Lioness

2017 MEDIA KIT

THE PREMIERE RESOURCE FOR FEMALE ENTREPRENEURS

The face of entrepreneurism has changed and that is due to the rapid rise of women entrepreneurs over the last decade.

Approximately **470,000 women entrepreneurs launch a new business each year** - that's 1,288 badass women per day.

We are here to help women minimize their startup risks and create scalable, sustainable enterprsies.

Lioness is the premiere resource for female entrepreneurs. We give women the latest news, tools and resources to launch and scale startups.

Our mission is to elevate, educate and support female entrepreneurs.

We do that by providing 12 digital editions per year, including daily news at LionessMagazine.com and through our unique Lioness Membership offerings, personal and business coaching programs, leadership training, events and online social community of like-minded women.

WOMEN ARE FOUNDING COMPANIES AT A HISTORIC RATE

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

-- Women-owned firms last year generated $1.4 trillion in revenue.

-- 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%) than men (21%) will consider selling their business to the highest bidder.

- Black and Latina women are the fastest growing segment of entrepreneurs in the U.S.

-- Until Lioness launched its first digital magazine prototype in 2011, there was no mainstream media outlet focused solely on women launching startups across all industries.

LIONESSMAGAZINE.COM ... A YEAR AT A GLANCE

LIONESSMAGAZINE.COM UNIQUE VISITORS
65,000

TOP FIVE CITIES
1. New York
2. Los Angeles
3. London
4. Houston
5. Chicago

INTERNATIONAL REACH
Canada
Australia
India
Philippines
Germany
Russia

GENDER
73% Female
27% Male

MEDIAN AGE
41

SOCIAL MEDIA FOLLOWERS
5,917

LIONESS MEMBERS
200

NEWSLETTER SUBSCRIBERS
825

EDUCATING, ENGAGING AND EMPOWERING WOMEN

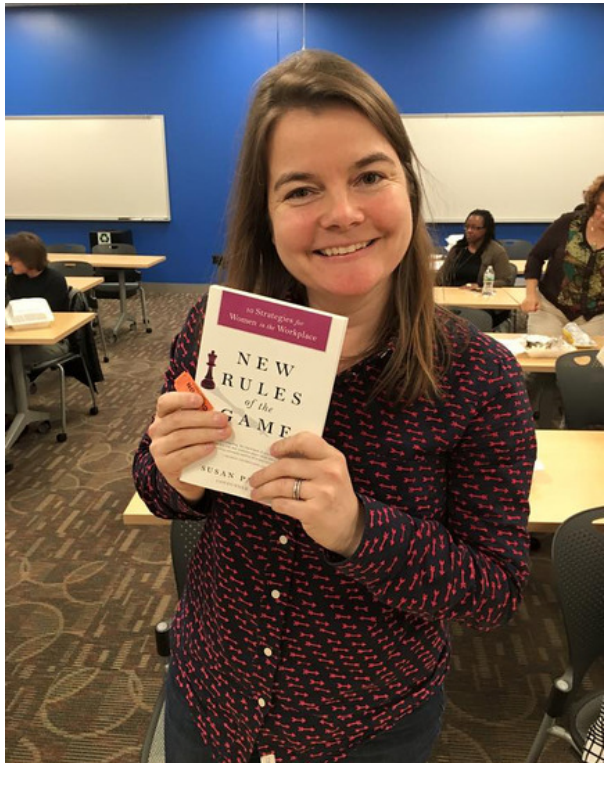
Lioness gives women access to tools and techniques to move them forward with passion, purpose and confidence.

We bring like-minded, kickass women together for our popular 5 Talks series, roundtable conversations for women and more.

Participants in our Lioness Membership Program receive 1 Group Personal Development Call and 1 Business Coaching Call per month. Calls feature empowerment gurus and successful entrepreneurs to assist with trouble shooting, clarity, imposter syndrome, profit margins and more.

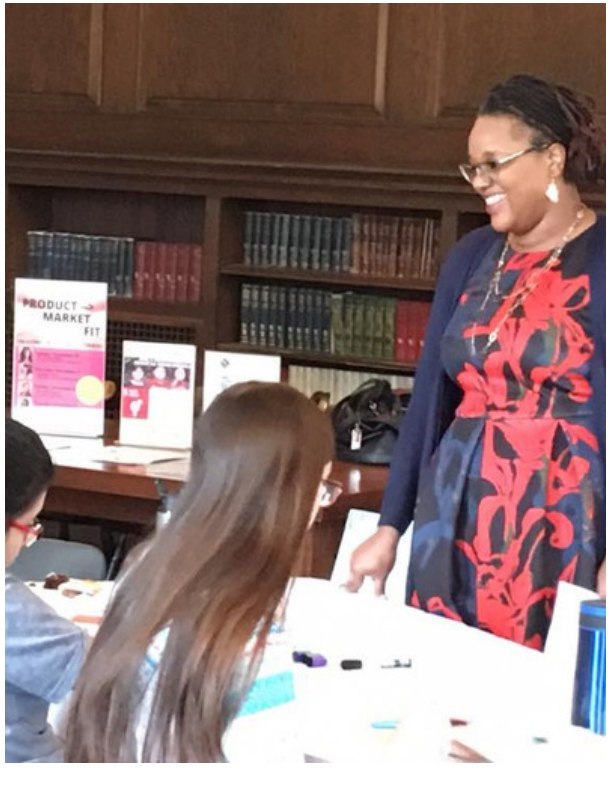
Lioness teaches workshops, speaks at conferences on the state of women entrepreneurs and provides leadership training to executive teams. Partners and clients include Smith College, UMass Amherst, Springfield Public Schools and New England Promotional Marketing.

TALKS



TELECONFERENCES

WORKSHOPS



2017 EDITORIAL CALENDAR

JAN / FEB

- LIVE THE LIFE YOU WANT
- OUR 18 FAVORITE THINGS

MARCH

- THE LAUNCH - STARTUP BASICS
- WOMEN LIVING THEIR DREAMS

APRIL

- FOOD ENTREPRENEURS
- HOW TO FIND FUNDING

MAY

- HOW TO MAKE MONEY
- THE MOM ISSUE

JUNE

- THE TECH ISSUE
- COOLEST GADGETS

JULY

- BADDEST WOMEN ARND
- MID-YEAR CHECK IN

AUG

- ANNIVERSARY ISSUE
- WHO'S GOT NEXT

SEPT

- KILLER BLOGGERS
- INTERNET ENTREPRENEURS

OCT

- WOMEN IN PHILANTHROPY
- RESOURCE GUIDE

NOV / DEC

- HOLIDAY DOUBLE ISSUE
- INSPIRATION FOR THE SOUL
- PLANNING FOR SUCCESS
- UNLEASH YOUR VISION 2018

WORKING TOGETHER FOR WOMEN EVERYWHERE

Startup Nation

John Maxwell Team Certified Member

Dana Swinney Public Relations

CoWork Springfield

techweek:

Massachusetts Sigillum Reipublicae

HID Holyoke Innovation District

Northwestern Mutual

Massachusetts Technology Collaborative

npr

CEO Blog Nation

BusinessWest

Boston Business Journal

22 News WWLP.com Working For You

The Republican. Powering MassLive

The Story Exchange

PARTNERS

SPONSORS

FEATURED ON ...

CONTACT US

EDITORIAL

SUBMIT PRESS RELEASES, NEWS & PITCHES TO INFO@THELIONESSGROUP.COM.

WORKSHOPS / TRAININGS

TO HAVE LIONESS TEACH A WORKSHOP OR PROVIDE LEADERSHIP AND/OR TEAM-BUILDING TO YOUR STAFF, CONTACT CEO DAWN LEAKS AT DAWN@THELIONESSGROUP.COM.

SPEAKER REQUEST

TO BOOK LIONESS CEO DAWN LEAKS OR LIONESS PUBLISHER NATASHA CLARK AT YOUR NEXT EVENT, CONTACT INFO@THELIONESSGROUP.COM.

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