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LIONESS MAGAZINE  
**MEDIA KIT**

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2022



# WE ARE **LIONESS** **MAGAZINE**

Lioness covers topics of interest for the female entrepreneur. Lioness provides resources for women-founders pre-launch through scale, and includes news and trends in funding, marketing, technology, operations and more.

Lioness is part of the Innovation Women network of companies. Innovation Women is a mission-based organization designed to elevate, educate, learn from and support female entrepreneurs, innovators and leaders.

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[www.lionessmagazine.com](http://www.lionessmagazine.com)

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The last two years have been... interesting. The global pandemic has impacted every aspect of our lives, our industries, our businesses and changed everything. Except the things that didn't change for female entrepreneurs.

You get a tiny fraction of the funding male entrepreneurs receive. You are less likely to get game-changing media coverage. You are less likely to be invited to give presentations and speeches which could help connect you with customers and partners. You still face bias – both unconscious and otherwise. You're more likely to be a target for scams and unscrupulous operators.

And you are still more likely to be responsible for home and family. That's on top of running your business and continuing to navigate all the complexities that go along with that.

#### LIONESS IS HERE TO HELP

We're here to give you access to tools and techniques to help you grow your company. We're not here to dangle vague hints, incomplete materials, and nebulous knowledge. We want every article, every interview to provide deep insights and precise information that you can use immediately.

We also want to inspire you. On those days when it's hard just to get out of bed, visit Lioness for a boost. See what's possible and know that we SEE you, in all your glory and all your possibilities.

We are here to cheer you on and showcase your successes. Let us be your partner. And let us be your partner if you are also here to help women achieve business success. If you are an ally and a supporter, let us help connect you to new customers and partners.

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# WELCOME, FEMALE ENTREPRENEURS





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EDITORIAL  
CALENDAR

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2022



# EDITORIAL CALENDAR

JANUARY // Launch Your Startup  
Ideation, research, scale

FEBRUARY // Health & Wellness  
Fitness, mental health, health care

MARCH // Women's History Month  
Historical figures, women who influence us

APRIL // Human Resources  
Staffing, hiring, retention

MAY // Entrepreneurship & Family  
Parenting, work-life balance

JUNE // Effective Communication  
Marketing, social media, networking

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# EDITORIAL CALENDAR

## JULY // Travel & Remote Work

Business travel, work models, digital nomads

## AUGUST // Learning

Education, trainings, skill development

## SEPTEMBER // Money Matters

Funding, sales, side hustles, taxes

## OCTOBER // Technology

Software, apps, cybersecurity

## NOVEMBER // Authors & Books

Featured books, becoming an author

## DECEMBER // Going into 2023

Goal setting, resolutions, business development

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# INTERVIEWS



## CHANGEMAKERS

- Address social issues
- Focus on social entrepreneurship
- Inspire others
- Demonstrate the changes they would like to see in the world

## POWERBROKERS

- Influencers
- Public officials
- Well-known business leaders
- Change the course of businesses, industries, or the economy

## INNOVATORS

- Entrepreneurs themselves
- Introduce new methods, ideas and products

## EXPERTS

- Experts help scale businesses
- Offer deep knowledge of particular industries and functional areas

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## BOOK OF THE WEEK

A showcase of the best business books written by female entrepreneurs, for female entrepreneurs.

## REGULAR FEATURES

## COOL CASTS FOR ENTREPRENEURS

A column highlighting podcasts hosted by women to help you grow your business and revamp your lifestyle.

## MONEY ROUNDUP

Our monthly money roundup shares applications for accelerators, grants, pitch competitions, and other crucial community resources.

## IN HER OWN WORDS

First-person entrepreneurial journeys written to encourage and inspire other women in the startup world.

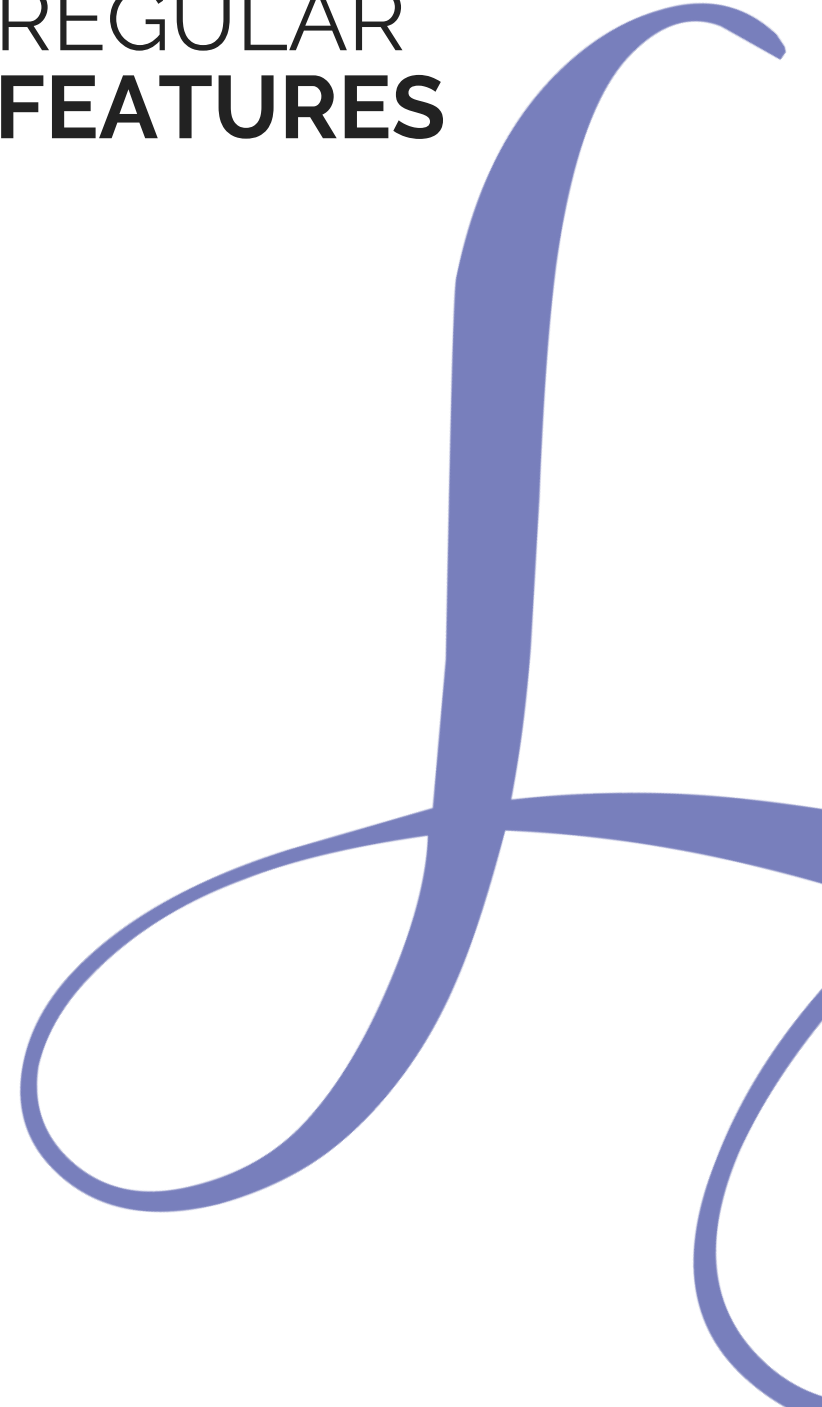
## LIONESSES THIS MONTH

Meet the women making headlines. We feature the stories of professional women who made a mark on the news that month.

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*Lioness' reach is growing, and is supported by sister companies Innovation Women, Innovation Nights and Carlton PR & Marketing.*

## MASS INNOVATION NIGHTS

Offers an opportunity for people interested in innovative new products to connect live and online. Over the past decade, it has helped launch more than 1,500 new products, which have collectively received more than \$4 billion in funding.

## COMBINED REACH

## INNOVATION WOMEN

A self-service online platform designed to connect entrepreneurial, technical and professional women with event managers in order to provide gender balance onstage at conferences and events.

FACEBOOK 8.3K followers

TWITTER 43.3K followers

INSTAGRAM 3.2K followers

LINKEDIN 2.9K followers

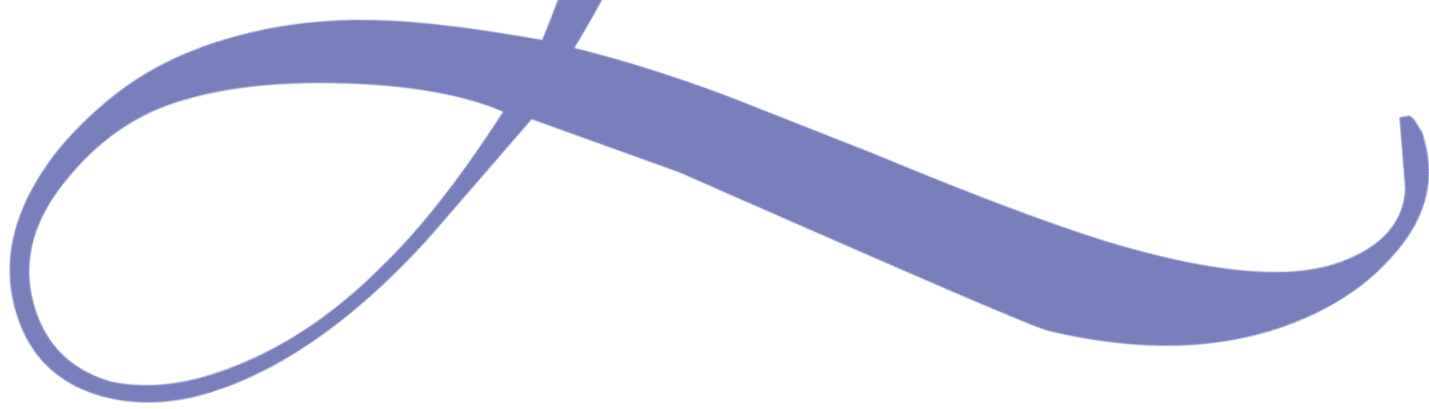
MONTHLY UNIQUES 10,000+

SUBSCRIBERS 6,000+

AUDIENCE REACH 100,000+



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## ANNUAL DEMOGRAPHICS

## AFFINITY CATEGORIES

62,000  
unique  
visitors

34,000  
organic  
search

(30%)  
18,700  
direct traffic

### AGE

18-24: 22%  
25-34: 32%  
35-44: 17%  
45-54: 14%  
55+: 15%

### LOCATION

United States  
India  
United Kingdom  
Canada  
Philippines

### GENDER

37% male  
63% female

1. Shoppers/Value Shoppers
2. Media & Entertainment/Movie Lovers
3. Travel/Travel Buffs
4. Lifestyles & Hobbies/Fashionistas
5. Art & Theater Aficionados
6. Beauty & Wellness
7. Green Living Enthusiasts
8. Sports & Fitness
9. Beauty & Wellness/Beauty Mavens
10. Technology
11. Cooking Enthusiasts
12. Business Travelers
13. Business Professionals
14. Music Lovers
15. Banking & Finance/Avid Investors
16. News & Politics/Avid News Readers

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# AD SIZES AND RATES

	30 DAY	60 DAY	90 DAY	ELITE PLAN
STANDARD LEADERBOARD AD BANNER (728 X 90)	\$550	\$1000	\$1300	\$1400
STANDARD MARQUEE AD SMALL (160 X 600)	\$300	\$550	\$700	\$900
STANDARD SKYSCRAPER AD	\$900	\$1750	\$2000	\$2200
STANDARD HALF PAGE AD	\$1000	\$2000	\$2800	\$3100
STANDARD MEDIUM RECTANGLE AD (300 X 250)	\$700	\$1300	\$1700	\$2000
VIDEO	\$1000	\$2000	\$2800	\$3100

## SPONSOR BRANDED CONTENT

\$5000 - \$15000

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QUARTERLY AD PACKAGE  
10% DISCOUNT

ANNUAL AD PACKAGE  
20% DISCOUNT

## AD PACKAGES

Do you want an ad that will deliver results but don't have the time or in-house experience? We have you covered. Our in-house design experts can create the perfect ad to best represent your business and drive leads.

If you're interested in learning more, please contact us at  
**[laura@lionessmagazine.com](mailto:laura@lionessmagazine.com)**.

## TARGETED ADS AVAILABLE

- Startup
- Launching
- Scaling
- Marketing
- Public Relations
- Advertising
- Funding
- Social Media
- Sales
- Apps
- Leadership
- Operations
- Software
- Inside the office
- Management
- Lifestyle

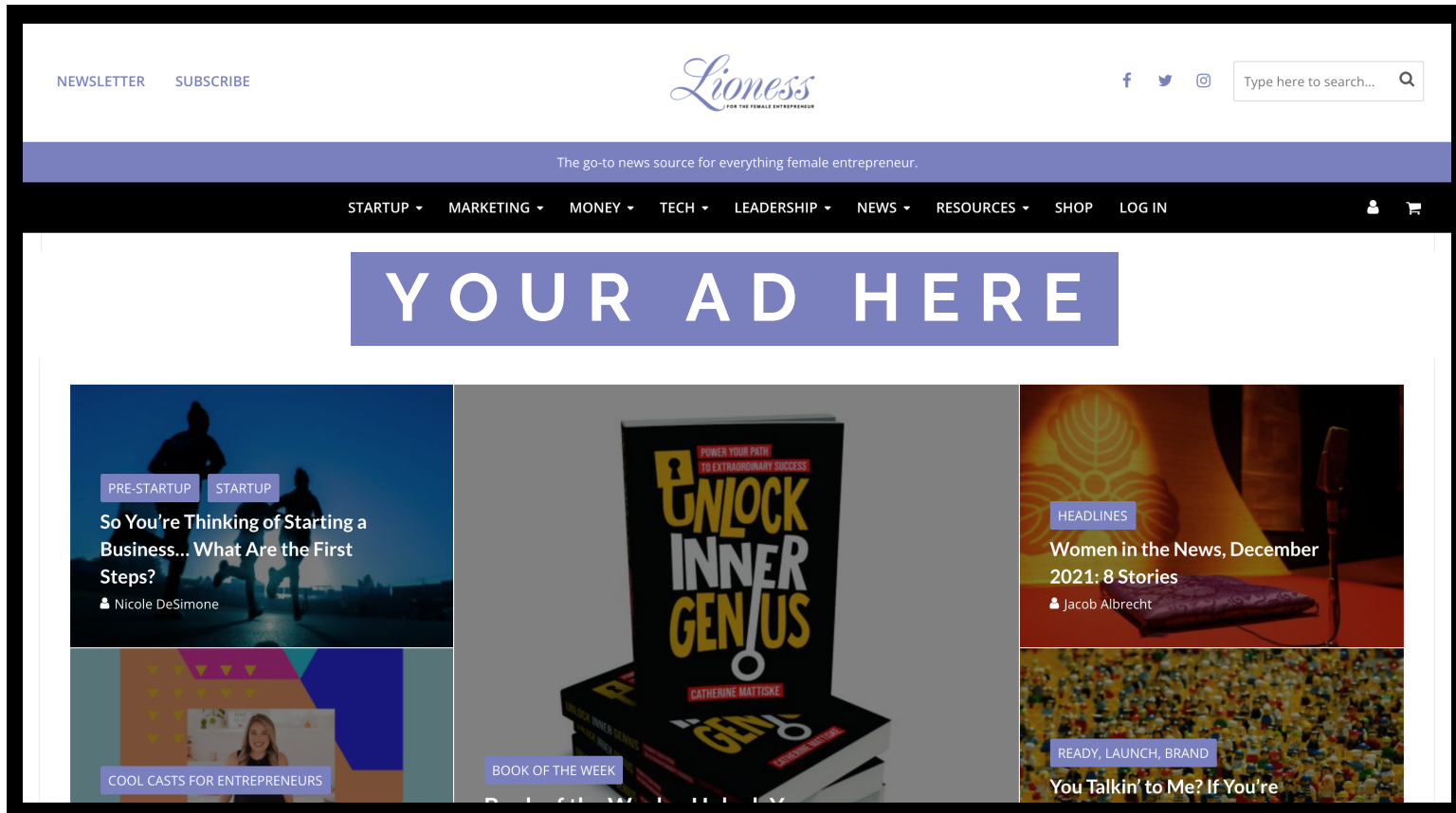
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# SAMPLE ADS

Below is a potential mockup of an ad on the Lioness homepage. Placement and design will vary depending on the ad package. Please contact us if you have any specifications or questions. We're happy to help.



# CREATIVE OPTIONS

Looking for some unique marketing strategies? We love that! Across Lioness and our sister companies, we can promote your brand to a community of engaged and passionate leaders. Reach out, and let's start brainstorming.

## TALK TO US ABOUT:

- Podcasts
- Video series
- Sponsored content
- Advertorials
- Resource guides
- eBooks
- and more!

## SOCIAL MEDIA CAMPAIGNS:

- #FemaleFoundersChat
- Mina Presents
- LinkedIn Live
- Facebook Live
- YouTube

**Email us: [lauraelionessmagazine.com](mailto:lauraelionessmagazine.com).**

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# MEET THE TEAM

Lioness is proud to have a team of talented journalists sharing the stories of female entrepreneurs. Each week, we dive into their world to give you the news that matters. Here are a few of the members working behind the scenes to produce Lioness Magazine.



## LAURA GRANT

MANAGING EDITOR

Laura Grant works with our editorial team and regular contributors to produce a publication that offers equal parts inspiration and information. Laura is a graduate of Western New England University.



## KERRY FRISTOE

WRITER/EDITOR

Kerry Fristoe is a mom, a daughter, a dog mom, and a writer. When she's not drafting pieces for clients, she's waxing poetic about films, reading books on ghastly crimes, or thinking about Godzilla.



## BOBBIE CARLTON

OWNER

Bobbie Carlton, founder of Carlton PR & Marketing, Innovation Nights and Innovation Women, is a speaker as well as an award-winning marketing, PR and social media professional.

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