

# EARN / SPEND LIVE

**2017 Media Kit**



**Earn Spend Live** is by millennials, for millennials. As young adults living in the often-ignored flyover states, we know that life is full of firsts and you need a trusted source to turn to—one that really gets it. By being that resource, Earn Spend Live offers advertisers a valuable platform for authentic connection to the upcoming generation of decision makers.

## Mission

**Earn Spend Live's** mission is to create a community of women helping other women grapple their finances, navigate their career, and live life to the fullest.

# Brand

## *Who are we?*

A lifestyle site that goes beyond “style” and into substance.

## *What do we do?*

Provide clear, engaging career and finance content that any woman, no matter where she lives, can relate to.

## *Why does it matter?*

Life is full of “firsts” — jobs, apartments, credit cards, cars, pets, and more — and everyone needs a trusted source to turn to.

# Origin Story

Earn Spend Live came to be when a Finance editor sat down with a Careers editor and decided they had a lot in common — including a passion for helping young women everywhere climb the career ladder and set themselves up for financial success.



## Reader Demographics

**86% Female**

**70% Ages 18-34**

## Followers



**Newsletter:** 1,987



**Pinterest:** 1,364



**Facebook:** 820



**Twitter:** 630



**Instagram:** 930



**YouTube:** 500

## Quick Stats

**60,000**

page views  
per month

**40,000**

unique visitors  
per month

## Top Channels

**63.3%**  
**Organic**  
**20.5%**  
**Social**  
**7.9%**  
**Direct**  
**8.3%**  
**Other**



# We Can't Help That We're So Popular



  
DAY DESIGNER

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inkWELL<sup>®</sup>  
PRESS

  
XO PLANNERS

RHYTHM<sup>®</sup>  
— SUPERFOODS —

B.  
BETCHES

BURGA  
BOX 

#NASTY  
WOMAN  
WINES

  
KATV

NECTAR

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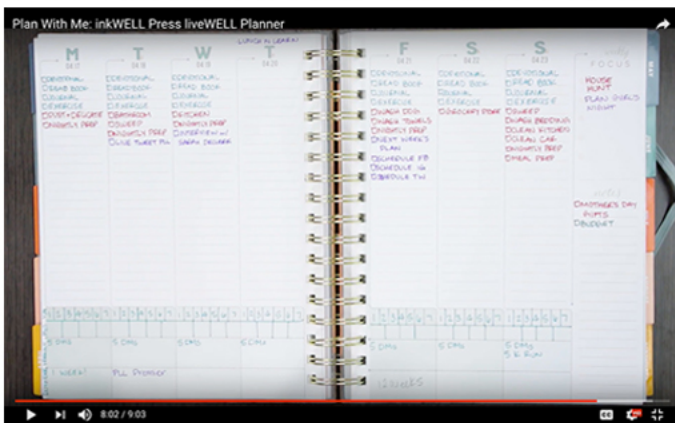
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# In-House Media

45+ Podcast Episodes

Hundreds of original Graphic Designs and Photography

80+ videos featuring our original series *Mind Your Planners*, *Reveal & Review*, and *Spill It*





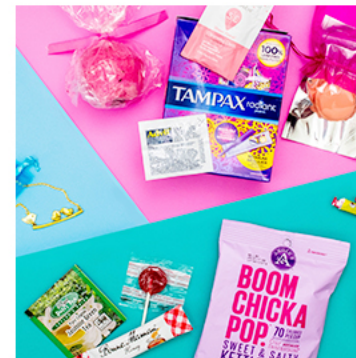
# Why Collab with Earn Spend Live?

In an insta world filled with gummy vitamin #ads, Earn Spend Live will represent your brand with an *authentic voice*.



Honest, first-person reviews of your product

High-quality, on-brand media shot in-house




# Real Women. Real Talk. Real Advice.



- 1 Ayesha Curry, celebrity chef
- 2 Ursula Mead, Founder + CEO of InHerSight
- 3 Lara Casey, CEO of Lara Casey Media
- 4 Lauren Stokes, Owner + CEO of Lauren James Co.
- 5 Lauren Gleisberg, Founder of LaurenGleisberg.com

- 6 Maxie McCoy, Motivational Speaker & Blogger
- 7 Michelle Huie, Founder of VIM & VIGR
- 8 Jen Glantz, Founder of Bridesmaid for Hire
- 9 Tonya Dalton, Owner of inkWELL Press
- 10 Maxine Chapman, Founder + CEO of BuddhiBox Yoga



Want your voice to be heard? We're always looking for **powerful women** to spotlight.

Email us: [hitusup@earnspendlive.com](mailto:hitusup@earnspendlive.com)

