



MEET LIONESS & INNOVATION WOMEN



Making your voice heard isn't always easy. Women and other underrepresented voices face unique challenges, from securing funding to gaining media visibility and establishing thought leadership to advance their careers. With the right support and opportunities, breaking through bias and systemic barriers is absolutely possible.

That's why Lioness and Innovation Women are here. As sister companies, we share a common mission: **to uplift, empower and amplify women and other underrepresented voices.**

At Innovation Women, we believe that visibility leads to opportunity. By helping women get on stage, we're opening doors for career growth, brand-building and business success.

Lioness dedicates itself to building a vibrant community of women entrepreneurs. Through information, in-depth interviews and a supportive network, Lioness empowers women to navigate the complexities of building and growing a business with confidence.

If you're here to support women in business and leadership, you're in the right place. Let's work together to create more opportunities.

Bobbie Carlton, Founder, Innovation Women & Lioness EIC



WHO WE ARE

Innovation Women



Innovation Women's mission is to amplify the voices of women and other underrepresented groups by connecting them with speaking opportunities, education and community. Event managers can search our database of speakers for free.

Lioness Magazine



Lioness is the leading voice in journalism for female entrepreneurs. We empower our community with insightful journalism, trend analysis and inspiring stories of women-led startups disrupting industries worldwide.



BRANDS TIMELINE

2008

Carlton PR Marketing
founded by Bobbie
Carlton.

2009

Mass Innovation
Nights founded by
Bobbie Carlton.

2015

Innovation Women
founded by Bobbie
Carlton.

2020

My Speaker Leads
acquired by
Innovation Women.

2020

Lioness Magazine
acquired by
Innovation Women.

01

02

03

04

05





WHAT WE OFFER

Innovation Women

We help event managers, organizations and media find diverse speakers and subject matter experts for their events for free. (There is no excuse for all-male, all-pale and all-stale panels we see so often.) We help women speakers and other underrepresented voices grow their visibility, credibility and thought leadership by supplying a database of open calls for speakers, educational offerings, a supportive community and so much more.

Lioness Magazine

Lioness offers a supportive community and expert resources designed to help female entrepreneurs thrive. Stay inspired and informed with in-depth feature interviews, expert-led webinars, timely news and insightful panel discussions. Our members also gain access to exclusive networking opportunities, educational content, pitch sessions and practical tools to elevate their business. We provide everything needed to grow, connect and succeed.





ALL MEMBERSHIP TYPES

				
Event Managers, Podcasters & Journalists • Designed for those looking for guests and experts • Search our database by topic, industry, location, title, etc. • Connect directly with speakers • Add your Calls for Speakers to our database	Classic Speaker Membership • Designed for speakers at any level • Speaker profile • Calls for Speakers • Tools to manage applications • Guest on webinars • Free speaker video • Promotion in newsletters, website and social media • Access to our online community • Educational resources • And SO much more	Content Creator Membership • Designed for authors and/or podcasters • Get all the features in our Classic membership, PLUS... • Showcase your book and/or podcast on your profile page • Links to Buy Now and/or Listen Now • Author and Podcaster icons in the Find a Speaker database • Access the exclusive Content Creator section of our online community	Basic Membership • Designed to help founders thrive • Monthly networking • Monthly webinars • Magazine content • Woman-Owned Business Directory listing • Weekly newsletter • Free resources • Access to online community	Premium Membership • Designed for entrepreneurs ready to grow their businesses • All basic benefits • Features and promotional opportunities • Exclusive community chats • Weekly coworking • Too-Busy-For Book Club • Monthly pitch feedback • Free resource downloads, including extra funding opportunities
FREE	\$159	\$199	FREE	\$99



OUR MEMBERS HAVE BEEN FEATURED IN...



...and many more!



INDUSTRY & PARTNER EVENTS

Together, Innovation Women and Lioness have collaborated with and provided media coverage for events such as:





COMBINED WEBSITE ANALYTICS



Generated nearly **2M** triggered GA-4 events.



Attracted **130,000+** active users.



Generated nearly **200,000** unique sessions.



Drove over **600,000** page views from all traffic sources.



Engaged users for over **3 minutes** on average.



Retained users for over **2 minutes** per session.



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INNOVATION WOMEN PLATFORM STATS



7,500+

SPEAKER
MEMBERS
ALL TIME

18K+

PLATFORM
ACCOUNTS
ALL TIME

26K+

TOTAL
CALLS FOR
SPEAKERS





OUR COMMUNITY

Our bustling online community is one of our most valuable assets. The Innovation Women Network and the Lioness Entrepreneurship Forum are home to educational offerings, exclusive opportunities and so much more.



Innovation Women Network

Feed Spaces Members Events

Popular ▾

In Announcements by Bobbie Carlton, IW Founder • Jan 21

Calling all Innovation Women speakers!

We're looking for pictures of YOU in action!
(Speaking, presenting, leading workshops, etc.)
Please drop any images in the comments that yo...



9 95

In Network Here by Cate Hollowitsch • Feb 21

Speakers needed!

Hello friends! I hope I'm putting this on the right



INNOVATION WOMEN NETWORK

A joint online community for Innovation Women and Lioness.



IW SPEAKERS

Exclusive area for Innovation Women speaker members.



IW CONTENT CREATORS

Exclusive area for Innovation Women Content Creator speaker members.



LIONESS MAGAZINE

This area is open to all and shares the latest news from Lioness.



LIONESS PREMIUM

Exclusive area for Lioness premium members.



ENTREPRENEURSHIP FORUM

Provides networking and information for women founders at any point.



COMBINED REACH & ENGAGEMENT



**36% Email
Open Rate**



**39K+ Email
Subscribers**



**94K+ Social
Followers**



**100K+ Impressions
5K+ Reactions
on LinkedIn**





Stand-alone Email Blasts



Lioness Magazine Advertising



Webinar Sponsorship



Featured Interview



Event Promotion



Cobranded Content



Social Media Support



Listing on Partner Page



Social Media Campaigns



Innovation Women Blog Post



Partnership Opportunities

AD SIZES & RATES LIONESS MAGAZINE	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**

Lioness
FOR THE FEMALE ENTREPRENEUR



SOCIAL MEDIA SUPPORT PLATFORMS

BRAND	Linked 	facebook [*]	Instagram [*]	X
	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	×	✓
	✓	×	×	✓

^{*}Story post and in feed post included



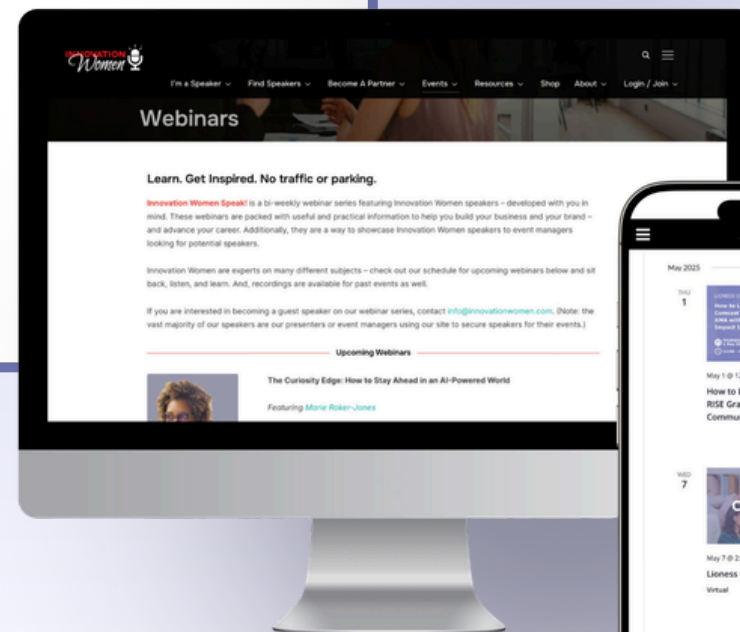
SPONSORED EVENTS

INNOVATION WOMEN WEBINAR

Innovation Women webinar for speakers and event managers

- Biweekly live sessions
- Hosted on BrightTalk
- Promotion through Innovation Women site, social and emails
- Complementary membership for a woman in leadership

Fee per webinar: \$2,500

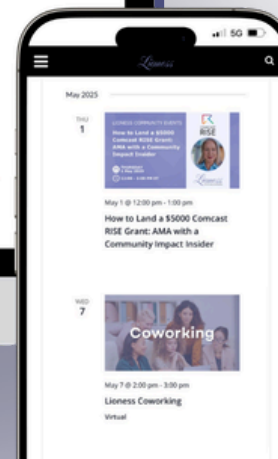


LIONESS MAGAZINE WEBINAR

Lioness webinar for solopreneurs and small business owners

- Monthly live sessions
- Hosted on Zoom
- Recording and featured article on LionessMagazine.com
- Promotion via Lioness site, social and emails

Fee per webinar: \$2,500





SOCIAL & EMAIL EVENT SUPPORT

EMAIL PROMOTION

Standalone Email Blasts

- 2 dedicated email sends
- Fee (2 blasts): \$1,250

SOCIAL MEDIA SUPPORT

Social Posts

- In feed post with share to story (if applicable)
- Fee: \$300





THE 2024 WOMAN-LED TOP WORKPLACES

The 2024 Woman-Led Top Workplace survey is conducted by Energage in partnership with Innovation Women and Lioness Magazine.



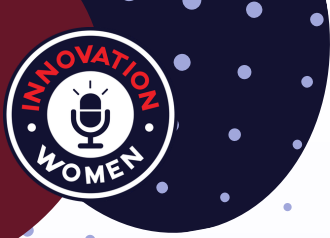
The 168 Woman-Led Top Workplaces set the standard in their respective industries. Winners receive the designation based on employee surveys. The survey results become part of the industry's most comprehensive benchmark.



As mission-driven organizations, Lioness and Innovation Women are promoting these top leaders in a webinar series, **The Woman-Led Workplace Advantage**. In 2025, seven companies shared their approach to creating a positive workplace culture where employees thrive.

Woman-Led Top Workplaces Company Directory





2025 WOMAN-LED WORKPLACE ADVANTAGE EVENTS

The Woman-Led Workplace Advantage: Creating Work-Life Balance

- Kathryn Poehling Seymour, First Supply

The Woman-Led Workplace Advantage: Examining Positive Leadership

- Jessica Baker Daily, Halff
- Sara Bunker, MSU Credit Union
- Molly Williams, Matick Automotive Group

The Woman-Led Workplace Advantage: Designing Meaningful Work

- Karen Rubel, Nathan Adelson Hospice
- Jill Kreider, Azura Memory Care





DIRECTORIES



The Woman-Led Top Workplace Directory

features the 168 WLTW winners selected based on survey results focusing on 25 core statements covering benefits, pay, work-life flexibility and questions about whether employees feel respected, supported and empowered.



Lioness Women-Owned Business Directory

spotlights businesses and services in our community, featuring a custom graphic and a brief company description. This directory helps members engage with and promote women-owned businesses.



The Innovation Women Author & Podcast Services Directory

is designed to connect authors and podcasters with the service providers they need, from marketing support to publishing services, our members offer a wide range of expertise.



The Innovation Women Bookstore is a great place for organizations looking for books for their corporate book clubs. We have special promotional programs for authors and podcasters quarterly – gift guides, summer reading, gifts for the grad, book lovers month.

EVENTS - OPEN TO ALL



Speaker Friend Fridays

We host Speaker Friend Friday discussions with speakers, authors, event managers, business owners, podcasters and others in the IW community. We do quick introductions then jump into discussion. We prioritize engaging questions and advice over self-promotion.

Innovation Women Speak!

Innovation Women Speak! is a bi-weekly webinar series showcases Innovation Women speakers. These webinars are packed with useful and practical information to help women build their businesses and brands – and advance their career.

A community of knowledgeable speakers is one of Innovation Women's greatest strengths.

MEMBER TRAININGS & PROGRAMS



Kickstart Cohort

This is ideal for speakers at any level and those new to Innovation Women to jumpstart their journey. Get expert guidance, hands-on strategies and personalized support to build your speaker profile, brand and navigate our platform all for \$199 plus membership fees.



Coaching Cohort

An exclusive small-group workshop (plus a bonus 1:1 with our founder) that develops compelling presentations that elevate your career or business. Refine your ideas, structure your talk and create a signature presentation that resonates with your audience all for \$799 plus membership fees.



Knowledge Sessions

Our regular Knowledge Sessions are for members to pick an expert's brain, including Profile Reviews, Concept Clinics and Ask Me Anything segments. Included in all Innovation Women membership plans.

EVENTS - OPEN TO ALL



Lioness Networking

Lioness Networking is a monthly event designed to help female entrepreneurs expand their business networks and connect with like-minded professionals. Featuring breakout rooms and guided discussions, we provide valuable support for founders at every stage of their journey.

Lioness Webinars

In-depth educational webinars featuring subject matter experts and accomplished female entrepreneurs, designed to provide valuable insights and practical strategies for business growth. Topics include marketing, funding, leadership, emerging business trends and more.

Lioness isn't just a magazine—it's a community led by high-achieving entrepreneurs!

PREMIUM MEMBER EVENTS



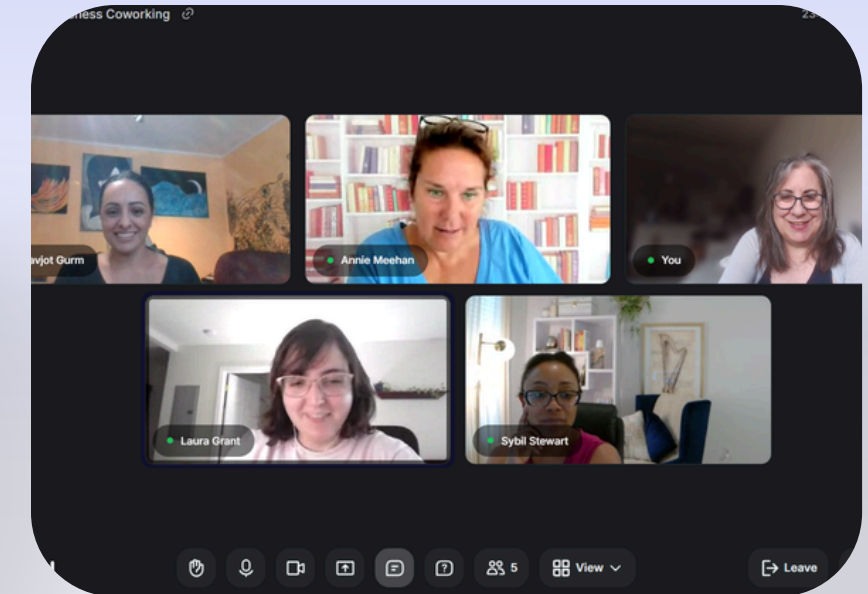
Pitch Sessions

Each month, members pitch to our team of editors and receive live, constructive feedback. The best pitch of the session will become a featured story on Lioness.



Too-Busy-to-Read Book Club

Our team reads business books by female authors and shares the need-to-know information followed by a conversation based on the month's book.



Lioness Coworking

Our weekly Lioness Coworking sessions allow members to stay accountable and connect with other female entrepreneurs, working alone or collaborating with the group.

Lioness isn't just a magazine—it's a community led by high-achieving entrepreneurs!



FIND US ONLINE

Innovation Women

-  InnovationWomen.com
-  LinkedIn.com/company/Innovation-Women/
-  Instagram.com/WomenInno
-  Facebook.com/InnovationWomen
-  Youtube.com/@InnovationWomen
-  BrightTALK.com/channel/16593

Lioness Magazine

-  LionessMagazine.com
-  LinkedIn.com/company/the-lioness-group
-  Instagram.com/lionessmagazine
-  Facebook.com/LionessMagazine
-  YouTube.com/user/LionessMagazine



CONTACT US

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