



Introduction to DroneLife and our business

DroneLife.com is the leading Drone news and information site focused on Drones. Over the last five years, DroneLife has built a Drone eco-system with world class drone content and services that draws prospective buyers and influencers in the drone space.

We have a core management team, guest editors for the industry, and writers worldwide that are focused on all things Drone.

DroneLife is currently ranked by Alexa™ and Similarweb™ as one of the leading website both worldwide and in the US for the Drone marketplace. DroneLife is currently a google news site.

We also have the ability to include our sister and partner publications: DroneRacingLife.com and JobforDrones.com depending upon the goals of the client and the market that they are looking to reach.

Mission

Our mission is to be the leader in content and services for the Drone marketplace. We put together offerings for our clients that combine branding, lead generation, and sponsored content to help our clients gain awareness, market share and sales in their chosen markets.

List of notable clients

3DR, DroneDeploy, Keyshare, FLIR, DroneLaw, MMC, Skyward, ParaZero, Sporty's, Genius NY, DroneRepair Zone, Powervision, Yuneec, Airvuz, and others.

Services offered

We offer a combination of branding, lead generation, and sponsored content depending upon the timing, the budget, and the goals of our clients. Need some additional help with marketing? We offer tailored marketing services on both strategy and content creation to help make your drone company a success.

Our consulting division, Spalding Barker Strategies, allows us to do business development services for businesses that want to be a part of the drone space or expand their client base.

We also help find additional financing for your drone company or finding a drone company to invest in with our partnership with Netcapital.

In addition to our homepage, DroneLife provides specific landing pages that cover a variety of topics including Enthusiasts, Construction, Agriculture, Surveying and Mining, Policing, Firefighting and others.

Having a variety of home and landing pages allows DroneLife and our clients to sponsor the message to the various readership segments.

We also have the ability to include our sister and partner publications: DroneRacingLife.com and JobforDrones.com depending upon the goals of the client and the market that they are looking to reach.

Ad's with Landing Pages

We support the following iab ad sizes. These ad's have links to increase traffic to you or your partner's landing page:

Banner Ads 468x60

Rectangle: 300x250

Branding and Sponsored Content

Sponsored content is generally understood to be:

- Content that takes the same form and qualities of a publisher's original content but it written for the benefit of the sponsor.
- It usually serves useful or informative a way of favorably influencing the perception of the sponsor brand.
- Remains available on our site for the term of the contact in our sponsored content area.

The category of brand advertising — not direct-response sales pitches but rather to inform and to educate. Sponsored pieces are either written by DroneLife with the idea of benefiting the sponsor, to make potential clients and partners aware of the product or service, how that product or service fits into the current landscape, or educates the reader on the best usage of said product or service.

Packages and rates

We have programs that start from \$600 and up per month.

As we work with DroneRacing.com and Jobfordrones.com we can also expand your product or service coverage by including our sister and partner sites.

Statistics

DroneLife will guarantee greater than 100,000 readers per month or will extend the contract at no additional fee.

Greater than 92,000 Facebook and 30,000 twitter users, sponsored content and content is automatically pushed out to the social media channels.

We also publish a weekly news roundup that contains over 12K subscribers and growing.

Contact information

Harry McNabb

CMO / VP of Business Development

DroneLife.com

DroneRacing.com Jobfordrones.com

harry@dronelife.com