

EARN / SPEND LIVE

2018 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

75% Ages 18-34

**EARN
SPEND LIVE
BY THE
NUMBERS**

**Quick
Stats**

215,000

page views
per month

100,000

unique visitors
per month

Top Channels

**12% Organic
Search**

**60%
Social**

**10%
Direct**

**18%
Other**



We Can't Help That We're So Popular




DAY DESIGNER

erin
condren

inkWELL[®]
PRESS


XO PLANNERS

RHYTHM[®]
— SUPERFOODS —

B.
BETCHES

BURGA
BOX 

#NASTY
WOMAN
WINES


KATV

NECTAR

BONJOUR JOLIE

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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*





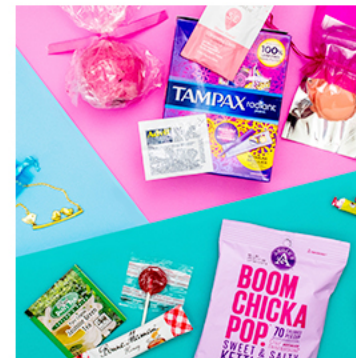
Why Collab with Earn Spend Live?

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.



- ❶ Ayesha Curry, celebrity chef
- ❷ Ursula Mead, Founder + CEO of InHerSight
- ❸ Lara Casey, CEO of Lara Casey Media
- ❹ Lauren Stokes, Owner + CEO of Lauren James Co.
- ❺ Lauren Gleisberg, Founder of LaurenGleisberg.com

- ❻ Maxie McCoy, Motivational Speaker & Blogger
- ❼ Michelle Huie, Founder of VIM & VIGR
- ❽ Jen Glantz, Founder of Bridesmaid for Hire
- ❾ Tonya Dalton, Owner of inkWELL Press
- ❿ 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

