

WHAT'S UP

# MARTHA

{MARTHA'S VINEYARD}



# What's Up, Martha?

## **Martha's out to have a good time:**

Our website advertising program is geared towards connecting "you" with our core users. We want to help you communicate with our core demographic of 21 to 35 year olds. Your business has a voice, and why not expose that voice to this community? Businesses can no longer hide behind conventional marketing/advertising and expect the same results.

**"Insanity:** doing the same thing over and over again and expecting different results."

-Albert Einstein

We're here to buck the trend. Every summer, thousands of young people visit and live on the island, seeking out an escape from the mainland and the first question they ask themselves and each other every day and night is...

---

# What's up on the Island?

Welcome to What's up Martha, the islands first and only online magazine and events promotion company solely based on helping and informing the thousands of young residents and visitors on the island.

We're providing the necessary content and information to let our users know "what's up", where to go, where to shop, where to eat, what's going on, and how to do it. All of this information is nicely packaged together, ready to be used.



# Martha wants to help!

What's up Martha is all about innovation. We're filling a niche that has not yet been explored. For the countless businesses on the island such as yours, the summer months are vital to your existence and success. Yet, no unifying voice is on the island to help spread the message about your business or service to the young, hip, and out going visitors and residents. They need to know about your business!

An advertising campaign run through What's Up Martha is the key to engaging with the young visitors and residents. Your campaign is run through our website and/or potentially various events promotions that we can tailor towards your business.

Your brand is everything. Our online magazine is the key to keeping your brand "message" in front of their eyes.



WHAT'S UP  
**MARTHA**  
 [MARTHA'S VINEYARD]

WHAT'S UP NIGHTLIFE BARS RESTAURANTS COOL STUFF EVENTS STORE



NIGHT CRUISE 2009

AD SPACE

WHAT'S TO WATCH



### PEDICAB PUB CRAWL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ultrices dignissim mauris non euismod. Praesent hendrerit vulputate est sit amet rhoncus. Sed egestas rhoncus lectus ut ullamcorper. Integer placerat nisi pulvinar dui varius aliquam. Ut eros elit, lacrima eget trincidunt a, tristique ac augue. Morbi et euismod quam. In hac habitasse platea dictumst. Aenean euismod urna dolor. Donec trincidunt tempor turpis. Donec vel ante sem. Ut interdum feugiat commodo. Morbi id sapien eros. Vivamus placerat nunc eu nisl venenatis aliquet.

[Read More >](#)  
 Pedicab, Bars, Pub Crawls, East Point

### twitter

@RobLanelli: Shipyard Brewery has some great seasonal brews in right now! Come check it out.

@WhatUpMartha: Come down to the Sea Man's pub. Tall'em fast drink on Martha!

@1602: Awesome food at the Taverna! #MarthasVineyard

@1602: Hanging out at the Taverna, going to Sea Man's pub afterwards for a #TweetUP

Follow us on Twitter!



### MARTHA AFTER DARK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ultrices dignissim mauris non euismod. Praesent hendrerit vulputate est sit amet rhoncus. Sed egestas rhoncus lectus ut ullamcorper. Integer placerat nisi pulvinar dui varius aliquam. Ut eros elit, lacrima eget trincidunt a, tristique ac augue. Morbi et euismod quam. In hac habitasse platea dictumst. Aenean euismod urna dolor. Donec trincidunt tempor turpis. Donec vel ante sem. Ut interdum feugiat commodo. Morbi id sapien eros. Vivamus placerat nunc eu nisl venenatis aliquet.

[Read More >](#)  
 Night Life, Dances, Fashion Show, Old Town

AD SPACE

WHAT'S TO EAT/DRINK



### MV IN DWELL?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ultrices dignissim mauris non euismod. Praesent hendrerit vulputate est sit amet rhoncus. Sed egestas rhoncus lectus ut ullamcorper. Integer placerat nisi pulvinar dui varius aliquam. Ut eros elit, lacrima eget trincidunt a, tristique ac augue. Morbi et euismod quam. In hac habitasse platea dictumst. Aenean euismod urna dolor. Donec trincidunt tempor turpis. Donec vel ante sem. Ut interdum feugiat commodo. Morbi id sapien eros. Vivamus placerat nunc eu nisl venenatis aliquet.

[Read More >](#)  
 Pedicab, Bars, Pub Crawls, Oak Bluff

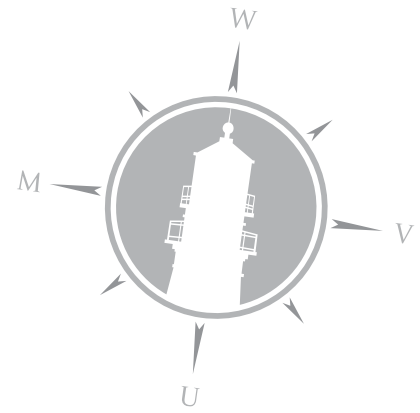
### flickr



See more pictures on our Flickr Group

[See What Else is Up >](#)

SUBMIT



# How is Martha Different?

We think different, and so does Martha. This helps us help you, and everyone that uses WhatsupMartha.com

Rather than fill another website with more writing and more writing, we're based on a lot of video content. Technology on the web has been evolving at a rapid rate and we unlike other websites and publications are on top of the wave, not the bottom. You belong with us on the top.

Aside from video content, we utilize the powerful tools of Social Media. **Twitter** and **Facebook** are two of the tools we're using to help promote ourselves and more importantly, you!

---

# How to get on board with Martha.

## **Website Advertisement**

Contact Martha for Pricing: [info@whatsupmartha.com](mailto:info@whatsupmartha.com)

## **Want more? Martha does event promotions.**

We know that every business, including yours has to have an innovative marketing message tailored accordingly. If you want "more" interaction with your key demographic, we can organize and put together the campaign to do so. Aside from your ad placement on the website, we can help convey the "story" of your brand through these various platforms. It's all about the interaction.



# Martha Thanks You.

We at What's up Martha are appreciative of your interest. It's an exciting prospect to offer a new and innovative service on the island and help businesses reach the powerful youth demographic. At the end of the night, we know that people are coming together, having fun, and knowing "what's up". It would be great to have you on board with us. It's going to be big!

## Contact Martha.

Phone: 914.456.1610

Email: [info@whatsupmartha.com](mailto:info@whatsupmartha.com)

WWW: [www.WhatsUpMartha.com](http://www.WhatsUpMartha.com)