

Start



Grow



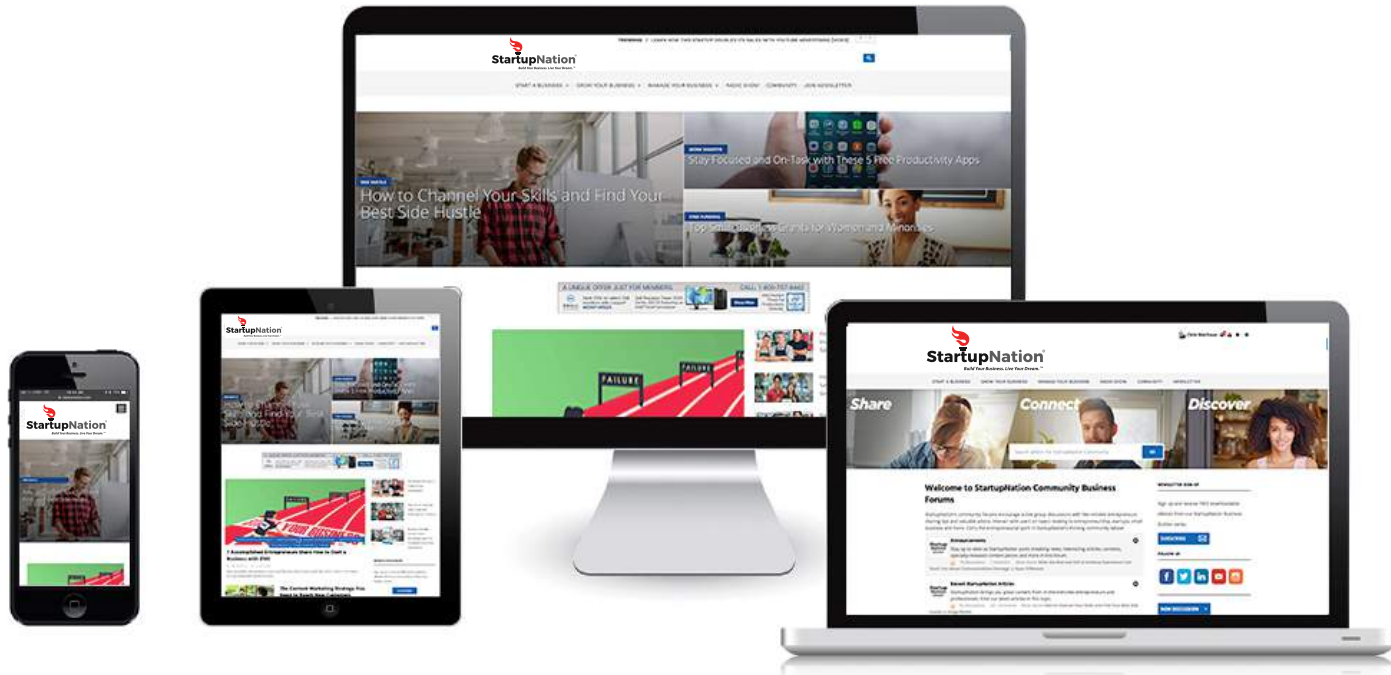
Manage



Build Your Business. Live Your Dream.™


StartupNation®
Build Your Business. Live Your Dream.™

2019 Media Kit



The Entrepreneurial Drive

StartupNation's mission is to attract, inspire and empower aspiring entrepreneurs by providing the knowledge and resources necessary to start a business. From dreaming to doing, we make starting easy.

StartupNation provides the ideal platform for brands to deliver their narrative through its diverse media channels, offering partner storytelling to an engaged audience of small business owners and entrepreneurs looking to build their business and live their dreams.

Channels

Blog Site: 720K users

The screenshot shows the StartupNation blog homepage. At the top, there's a navigation bar with links for 'START A BUSINESS', 'GROW YOUR BUSINESS', 'MANAGE YOUR BUSINESS', 'RADIO SHOW', and 'COMMUNITY'. Below this, there are several featured articles and sections. One article is titled 'How to Channel Your Skills and Find Your Best Side Hustle'. Another section is '7 Accomplished Entrepreneurs Share How to Start a Business with \$100'. There are also promotional banners for 'ALUNDA OFFER JUST FOR MEMBERS' and 'NEWLETTER SIGN-UP'.

Community: 109K members

The screenshot shows the StartupNation Community Business Forums page. It features a header with 'Share', 'Connect', and 'Discover' buttons. Below the header is a search bar with the text 'Search within the StartupNation Community' and a 'GO' button. The main content area is titled 'Welcome to StartupNation Community Business Forums' and includes a paragraph about the community forums. There are also sections for 'Announcements' and 'Recent StartupNation Articles'. A 'NEWSLETTER SIGN-UP' section is visible on the right side.

Radio: 30K listeners

The screenshot shows the StartupNation Radio website. It features a header with 'START A BUSINESS', 'GROW YOUR BUSINESS', 'MANAGE YOUR BUSINESS', 'RADIO SHOW', and 'COMMUNITY'. Below the header, there are several featured articles and sections. One article is titled 'Walkie Chalk and City Girls Soap: 2 Suburban Families, 2 Ideas That Made it Big [StartupNation Radio]'. There are also promotional banners for 'ALUNDA OFFER JUST FOR MEMBERS' and 'NEWLETTER SIGN-UP'. A 'FOLLOW US' section with social media icons is visible at the bottom.

Social Audience: 29K



Digital

Blog Site

Sessions	Users	Pageviews
774K	638K	1.3M

Social

Audience
29K



Device

Desktop	Mobile	Tablet
67.9%	28.9%	3.28%

Demographics

Age	Gender	Language
18-24: 23.44% 25-34: 39.49% 35-44: 19.09% 45-64: 10.96%	Female: 50.26% Male: 49.74%	US: 77.55% GB: 9.72% CA: 1.11% AU: 1.07%

NOTE: Source Google Analytics

January

Theme: Startup Essentials

- Have a business idea? Here's what to do next
- How to turn your great idea into a profitable business
- Start a business in 10 days
- How to write a business plan
- Set your business up for success in 2019
- The lessons business school won't teach you—but being an entrepreneur will
- What tools do I need to start a business?
- Online directories for listing your business

April

Theme: Side Hustles and Freelance

- How to turn your hobby into a side hustle
- Take your side hustle to the next level
- Side hustle ideas you can start today
- How to turn your side hustle into a full-time business
- Side hustle insurance
- Digital nomads
- How has the gig economy influenced entrepreneurship?

July

Theme: Inventors

- How to patent your product
- How to start a business based on your invention
- Reasons to test your product before developing it
- How to license your product or invention
- Big ideas and new entrepreneurial perspectives

October

Theme: Women and Minority Startups

- Female founder success stories
- Grants/loans for women and other funding for minority entrepreneurs
- Women/minority-led startups disrupting various industries
- Resources for women entrepreneurs
- Mompreneurs
- *National Women's Small Business Month*
- *National Cybersecurity Awareness Month*

February

Theme: Storytelling

- Startup success stories, tips and inspiration
- How to set and reach your business goals
- I started a business, here's how you can too
- How to find a mentor or business coach
- TED Talks or other inspirational compilations
- Shark Tank success stories
- Leadership skills and strategies for entrepreneurs
- Q&As

May

Theme: Branding and Marketing

- An introduction to branding your new business
- How to build brand loyalty
- Creative strategies for marketing your startup on a budget
- Influencer marketing
- Email marketing
- Grassroots marketing
- CRM tools
- *National Small Business Week: April 29, 2019 – May 5, 2019*

August

Theme: Franchising

- What you need to know before opening a franchise
- How to open a franchise in 10 steps
- Should you open a franchise or start your own business?
- Best low-cost franchises
- Tips from current franchise owners
- How to franchise your business
- The pros and cons to franchising vs. starting your business from scratch

November

Theme: Local and Main Street Merchants

- How to start a Main Street business
- How to take your e-commerce business to the streets
- Innovative brick-and-mortar retail startups
- Black Friday, Small Business Saturday, Cyber Monday
- How to open a pop-up shop
- Take your pop-up shop to permanent retail
- The beginner's guide to starting a food truck

March

Theme: Finance and Funding

- Filing taxes as a startup, sole proprietor or freelancer
- Types of funding for startups (i.e. angel investors, crowdfunding)
- What you need to know about crowdfunding
- Types of loans available to startups
- Alternative types of funding
- Tax filing deadlines
- *National Mom and Pop Business Owners Day: March 29, 2019*

June

Theme: Social Media

- How to build a social media strategy for your startup
- Ways to use social media platforms (i.e. LinkedIn, Facebook, Instagram, Snapchat, Twitter, etc.) to promote your business
- How to use Facebook ads to reach your target audience
- Social trends to implement
- Best platforms for social media marketing
- The evolution of social media and how to use it in 2019

September

Theme: E-Commerce

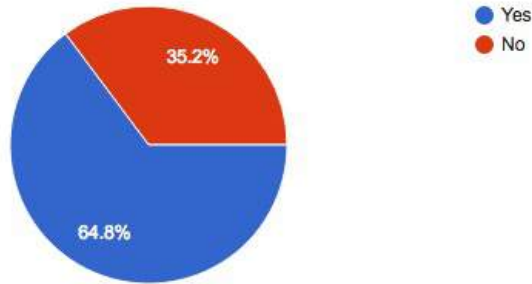
- How to start an e-commerce business from scratch
- Top e-commerce platforms for startups
- How to start your own Amazon, Etsy, eBay business
- What is dropshipping and how do I make it into a business?
- How to take your brick-and-mortar business online
- Tactics to drive e-commerce sales

December

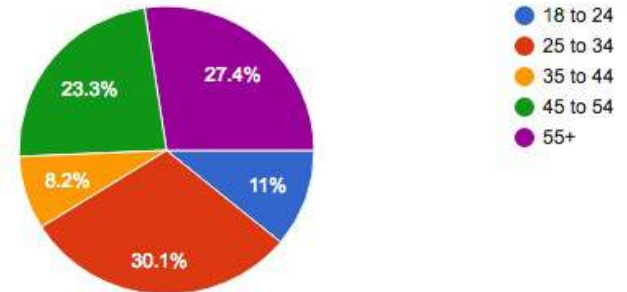
Theme: StartupNation Year in Review

- How to conduct a year-end review of your new business
- Holiday branding and marketing tips
- Social media marketing for the holidays
- A look ahead at startup trends of 2020
- Finally starting a business in 2020? Here's where to start

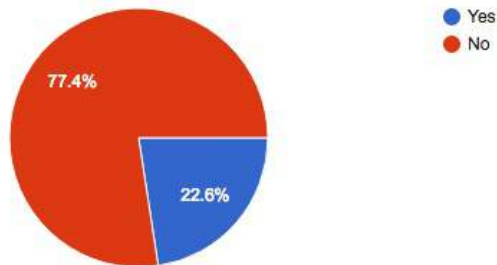
Are you a small business owner?



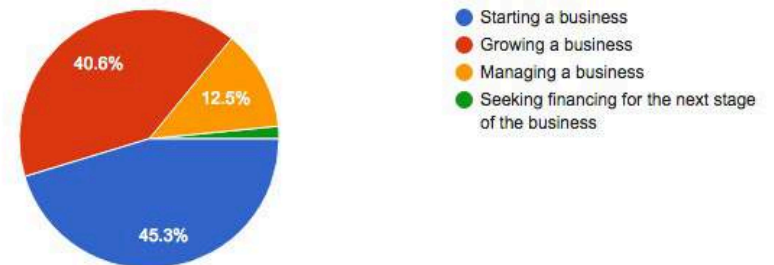
What is your age range?



Have you participated in online training or coaching?



How would you describe your current life stage?



Jeff Sloan

CO-FOUNDER / CEO

StartupNation has been a longstanding, mainstay brand ever since it was founded in 2002. Our content is crafted by entrepreneurs for entrepreneurs, offering insights that help aspiring business owners to start, grow and manage a business.

The breadth and range of businesses StartupNation serves includes sole proprietorships, home-based business, and part-time businesses, all the way to the most esoteric and sophisticated ventures. StartupNation is for all entrepreneurs, whether you are in the initial startup stage or a growing enterprise.

Our goal is to connect aspiring entrepreneurs to businesses that are taking real action to build a business by equipping them with the knowledge and resources they need to succeed.

StartupNation views its sponsors as partners, and it is our goal to work with them side by side in order to achieve not only our goals, but theirs, too.



Horizontal Placement – 728x90

The screenshot shows the desktop version of the StartupNation website. At the top, there is a navigation bar with the StartupNation logo and the tagline "Build Your Business. Live Your Dream.™". Below the navigation bar, there are several article thumbnails. One prominent article is titled "How to Channel Your Skills and Find Your Best Side Hustle". Another article is titled "Stay Focused and On-Task with These 5 Free Productivity Apps". A red box highlights a Facebook Like button that says "SN Like StartupNation On Facebook" with a "Like" icon.

Vertical Placement – 300x250, 300x600

The screenshot shows a vertical view of the StartupNation website. It features several article thumbnails, including "Award-Winning Food Blogger Shares How She Grew Her Hobby Into a Business" and "The Power of Being an Entrepreneur Without a Paycheck". A red box highlights a Facebook Like button that says "StartupNation Like StartupNation On Facebook" with a "Like" icon.

Mobile Placement – 320x50

The screenshot shows the mobile version of the StartupNation website. The layout is optimized for a smaller screen. A red box highlights a Facebook Like button that says "SN Like StartupNation On Facebook" with a "Like" icon.

Pre-Roll and Newsletter Placements

Custom positioning opportunities available upon request

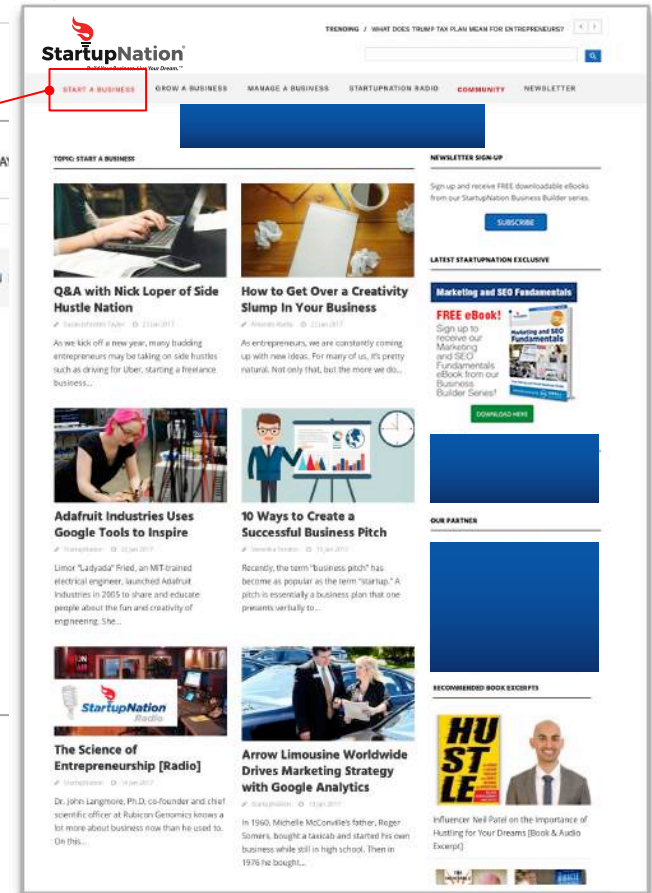
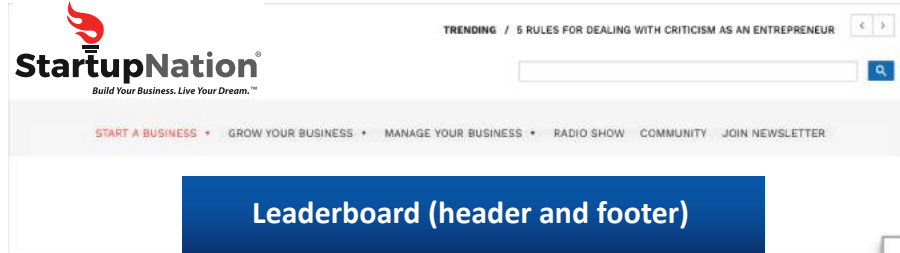
Positioning Examples

Excerpt
Position



OUR AFFILIATES AND PARTNERS

Partner
Position



Positioning Examples:

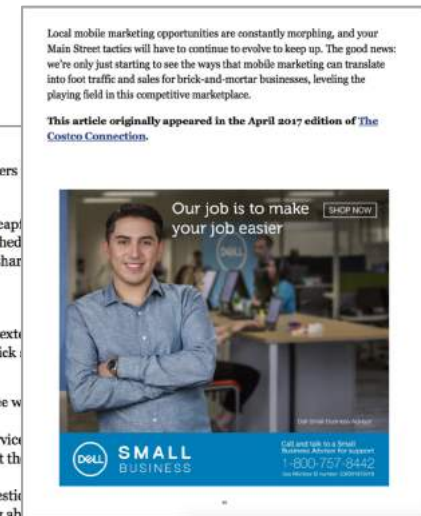


Cover / Footer

Full-Page Ad



Modular Page Ad



Then, pick a theme or industry that this topic relates to. For example, blogging.

Create a Twitter account to promote the article with

Start by coming up with a name for a Twitter handle that relates to your industry or theme. In the case of content promotion, I might create a Twitter handle called "Blogging Advice."

Next, upload a profile photo to this Twitter account to make it seem more

Sponsored: **DELL SMALL BUSINESS** Visit our Dell Small Business partner page for discounts and exclusive offers [HERE](#)

Interspersed Contextual Ad (above)

StartupNation ORIGINALS

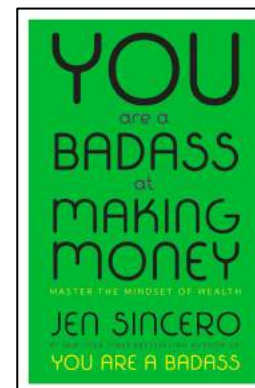
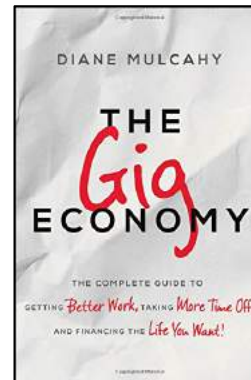
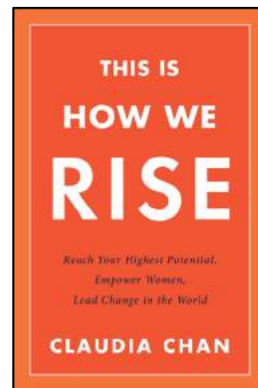
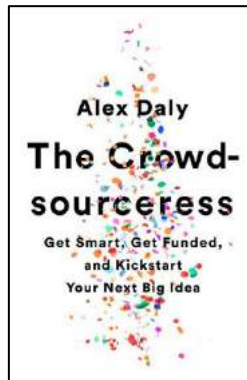
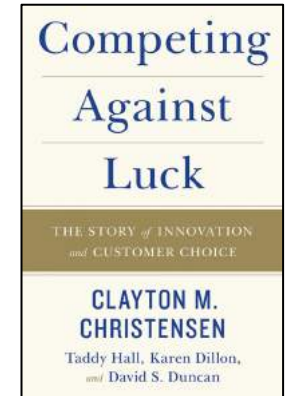
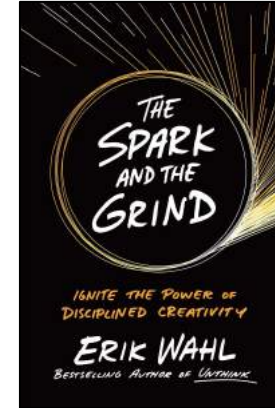
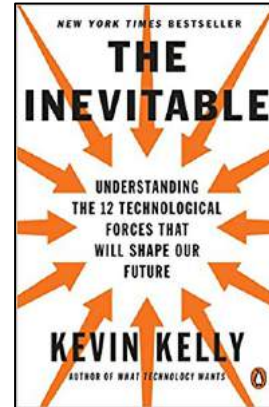
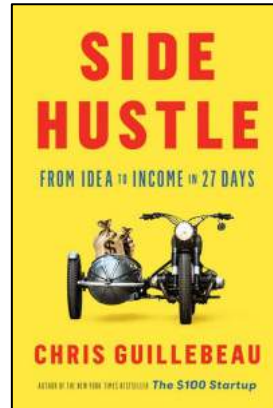
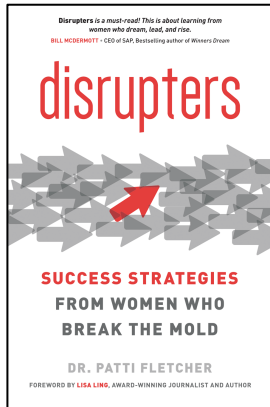
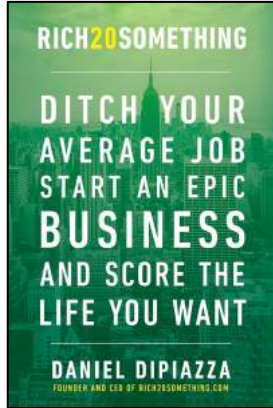


For premium positioning opportunities and sponsorships, please contact us at:

advertising@startupnation.com

To submit native/sponsored video content requests, please contact us at:

editor@startupnation.com



Contributing Author / Publisher Spotlight

Featuring contributing writers and influencers from:



Featuring excerpts from authors published by:



Content Formats:

- Infographics
- Book Excerpts
- Webinars
- Listicles
- Livestreams
- Case Studies
- Articles
- Native Content
- E-books
- Q&A
- Video
- Podcast

Content



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