Build Your Business. Live Your Dream.
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.
**Audience Overview**

### 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%

*NOTE: Source Google Analytics*
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Personal Growth</td>
<td>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</td>
</tr>
<tr>
<td>February</td>
<td>Technology and Web</td>
<td>Artificial intelligence, Internet of Things, Developing a website, Chatbots, Amazon</td>
</tr>
<tr>
<td>March</td>
<td>Finance</td>
<td>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</td>
</tr>
<tr>
<td>April</td>
<td>Branding and Marketing</td>
<td>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</td>
</tr>
<tr>
<td>May</td>
<td>Side Hustle</td>
<td>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 - 23</td>
</tr>
<tr>
<td>June</td>
<td>Social Media</td>
<td>Live streaming, Video content, Augmented reality, User generated content, New platforms/trends</td>
</tr>
<tr>
<td>July</td>
<td>Innovative Entrepreneurship</td>
<td>Tactics for growth, Women/young innovators, Entrepreneurship later in life, App development, Franchising, Home business strategies, Disruptors, growth hackers</td>
</tr>
<tr>
<td>August</td>
<td>Funding</td>
<td>Crowdfunding, How to fund your business, Investors, Business loans, Bootstrapping, Alternative funding sources</td>
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<tr>
<td>September</td>
<td>Networking and Culture</td>
<td>Remote work, Coworking, Mastermind groups, Networking, How to think more creatively as an entrepreneur, The importance of mentorship</td>
</tr>
<tr>
<td>October</td>
<td>Protect Your Business</td>
<td>(National Cyber Security month), Cloud computing, Cyber security, Business registration, Types of small business insurance, Privacy policies/legal docs, Business incorporation</td>
</tr>
<tr>
<td>November</td>
<td>Startups on Main Street</td>
<td>The power of localized entrepreneurship, Black Friday, Small Business Saturday, Cyber Monday, E-commerce to brick and mortar expansion</td>
</tr>
<tr>
<td>December</td>
<td>Holiday Guide/Year in Review</td>
<td>Marketing and PR for the holidays, Holiday gift guide for entrepreneurs, Best of 2018/looking ahead to 2019, Third annual &quot;Startup Nation Year in Review&quot;, Coupons, discounts and promotional offers for the holidays</td>
</tr>
</tbody>
</table>

Note: 2018 Editorial Calendar subject to change. To pitch content, please contact editor@startupnation.com
Audience Snapshot

What types of exclusive offers interest you?
- Webinars
- Workshops
- Conferences
- Case studies
- Paid premium content

What categories of interest do you enjoy? (select all that apply)
- "How to" content
- Leadership
- Growth strategies
- Marketing
- Technology
- Social Media
- Finance
- Entrepreneurship
- Startups
- Starting a business
- Managing a business

Which StartupNation.com social sites do you follow?
- Facebook
- Google+
- Twitter
- LinkedIn
- Other (please specify)

Which sections of StartupNation do you visit most often? Select from below list
- Community/forums
- Feature articles
- Start a business
- Manage your business
- Grow your business
- Book excerpts
- Newsletters
- Radio
- Podcast/Video
- Affiliate links
- Search

NOTE: Sample survey of 148 responders
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.
Digital Ad Specs

**Horizontal Placement – 728x90**

- StartupNation
- Stay Focused and On Task with These 5 Free Productivity Apps
- How to Channel Your Skills and Find Your Best Side Hustle

**Vertical Placement – 300x250, 300x600**

- Award-Winning Food Blogger Shares How She Grew Her Hobby Into a Business
- The Power of Being an Entrepreneur Without a Paycheck
- Business Insurance Essentials for New Entrepreneurs

**Mobile Placement – 320x50**

- How This Self-Funded Brand Reaches Customers Through YouTube [VIDEO]

**Pre-Roll and Newsletter Placements**

Custom positioning opportunities available upon request.
Positioning Examples: Channel Targeting

Leaderboard (header and footer)
Positioning Examples:

- Cover / Footer
- Full-Page Ad
- Modular Page Ad
- Interspersed Contextual Ad (above)
Editorial Content: Video Projects

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:

SUCCESS  Forbes  BUSINESS INSIDER  Psychology Today
FAST COMPANY  THE WALL STREET JOURNAL  Newsweek  Inc.
Entrepreneur  THE HUFFINGTON POST  BARRON’S  WIRED
TechCrunch  FORTUNE  The Boston Globe  U.S. News

Featuring excerpts from authors published by:

WILEY  SIMON & SCHUSTER  RODALE  CROWN BUSINESS  HARPER BUSINESS  PORTFOLIO PENGUIN  VIKING

Content Formats:

- Infographics
- Book Excerpts
- Webinars
- Listicles
- Livestreams
- Case Studies
- Articles
- Native Content
- eBooks
- Q&A
- Video
- Audio/Radio
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StartupNation® 2018

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