



Start



Grow



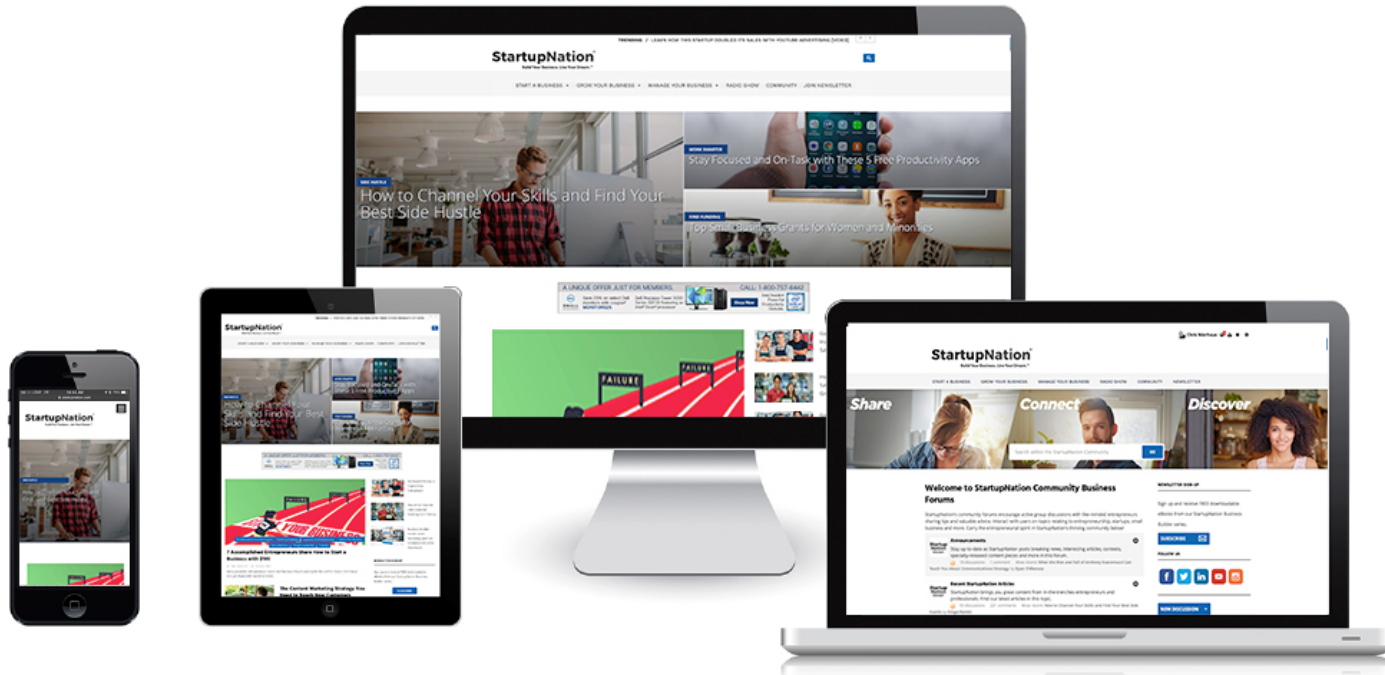
Manage

Build Your Business. Live Your Dream.™



StartupNation®
Build Your Business. Live Your Dream.™

2020 Media Kit



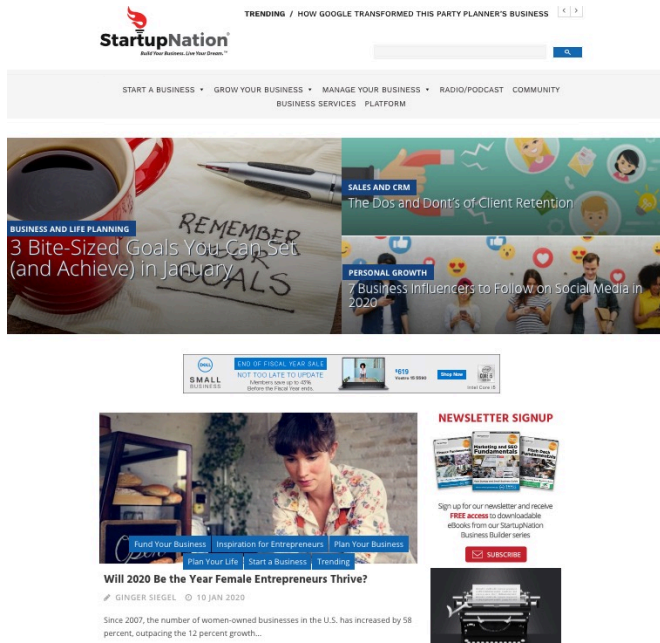
The Entrepreneurial Drive

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.

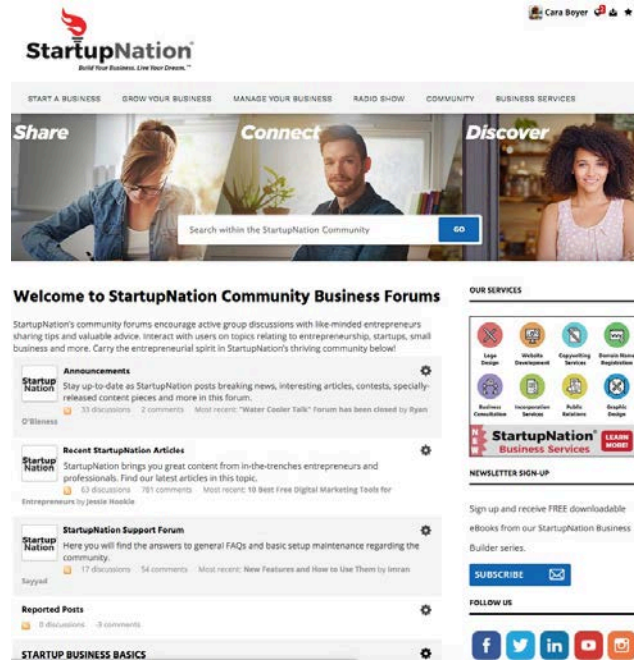
StartupNation provides the ideal platform for brands to deliver their narrative through its diverse media channels, offering partner storytelling to an engaged audience of small business owners and entrepreneurs looking to build their business and live their dreams.

Channels

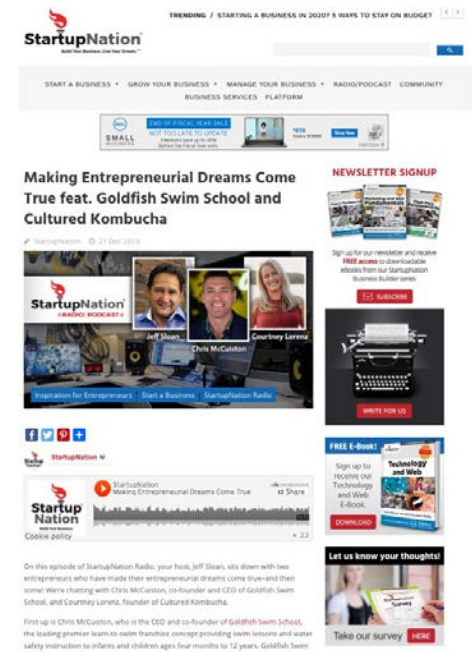
Blog Site: 775K users



Community: 112K members



Radio: 37K listeners



Social Audience: 30K



Digital

Blog Site

Sessions	Users	Pageviews
953K	7758K	1.5M

Social

Audience
30K



Device

Desktop	Mobile	Tablet
61.01%	36.42%	2.57%

Demographics

Age	Gender	Language
18-24: 19.15% 25-34: 42.73% 35-44: 19.30% 45-64: 16.5%	Female: 49.56% Male: 50.44%	EN-US: 75.93% EN-GB: 10.41% EN-CA: 1.47% EN-AU: 0.99%

NOTE: Source Google Analytics
Jan. 2019 – Dec. 2019

January	New Year, New Business
February	Products and Inventions
March	Accounting, Finance and Funding
April	Advertising and PR
May	E-Commerce
June	Branding, Marketing and Social Media
July	Technology
August	Side Hustle and Freelance
September	Thought Leadership and Personal Growth
October	Cybersecurity
November	Local Entrepreneurship on Main Street
December	StartupNation's 2020 Year in Review

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.



Advertising: Digital Ad Specs

Horizontal Placement – 728x90

The screenshot shows a desktop view of the StartupNation website. At the top, there is a navigation bar with the StartupNation logo and tagline, followed by a trending article header. Below this, there are three main content cards: 'How to Channel Your Skills and Find Your Best Side Hustle', 'Stay Focused and On-Task with These 5 Free Productivity Apps', and 'Top Small Business Grants for Women and Minorities'. A horizontal ad banner is positioned below the first card, featuring the 'SN' logo, the text 'Like StartupNation On Facebook', and a 'Like' button. Another horizontal ad banner is located below the second card, with the same 'SN' logo, text, and 'Like' button. At the bottom of the page, there is a video player for 'How This Self-Funded Brand Reaches Customers Through YouTube [VIDEO]' and a third horizontal ad banner, identical to the others, placed below the video player.

Vertical Placement – 300x250, 300x600

The screenshot shows a desktop view of the StartupNation website with a vertical layout. It features three article cards: 'Award-Winning Food Blogger Shares How She Grew Her Hobby Into a Business', 'The Power of Being an Entrepreneur Without a Paycheck', and 'Business Insurance Essentials for New Entrepreneurs'. A vertical ad banner is placed to the right of the first article card, containing the 'StartupNation' logo, the text 'Like StartupNation On Facebook', and a 'Like' button. Below the article cards, there is a section for 'STARTUPNATION ORIGINALS' with a grid of video thumbnails and a 'VIEW EXCLUSIVE VIDEO CONTENT HERE' button.

Mobile Placement – 320x50

The screenshot shows a mobile phone displaying the StartupNation website. The layout is optimized for a smaller screen, with the 'SN' logo and tagline at the top. The main content area features the 'How to Channel Your Skills and Find Your Best Side Hustle' article card. A vertical ad banner is positioned below the article card, featuring the 'SN' logo, the text 'Like StartupNation On Facebook', and a 'Like' button. Below the ad banner, there is a video player for 'How This Self-Funded Brand Reaches Customers Through YouTube [VIDEO]'.

Pre-Roll and Newsletter Placements

Custom positioning opportunities available upon request



Platform is metro Detroit's premier event venue located in Birmingham, Michigan.

A state-of-the-art venue for off-site content creation, connecting and corporate celebration, featuring the Platform Studio.

About The Studio

Go off-site at Platform's recording studio for live and recorded content creation. Featuring radio broadcast, podcasting, spot production and corporate intranet/conference calls.



StartupNation offers custom Business Services to entrepreneurs and small business owners looking to start and grow their business.

StartupNation's in-house and partner network services are designed for all entrepreneurs and small business owners, whether you are in the initial startup stage, or need help growing your business.



Positioning Examples

Excerpt
Position

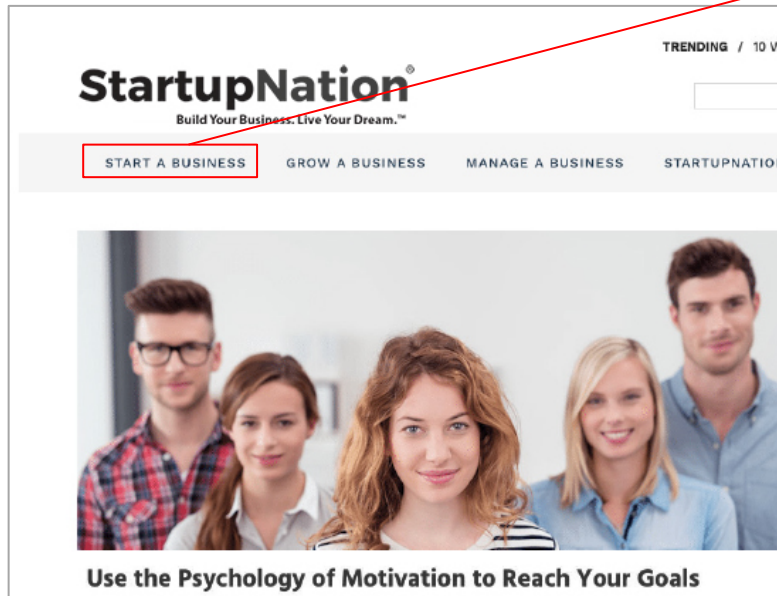


OUR AFFILIATES AND PARTNERS

Partner
Position



Leaderboard (header and footer)



Positioning Examples:

StartupNation
Build Your Business. Live Your Dream.™

Business Builder eBook Series First Edition

BONUS CONTENT
Google
CASE STUDIES

Marketing and SEO Fundamentals

f LIVE

SEARCH
LINKS BEST Value CONTENT
SI OPTIMIZE

Your Startup and Small Business Guide

eBook series sponsored by **DELL SMALL BUSINESS**

Cover / Footer

Full-Page Ad

More than a PC.
Your Small Business Partner. [SHOP NOW](#)

P2419H Dell Touch Monitor

Precision Canvas 27 with Notebooks and S2719SD Monitor

XPS 13 2-in-1 Touch Notebook

Call and talk to a Small Business Advisor for support
1-800-757-8442
Use Member ID number: 3000181028

DELL SMALL BUSINESS

Modular Page Ad

Our job is to make your job easier [SHOP NOW](#)

Local mobile marketing opportunities are constantly morphing, and your Main Street tactics will have to continue to evolve to keep up. The good news: we're only just starting to see the ways that mobile marketing can translate into foot traffic and sales for brick-and-mortar businesses, leveling the playing field in this competitive marketplace.

This article originally appeared in the April 2017 edition of [The Costco Connection](#).

Call and talk to a Small Business Advisor for support
1-800-757-8442
Use Member ID number: 3000181028

DELL SMALL BUSINESS

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)

Editorial Content: Video Projects

StartupNation ORIGINALS

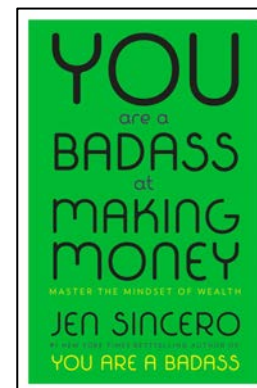
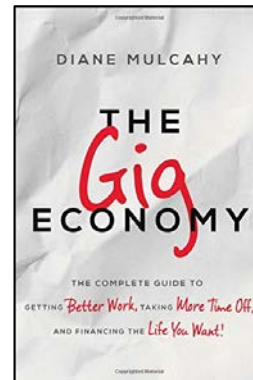
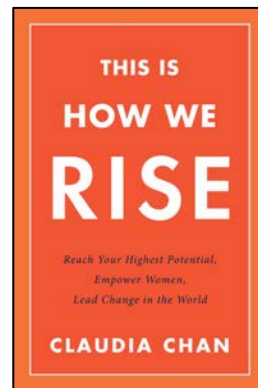
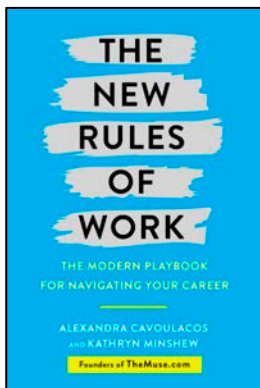
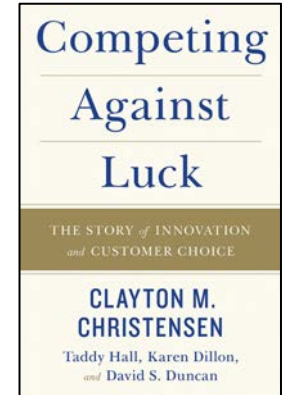
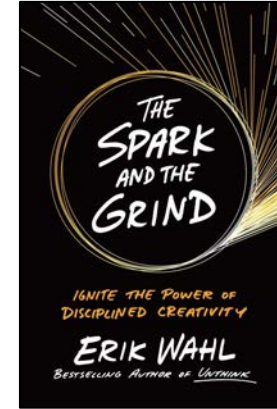
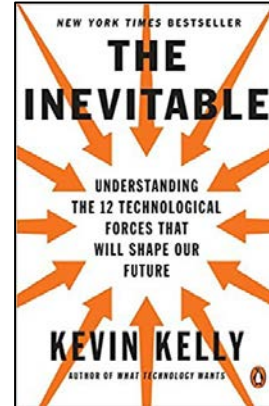
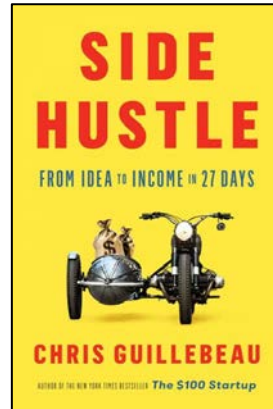
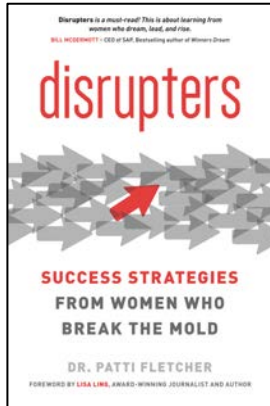
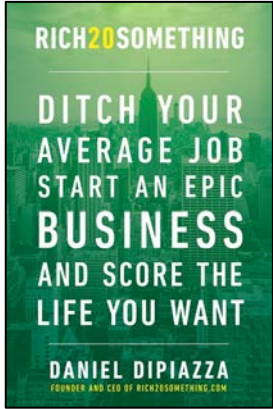


For premium positioning opportunities and sponsorships, please contact us at:

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:

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

Content



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Rich Sloan – Co-founder
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Location

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