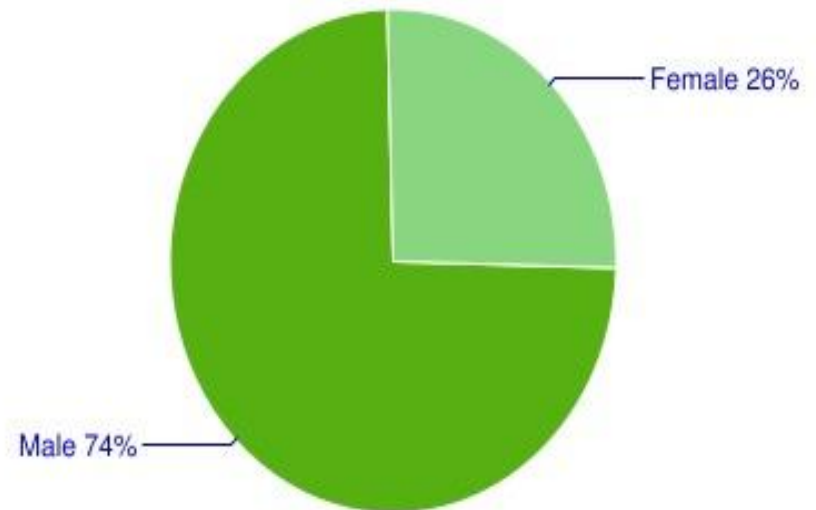
# Our Demographic

## Demographics

Age ranges for:  All  Male  Female



## Genders for all age groups




**The Current demographic of people that support Good\*Fella Media Interviews**

# Our Audience



**World view of Countries that support Good\*Fella Media**

# Our Audience

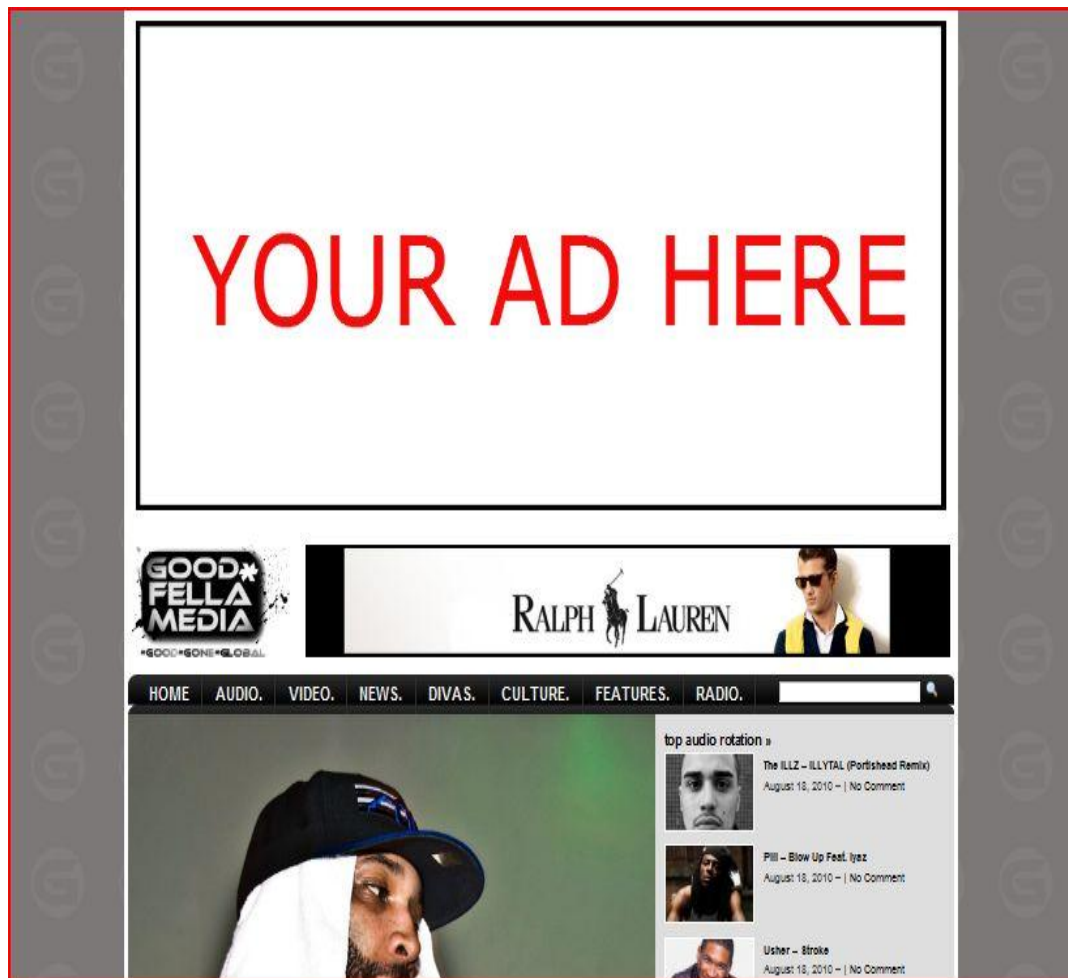
1	 United States
2	 Unknown
3	 Canada
4	 Great Britain (UK)
5	 France
6	 Germany
7	 Netherlands
8	 Ukraine
9	 Australia
10	 Sweden

**The Current top 10 Countries that support Good\*Fella Media**

## Advertising

**Background Ad**  
**Position: Background**  
**Size: w1400px x h1200px**

**Top of Page AD**  
**Position: Top Center**  
**Size: w.920px x h420px**



The screenshot displays a website layout with several advertising spots. At the top right is the 'GOOD\* FELLA MEDIA' logo. A large white rectangular area in the upper center contains the text 'YOUR AD HERE' in red. Below this, a horizontal banner features the 'GOOD\* FELLA MEDIA' logo on the left, the 'RALPH LAUREN' logo in the center, and a photograph of a man in sunglasses on the right. A navigation bar below the banner includes links for HOME, AUDIO, VIDEO, NEWS, DIVAS, CULTURE, FEATURES, and RADIO. The main content area is split into two columns. The left column shows a large image of a man wearing a blue baseball cap and a white hoodie. The right column is titled 'top audio rotation »' and lists three audio tracks: 'The ILLZ - ILLYAL (Portishead Remix)' by August 18, 2010, 'Pill - Blow Up Feet. (feat)' by August 18, 2010, and 'Usher - Stroke' by August 18, 2010. Each track includes a small thumbnail image and the text 'No Comment'.



## Advertising

**Head Banner AD**  
**Position: Top Right**  
**Size: w733px x h96px**

The screenshot displays the website's layout. At the top left is the 'GOOD\* FELLA MEDIA' logo with the tagline '\*GOOD\*GONE\*GLOBAL'. To its right is a large white box with a black border containing the text 'YOUR AD HERE' in red. Below these elements is a navigation bar with links for HOME, AUDIO, VIDEO, NEWS, DIVAS, CULTURE, FEATURES, and RADIO. The main content area features a large image of Joe Budden wearing a black cap and a white hoodie, with the text 'Hip Hop Series: Joe Budden' at the bottom. To the right of the main image is a 'top audio rotation' section listing five tracks with their respective artists and dates.

top audio rotation »	
	<b>The ILLZ - ILLYTAL (Portishead Remix)</b> August 18, 2010 -   No Comment
	<b>Pill - Blow Up Feat. Iyaz</b> August 18, 2010 -   No Comment
	<b>Usher - Stroke</b> August 18, 2010 -   No Comment
	<b>Trey Songz - Love Faces</b> August 18, 2010 -   No Comment
	<b>Tings Tings - Hands</b> August 18, 2010 -   No Comment

# Advertising


**Sidebar AD**  
**Position: Mid-Right**  
**Size: w300px x h300px**

The screenshot shows the GoodFella Media website interface. At the top left is the GoodFella Media logo. To its right is a banner for Ralph Lauren featuring a man in a yellow and blue jacket. Below the banner is a navigation menu with links for HOME, AUDIO, VIDEO, NEWS, DIVAS, CULTURE, FEATURES, and RADIO. The main content area features a large image of a woman in a yellow bikini, with the text "GoodFella Radio: Evie Caba Interview" below it. To the right of the main image is a sidebar titled "top audio rotation" containing five audio player thumbnails for tracks by The iLLIC, Phil, Usher, Trey Songz, and Empire of the Sun. Below the main content area is a "Videos" section with a grid of video thumbnails and titles, including "Feroz: GoodFella Radio Interview", "Yelowolf - HipHopA Lunoh Interview", "Capon-N-Noreaga ft. Faith Evans - Hood Pride", "Shyne Talks Releasing an LP PROFILE: Funkmaster Flex on Cash Money", "Funkmaster Flex [Video]", and "Fresh Dally- Feel Me [Music Video]". On the far right, there is a large white box with a red border containing the text "YOUR AD HERE" in large red letters. Below this box are social media icons and a "GoodFella Radio's Weekly Playlist" section with download links for "Dirty" and "Clean" versions.


# Advertising

**Bottom AD**  
**Position: Bottom-Center**  
**Size: w920px x h200px**


**Capone-N-Noreaga ft. Faith Evans – Hood Pride**  
August 18, 2010 – | No Comment




**Shyne Talks Releasing an LP on Cash Money**  
August 18, 2010 – | No Comment




**PROFILE: Funkmaster Flex [Video]**  
August 18, 2010 – | No Comment




**Fresh Daily- Feel Me [Music Video]**  
August 18, 2010 – | No Comment



**Smoke DZA – Continental Kush Breakfast**  
August 18, 2010 – | No Comment



**Big Sean – Supa Dupa (Video)**  
August 18, 2010 – | No Comment



**GOOD FELLA RADIO WEEKLY PLAYLIST**

Dirty Download Now  
Clean Download Now  
Click Artwork for Tracklist.  
New Features: Mike Rosner, Andre 3000, Itak Ronson, Ghostface Killah, K-Os, Drake, Waik, Bun B, Pimp C, 2Pac, Trey Songz, Curren\$y and more.

More articles >

**Twitter Contest**

Who should be our guest on Aug 31st?

- Collin McLoughlin
- Ace Jones
- RICO WHITE
- CATALYST
- JCLASH
- Protee-J

View Results

Page 1 of 311 1 2 3 4 5 Next >

# YOUR AD HERE

**recent posts**

Joe Budden's "Mood Muzik 4" (Trailer)

**tags**

50 cent Audio B.o.B. Curren\$y

**blogroll**

2DopeBoyz  
Daxx1



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