

# LIONESS

FOR THE FEMALE ENTREPRENEUR

## LIONESS MAGAZINE 2015

### digital media kit



Dipna Anand

For the Female Entrepreneur



Lauren Gilchrist



Tynicka Battle

# THE LIONESS COMMUNITY

NEWS STARTUPS MARKETING

TECH MONEY LEADERSHIP

## OUR MISSION

IS TO ELEVATE, EDUCATE & SUPPORT  
FEMALE ENTREPRENEURS.

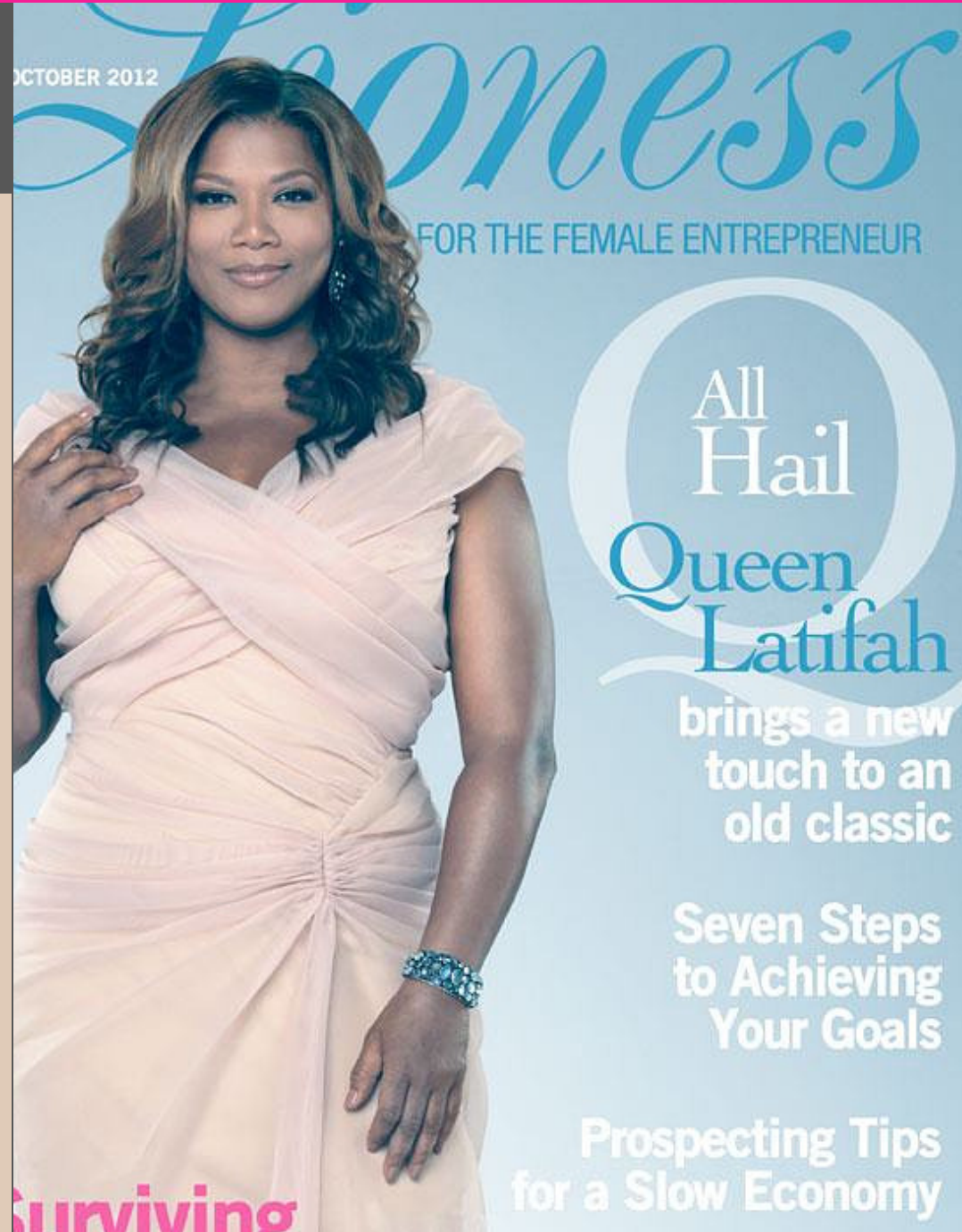
The face of entrepreneurship is changing and that is due to the rapid rise of women entrepreneurs.

In 2014, women entrepreneurs generated more than \$1.3 trillion. While other mainstream entrepreneur magazines cater to men, Lioness is the first digital media startup to solely serve women entrepreneurs globally.

## WHAT WE DO

We give women the latest news, knowledge, resources and tools to launch startups and scale enterprises.

We do this by publishing 12 digital editions per year, in addition to providing daily news at [LionessMagazine.com](http://LionessMagazine.com).



# WOMEN ENTREPRENEURS TODAY

## UNLEASH THE LIONESS WITHIN

**1,288 BUSINESSES**

ARE OPENED BY WOMEN PER DAY

More than **9.1 million** firms are owned by women in the United States.

**4.2%** of all women-owned firms have revenues of \$1 million or more.

Traditionally, women receive only 2 percent of total funding from outside equity. When it comes to crowdfunding, that number rises to 20 percent.

Fewer women (16 percent) than men (21 percent) will consider selling their business to the highest bidder.

Women hold just 16.9 percent of Fortune 500 board seats, representing “no significant year-over-year uptick for the 8th straight year.”



**RENATA  
HELFMAN**

**A LIPSTICK ANGEL**

**RUSSIAN  
SUPERSTAR  
VALERIYA GOES  
INTERNATIONAL**

**TIFFANY ZAKKA'S  
ON KIDNETICS AND  
THE AHA MOMENTS**

**KONSTANTINA  
TZOVOLOU'S  
FEARLESS  
LUXURY FOOTWEAR**

# LIONESS BY THE NUMBERS

LIONESSMAGAZINE.COM

**24,170**

UNIQUE VISITORS

Lioness continues to grow in readership each month. In 2015 our top five cities of readership are:

- New York
- Springfield, Mass
- London
- Houston
- Los Angeles

68,000+ Pageviews

509 Newsletter Subscribers

3,300 Social Fans & Followers

33.50% of our readers are ages 25-34

27.50% of our readers are ages 18-24

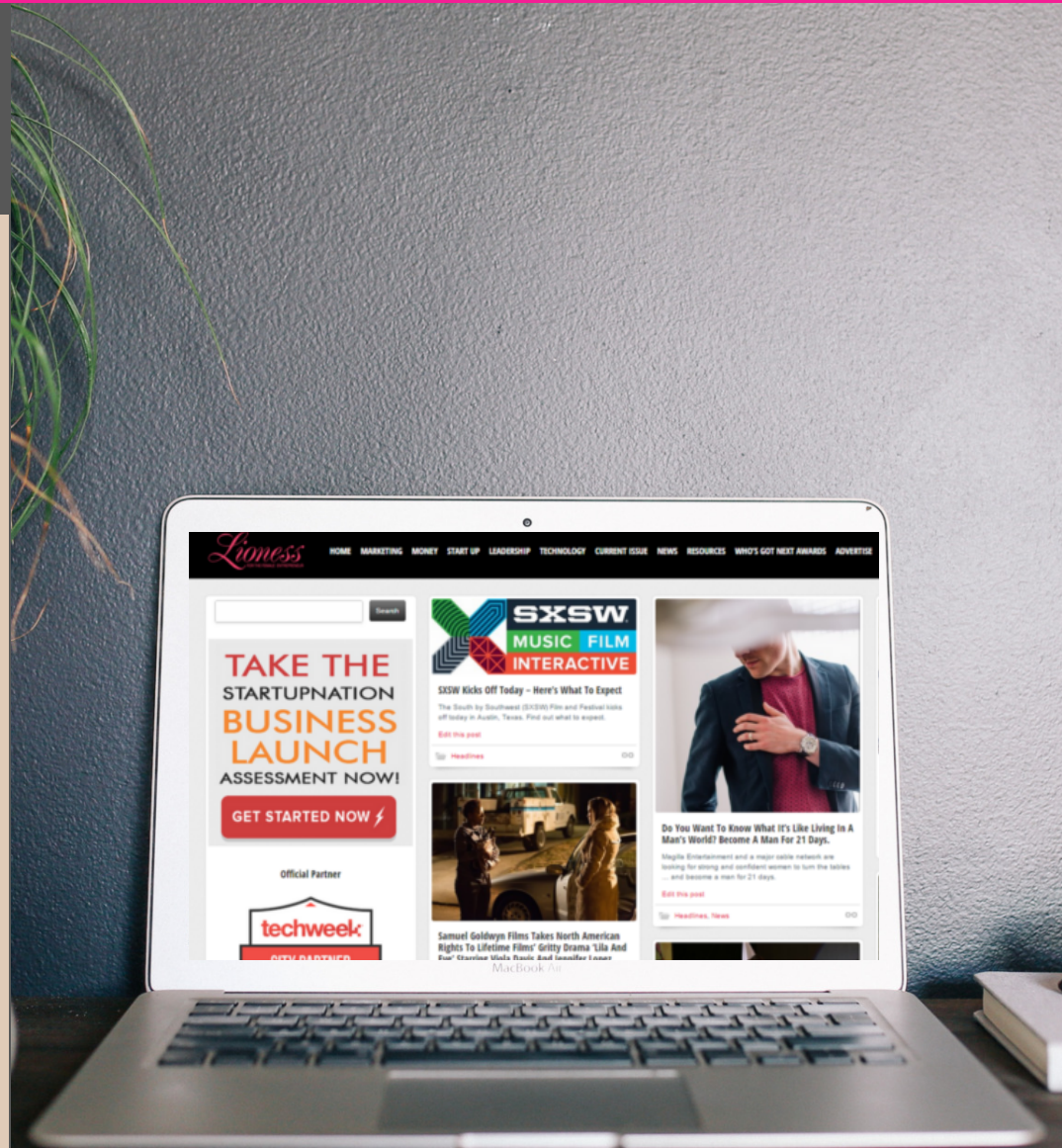
15.50% of our readers are ages 35-44

12.50% of our readers are ages 45-54

11% of our readers are ages 55+

45.85% of our readers are female

54.15% of our readers are male



OUR PARTNERS INCLUDE:

- StartupNation
- techweek
- Springboard Enterprises

# LIONESS IN THE DIGITAL AGE

## DIGITAL MEDIA

### RESPONSIVE DESIGN

Our news site automatically adjusts to our readers' device.

The following is the top three ways our readers access our content:

- Desktop
- Mobile
- Tablet

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The Top Ways Readers Find Us

1. Organic Search
2. Social Media
3. Direct
4. Referral

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Our pages in popularity:

1. Home
2. Current Issue
3. Marketing
4. Startup



# A STARTUP STARTING A MOVEMENT

BOOK OF THE WEEK

Social Buzz

## STORYTELLING

Lioness gives women a platform to tell their stories. Whether they are bravely sharing their personalities on our social media outlets in our **Who Are You** campaign or proudly exclaiming their stature as a **Lioness** impacting their local economy, women from Russia to India are using the Lioness platform to engage in storytelling.

I lived the first 23 years of my life without suffering a significant loss. I broke down in the grocery store last month when I saw a can of chicken soup and was reminded of my grandma. I believe a genuine, sincere compliment is worth more than any amount of money or stuff. Hockey games, a mouth-watering strawberry margarita, and a warm sunny day can always put a smile on my face. I will never be able to express how grateful I am to my parents, but I'll never stop trying. I am Amanda. Who are you?



## THE LATEST

Entrepreneurs are also sending their latest books, products and projects to be reviewed for Lioness readers.



### Russian Singer Valeriya Set To Release Album For International Audiences

Superstar Valeriya has dominated the Russian song charts for more than 20 years, and now her goal is to spread her music throughout the rest of the world.



# ON THE PROWL

EVENTS

LIVE COVERAGE

VIDEOS

LEADERSHIP

## BACKSTAGE PASS

As a part of our commitment to serving women entrepreneurs, Lioness brings readers backstage access to some of the largest entrepreneur conferences and events in the United States.

### 5 Talks

Baystate Diversity & Inclusion Conference

Boston Fashion Week

NOLA Fashion Week

Lean Startup Conference

Massachusetts Conference For Women

techweek NY

Tedx Springfield

Women In Business Summit



# SIGNATURE ISSUES

## JUNE

Our annual tech issues showcases some of the best women entrepreneurs in the tech industry. Lioness also covers the latest in cool gadgets, software and electronics.

## AUGUST

August is our anniversary issue. In this celebratory edition we host our annual Who's Got Next awards. This national contest features nominees from large national accelerators including Mass Challenge and 500 Startups.

## SEPTEMBER

Coinciding with NY Fashion Week, our fall edition is dedicated to rising female entrepreneurs working in fashion - designers, stylists, retail, beauty and more.

## DECEMBER

Recapping the year of the woman, we recall the advice and knowledge shared by the more than 400 women we've featured throughout the year. We toast to the year behind us and the new one ahead.





# CONTACT US

## NEWS

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Send your news, pitches and press releases to [info@thelionessgroup.com](mailto:info@thelionessgroup.com).

## LETTERS

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For feedback on our news and features, send your gripes and praises to [mail@thelionessgroup.com](mailto:mail@thelionessgroup.com).

## ADVERTISING

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To advertise at [LionessMagazine.com](http://LionessMagazine.com), please contact Director of Customer Development Dawn Leaks at [Dawn@thelionessgroup.com](mailto:Dawn@thelionessgroup.com).

## INVESTMENT

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If you are interested in learning about investment opportunities in Lioness or how your organization can partner with our startup, please contact Founder Natasha Clark at [natasha@thelionessgroup.com](mailto:natasha@thelionessgroup.com).



DECEMBER 2014

THIS MONTH |  
SEVEN END-OF-YEAR TAX PLANNING STRATEGIES

**CHERYL CONTEE**  
**'ATTENTIVE.LY'**  
TAKES ON TECH INDUSTRY

**KATERENA DEPASQUALE:**  
A MODEL DESIGNER

**MAGGIE CAMPBELL:**  
RUM 'PRIVATEER'

**RAHAMA WRIGHT BRINGS WEST AFRICAN SHEA BUTTER CO-OPS TO GLOBAL MARKETPLACE**