EDGE
OF THE WEB
*media **kit.***

powered by **SITESTRATEGICS**

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what is
edge of web?

Edge of the Web is a podcast/video series focused on the cutting edge of digital marketing - from the latest trends in digital developments to best practices in SEO and more. This show is designed to share best practices and highlight noteworthy thought leaders in the digital field while helping our followers grow as professionals.

some of our
past guests.

John Mueller,
Google Webmaster Trends Analyst

Michael Brenner,
Marketing Insider Group CEO

Paul Klebanov,
SEMRush Digital Marketing Strategist

Mathew Sweezy,
Salesforce Principal of Marketing Insights

Rand Fishkin,
MOZ Wizard of Moz

Jay Acunzo,
Host of The Unthinkable Podcast

Aleyda Solis,
*Orainti Founder & International SEO
Consultant*

Muhammad Yasin,
PERQ Director of Digital Marketing

overview.

97,520
total watch time.
(minutes)

13,584
total views.

7:10
average watch time.
(minutes)

117,720
podcast downloads.
(2017)

a little
about us.

erin
sparks.

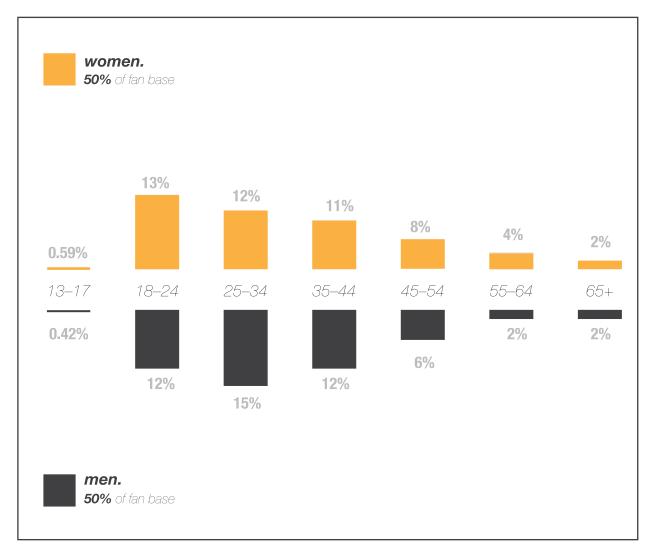*Founder/CEO, Site Strategics*

thomas
brodbeck

Director of Digital Media

- Our method of live podcast is delivered primarily via Facebook Live, but we will be delivering our livestreams to Periscope, Livestream, and Youtube in the very near future.

- We provide a live "Internet Television" experience with social media activation and engagement before, during, and after each broadcast. We also incorporate live engagement via Facebook comments into the live show so that guests are immediately interacting with their stakeholders in real time.

- Once the podcast is produced, it is delivered to ITunes, Google Play, Stitcher, iHeartRadio, TuneIn, Spotify, PlayerFM, and more to help reach audiences who may otherwise be unfamiliar with Edge of the Web or guests.

- Paid advertising occurs after each show, both for the entire episode and for individual segments. Site Strategics and Edge of the Web fund this outreach, using strategic targeting to ensure the messaging is reaching the specific audience(s) that demonstrate an interest in the individual show topics.

Demographic *info.*

Edge of Web happily promotes guest initiatives, events and announcements long after the cameras go dark. We work to maintain ongoing relationships with guests to provide boost where we can!
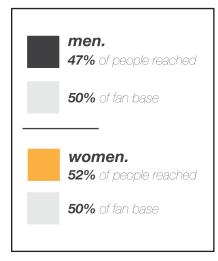
audience
breakdown.

women.
50% *of fan base*

13% — 18–24
12% — 25–34
11% — 35–44
8% — 45–54
4% — 55–64
2% — 65+

0.59% — 13–17

13–17   18–24   25–34   35–44   45–54   55–64   65+

0.42%

12% — 18–24
15% — 25–34
12% — 35–44
6% — 45–54
2% — 55–64
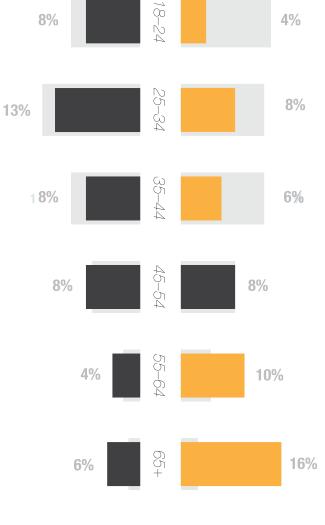2% — 65+

men.
50% *of fan base*

Aggregated demographic data about the people who have liked our Facebook page based on age and gender information they provide in their profiles.

Fan = Facebook Like

people
reached.

men.
47% *of people reached*

50% *of fan base*

women.
52% *of people reached*

50% *of fan base*

The number of people who have seen any content associated with our Page by age and gender grouping.

0.04%	13-17	0.15%
8%	18-24	4%
13%	25-34	8%
18%	35-44	6%
8%	45-54	8%
4%	55-64	10%
6%	65+	16%

top **countires.**

number of people reached

40,879	Ireland
36,857	United States
16,647	United Kingdom
3,096	Canada
2,857	Norway

top **cities.**

number of people reached

40,811	Dublin, IE
10,634	Hertford, UK
6,331	California, US
3,111	London, UK
2,865	Texas, US

sitestrategics.com
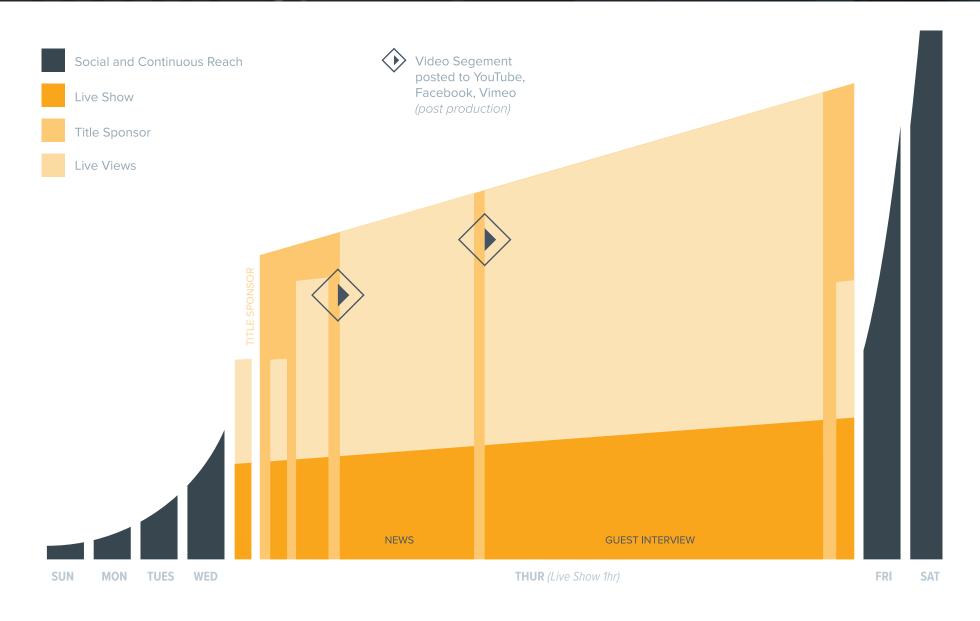
Sponorship
Opportunities.

Our podcast with digital marketing leaders averages 315 downloads a day! The podcast is syndicated from iTunes, Stitcher, TuneIn, Google Play, and iHeartRadio.

sponsorship **opportunities.**

Social and Continuous Reach

Live Show

Title Sponsor

Live Views

Video Segement
posted to YouTube,
Facebook, Vimeo
(post production)

TITLE SPONSOR

NEWS

GUEST INTERVIEW

SUN   MON   TUES   WED   THUR *(Live Show 1hr)*   FRI   SAT

pricing *options.*

mention.

- (2) 30 second in segment live reads, to be read after news intro in segment 1, then end of segment 2 prior to segment 3 tease.

$300 per show

miscellaneous.

- **Official News Sponsor** - Sponsor the Edge of the Web news segment and blog. This includes a brand mention in show (i.e. "Now it's time to look at this week's digital marketing news brought to you by [insert brand name]") - You also get logo placement/banner ads within EdgeOfTheWebRadio.com **$1,000/month**

feature.

- Minimum 5 minute, maximum 15 minute full segment guest (industry expert) appearance to be featured in interview style. Preprepared questions will be sent over to the guest 48 hours prior to appearance. *The guest can send over their suggested questions as well 48 hours prior to appearance.*

$750 per show

- **Video Commercials** - Play your ~:30 commercial during an Edge of the Web live broadcast. Does not make the audio only version of the episode (Podcast). To be played after the opening news segment and before the main topic. Max Three commercials per episode. **$250 per show**

title **sponsorship.**

- EdgeOfTheWebRadio.com fixed banner ad
- Company name and website address mention within the Main Voice Over Talent Top of Show Introduction. Same mention within each segment introduction/rejoin
- (1) 30 second live read at the end of segment 1 prior to segment 2 tease
- Bi-weekly 5-15 minute segment feature
- EdgeOfTheWebRadio.com fixed banner ad

$1,250 per show

- **Remote Broadcasts** - This will let Edge of the Web make appearances on the road to broadcast at a conference, convention, or location. — **Pricing Varies**

- **Endorsements** - Use the Edge of the Web hosts/talents in your marketing campaign for your product or service! — **Pricing Varies**

* Suggestion on minimum commitment of 12 shows or 8 shows.

contact
info.

ERIN SPARKS.

EMAIL | TWITTER | LINKEDIN

THOMAS BRODBECK

EMAIL | TWITTER | LINKEDIN

EDGE OF WEB.

FORM FILL | TWITTER | FACEBOOK

TOUR OUR PODCAST STUDIO!

PHONE: 317.882.8500

it's about **you.**

thank you!