Build Your Business. Live Your Dream.
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

**Community:** 109K members

**Radio:** 30K listeners

**Social Audience:** 29K
### Audience Overview

#### Digital

**Blog Site**

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>774K</td>
<td>638K</td>
<td>1.3M</td>
</tr>
</tbody>
</table>

#### Social

**Audience**

<table>
<thead>
<tr>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>29K</td>
</tr>
</tbody>
</table>

#### Device

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>67.9%</td>
</tr>
<tr>
<td>Mobile</td>
<td>28.9%</td>
</tr>
<tr>
<td>Tablet</td>
<td>3.28%</td>
</tr>
</tbody>
</table>

#### Demographics

**Age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>23.44%</td>
</tr>
<tr>
<td>25-34</td>
<td>39.49%</td>
</tr>
<tr>
<td>35-44</td>
<td>19.09%</td>
</tr>
<tr>
<td>45-64</td>
<td>10.96%</td>
</tr>
</tbody>
</table>

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>50.26%</td>
</tr>
<tr>
<td>Male</td>
<td>49.74%</td>
</tr>
</tbody>
</table>

**Language**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>77.55%</td>
</tr>
<tr>
<td>GB</td>
<td>9.72%</td>
</tr>
<tr>
<td>CA</td>
<td>1.11%</td>
</tr>
<tr>
<td>AU</td>
<td>1.07%</td>
</tr>
</tbody>
</table>

*NOTE: Source Google Analytics*
# Editorial Calendar

## 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

## 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&A

## 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

## 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?

## 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

## 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

## 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

## 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

## 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

## 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

## 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

## 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

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*Note: 2019 Editorial Calendar subject to change. To pitch content, please contact editor@startupnation.com*
**Audience Snapshot**

**Are you a small business owner?**
- Yes: 64.8%
- No: 35.2%

**What is your age range?**
- 18 to 24: 11%
- 25 to 34: 30.1%
- 35 to 44: 27.4%
- 45 to 54: 8.2%
- 55+: 23.3%

**Have you participated in online training or coaching?**
- Yes: 77.4%
- No: 22.6%

**How would you describe your current life stage?**
- Starting a business: 45.3%
- Growing a business: 12.5%
- Managing a business: 40.6%

*NOTE: Sample survey of 150 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

Vertical Placement – 300x250, 300x600

Mobile Placement – 320x50

Pre-Roll and Newsletter Placements

Custom positioning opportunities available upon request
Advertising: E-Book Sponsorship

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
Editorial Content: Book Excerpt Channel
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 Magazine  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
- E-books
- Q&A
- Video
- Podcast
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