

Start



Grow

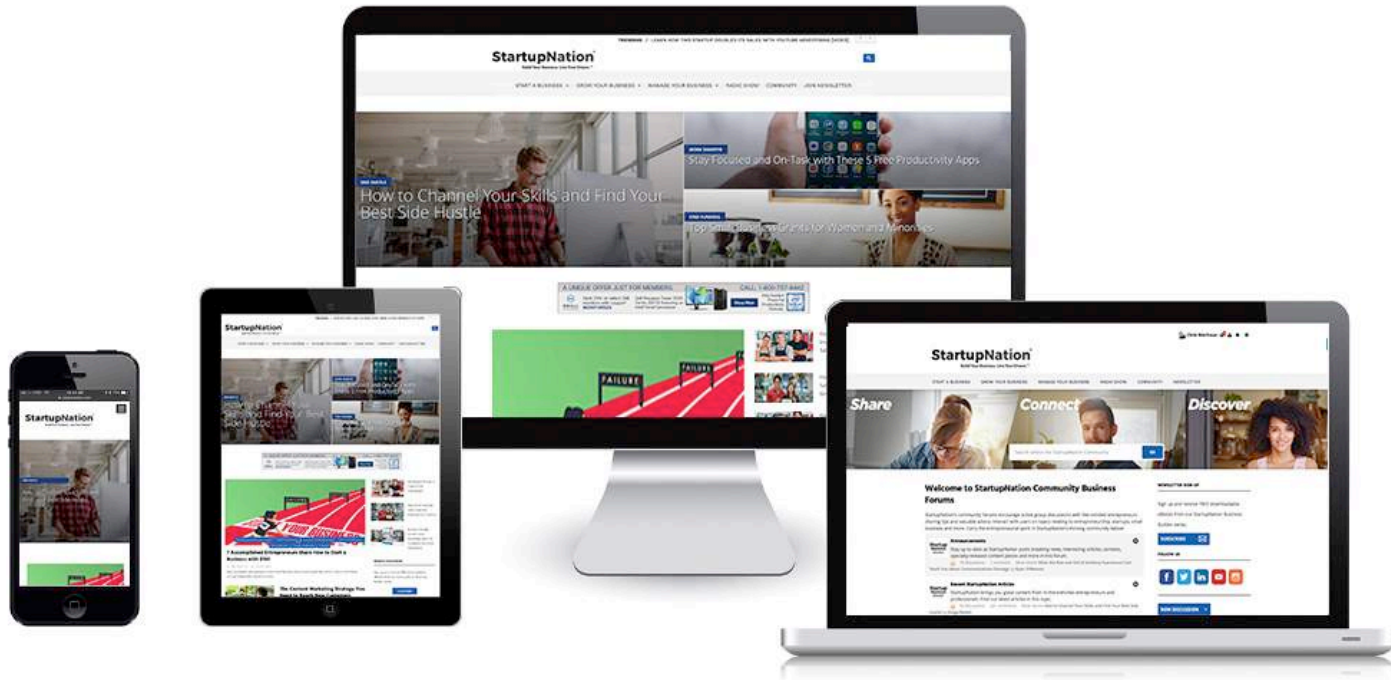


Manage



Build Your Business. Live Your Dream.TM

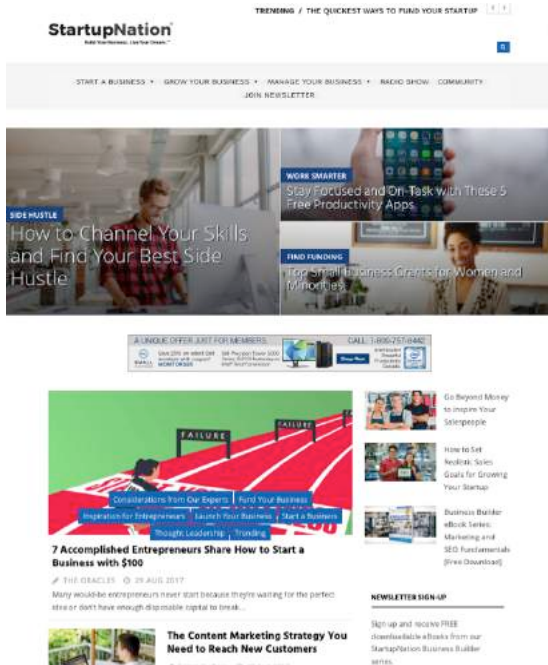
StartupNation[®]
2018 Media Kit



The Entrepreneurial Drive

StartupNation provides entrepreneurs with the necessary insights for personal growth through in-the-trenches how-to content authored by subject matter experts, as well as book excerpts authored by acclaimed business professionals and thought leaders. 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.

Blog Site: 424K users



Community: 104K members



Welcome to StartupNation Community Business Forums

StartupNation's community forums encourage active group discussions with like-minded entrepreneurs sharing tips and valuable advice. Interact with users on topics relating to entrepreneurship, startups, small business and more. Carry the entrepreneurial spirit in StartupNation's thriving community below!

Announcements
Stay up-to-date as StartupNation posts breaking news, interesting articles, contests, specially-released content pieces and more in this forum.

18 discussions 1 comment Most recent: What the Rise and Fall of Anthony Scaramucci Can Teach You About Communications Strategy by Ryan O'Brien

Recent StartupNation Articles
StartupNation brings you great content from in-the-trenches

NEWSLETTER SIGN-UP

Sign up and receive FREE downloadable eBooks from our StartupNation Business Builder series.

SUBSCRIBE

FOLLOW US



Radio: 30K listeners



Social Audience: 26K



Digital

Blog Site

Sessions

620K

Users

497K

New Visitors: **64.1%**
Returning Visitors: **35.9%**

Pageviews

1.19M

Social

Audience

27K



Device

Desktop

75.36%

Mobile

21.41%

Tablet

3.23%

Demographics

Age

18-24: **24.07%**
25-34: **36.37%**
35-44: **20.91%**
45-64: **16.85%**

Gender

Male: **57.70%**
Female: **42.30%**

Language

US: **79.95%**
GB: **9.45%**
CA: **1.21%**
AU: **0.87%**

January

Theme: Personal Growth

- Advice/mentorship through business coaching
- Goal setting
- Motivation tips, routines and habits for success
- Podcasts to follow, books to read
- Startups to watch in 2018
- Startup incubators and accelerators

February

Theme: Technology and Web

- Artificial intelligence
- Internet of Things
- Developing a website
- Chatbots
- Amazon

March

Theme: Finance

- Tax prep for April
- Cryptocurrency, digital currency, Bitcoin
- Accounting (services/software/how to do it yourself/on a budget)
- Cash flow
- Budgeting (how much should you allocate to marketing/advertising/employees, etc.)
- Business plan essentials

April

Theme: Branding and Marketing

- Content marketing
- Blogging for your business
- Digital marketing
- Developing a personal brand
- Influencer marketing
- How to place call-to-actions in your content offerings
- Public Relations

May

Theme: Side Hustle

- Freelance
- Gig economy
- Intrapreneurship
- Starting up while maintaining your 9 to 5
- Which gig economy businesses are flourishing? Why?
- Internal: Detroit Startup Week, May 21 - 25

June

Theme: Social Media

- Live streaming
- Video content
- Augmented reality
- User generated content
- New platforms/trends

July

Theme: Innovative Entrepreneurship

- Tactics for growth
- Women/young innovators
- Entrepreneurship later in life
- App development
- Franchising
- Home business strategies
- Disruptors, growth hackers

August

Theme: Funding

- Crowdfunding
- How to fund your business
- Investors
- Business loans
- Bootstrappings
- Alternative funding sources

September

Theme: Networking and Culture

- Remote work
- Coworking
- Mastermind groups
- Networking
- How to think more creatively as an entrepreneur
- The importance of mentorship

October

Theme: Protect Your Business (National Cyber Security month)

- Cloud computing
- Cyber security
- Business registration
- Types of small business insurance
- Privacy policies/legal docs
- Business incorporation

November

Theme: Startups on Main Street

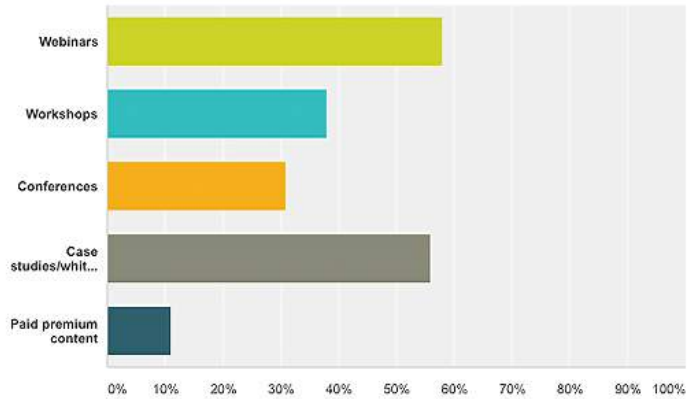
- The power of localized entrepreneurship
- Black Friday
- Small Business Saturday
- Cyber Monday
- E-commerce to brick and mortar expansion

December

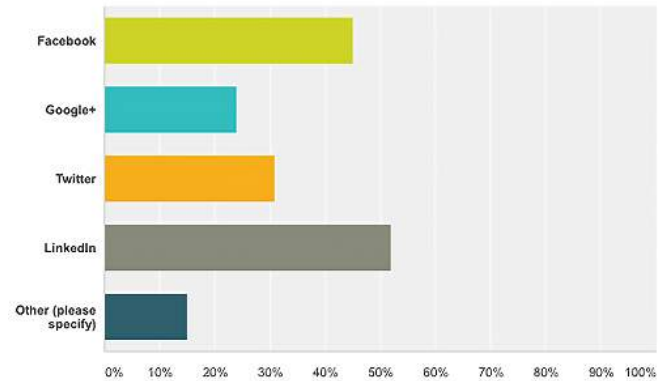
Theme: Holiday Guide/Year in Review

- Marketing and PR for the holidays
- Holiday gift guide for entrepreneurs
- Best of 2018/looking ahead to 2019
- Third annual "StartupNation Year in Review"
- Coupons, discounts and promotional offers for the holidays

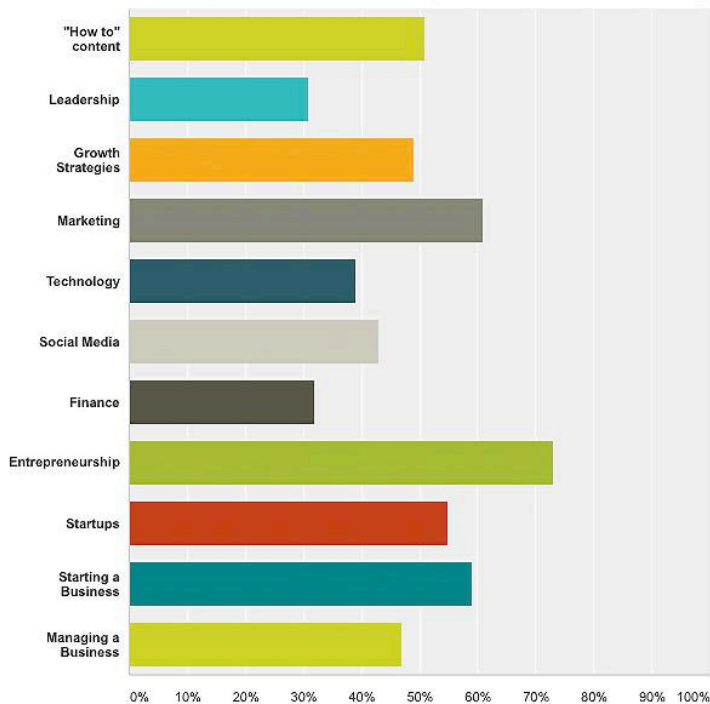
What types of exclusive offers interest you?



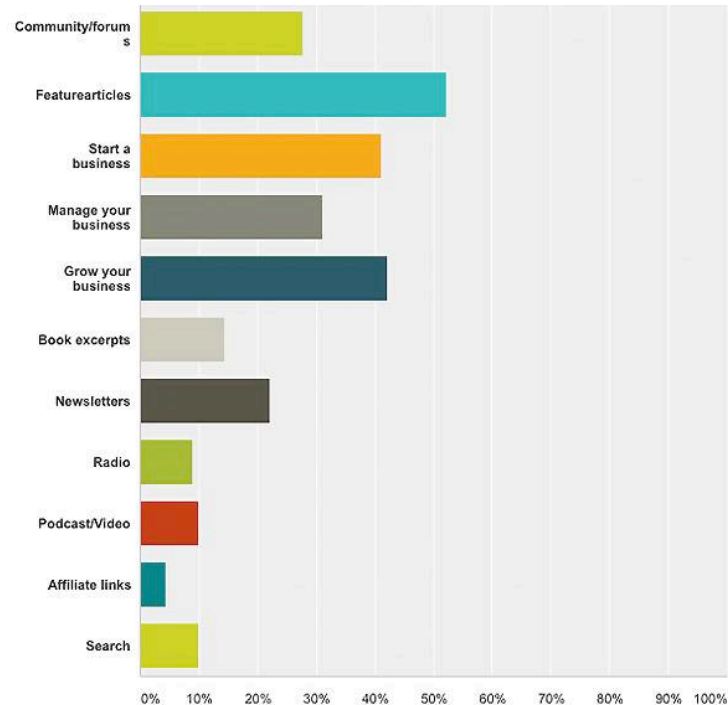
Which StartupNation.com social sites do you follow?



What categories of interest do you enjoy? (select all that apply)



Which sections of StartupNation do you visit most often? Select from below list



NOTE: Sample survey of 148 responders

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.



StartupNation[®]

Build Your Business. Live Your Dream.[™]

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 tagline "Build Your Business. Live Your Dream.™". Below the navigation bar, there are several article thumbnails. A red box highlights a horizontal ad placement area. The ad consists of a dark blue background with the StartupNation logo on the left, the text "Like StartupNation On Facebook" in the center, and a white "Like" button with a thumbs-up icon on the right.

Vertical Placement – 300x250, 300x600

The screenshot shows the desktop version of the StartupNation website with a vertical ad placement. The ad is a blue rectangle with the StartupNation logo at the top, the text "Like StartupNation On Facebook" in the middle, and a white "Like" button at the bottom. The ad is positioned to the right of the main content area, which includes several article thumbnails with titles like "Award-Winning Food Blogger Shares How She Grew Her Hobby Into a Business" and "The Power of Being an Entrepreneur Without a Paycheck".

Mobile Placement – 320x50

The screenshot shows the mobile version of the StartupNation website. The ad placement is a small horizontal rectangle with a dark blue background, the StartupNation logo, the text "Like StartupNation On Facebook", and a white "Like" button. The ad is positioned below the main article thumbnail and above the video player. The website layout is optimized for a smaller screen, with a hamburger menu icon in the top right corner.

Pre-Roll and Newsletter Placements

Custom positioning opportunities available upon request.

Positioning Examples: Channel Targeting

Excerpt
Position

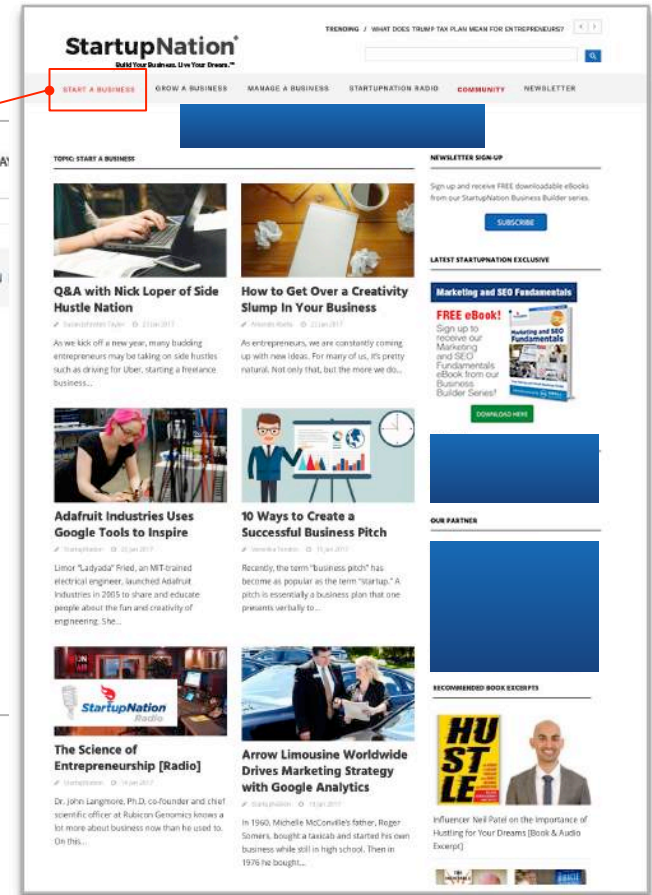
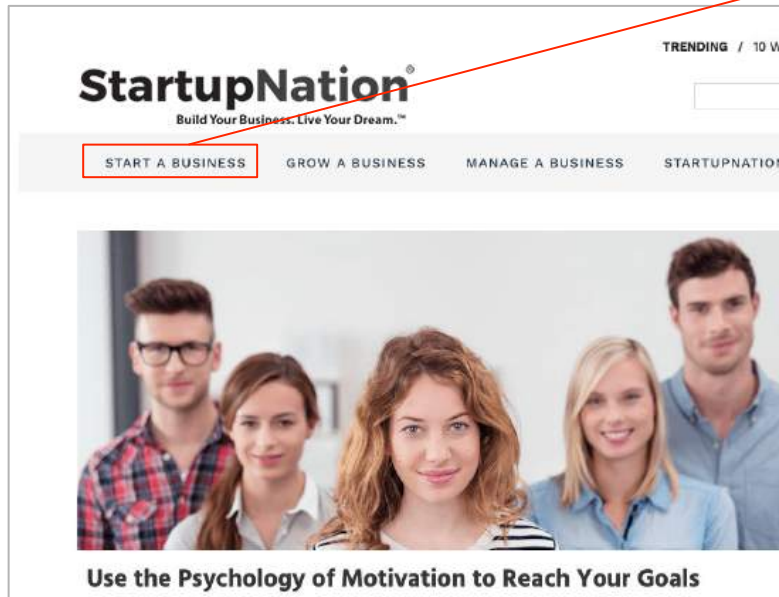


OUR AFFILIATES AND PARTNERS

Partner
Position



Leaderboard (header and footer)



Positioning Examples:

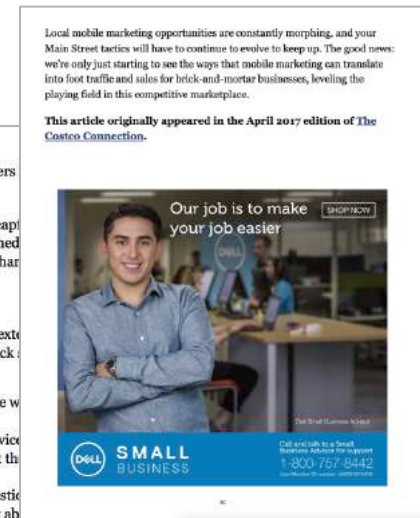


Cover / Footer

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

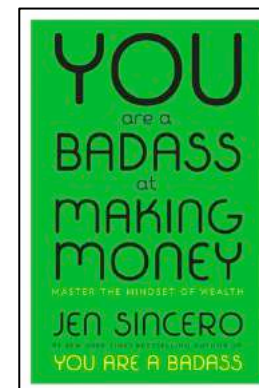
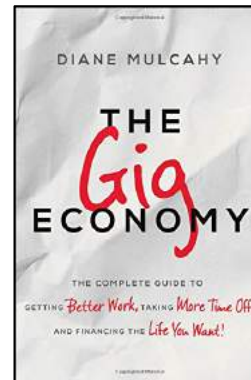
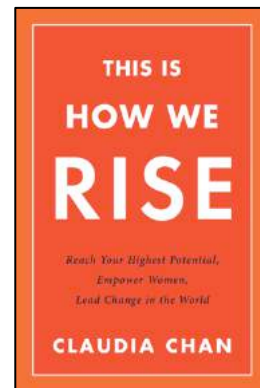
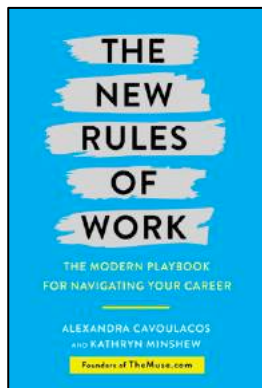
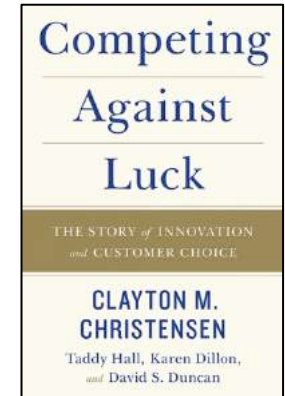
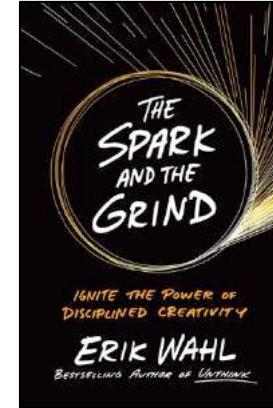
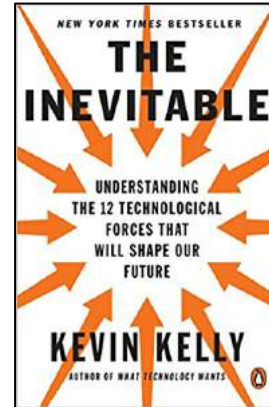
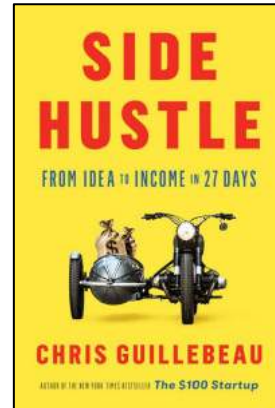
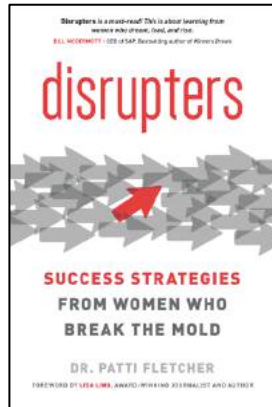
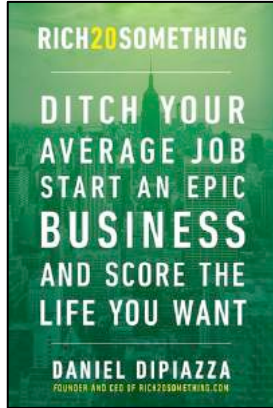


For premium positioning opportunities and sponsorships, please contact us at:

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
- eBooks
- Q&A
- Video
- Audio/Radio

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