DRONELIFE MEDIA KIT

DroneLife.com, Jobfordrones.com, DroneFlyers.com, Dawn of Drones Podcasts
Established in 2013 and organized under DroneLife Publishing, DroneLife is a drone eco-system focused on the rapidly emerging market for commercial drones.
With the development of digital content and services oriented towards targeted market verticals, DroneLife.com currently receives over 3,000 – 9,000 visitors per day, in addition to a thriving social media following on Facebook and Twitter.
DRONELIFE provides a combination of Branding, Lead Generation, and Sponsored / Native Content

Content and Advertising on the DRONELIFE website and social media designed to increase your digital presence

We support branding efforts, product launches, lead generation, and marketing or webinar programs.

Run multiple ad sets simultaneously, to support multiple initiatives

- Expand visibility on other channels through sponsorship of the Dawn of Drones weekly podcast.
- Reach a global audience of drone industry leaders and customers: from North America, Europe, Asia, and emerging drone markets.

BECOME DIGITALLY VISIBLE
Estimates range between an $8.5 billion commercial market in 2021 to $11.4 billion in 2022. More in recreational sales.
Dronelife Facebook Audience: >170,000 Readers

Facebook User Snapshot:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
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<tbody>
<tr>
<td>86% Male</td>
<td>18-24 13%</td>
</tr>
<tr>
<td>14% Female</td>
<td>25-44 28%</td>
</tr>
<tr>
<td></td>
<td>45-54 19%</td>
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<tr>
<td></td>
<td>55-64 10%</td>
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<tr>
<td></td>
<td>65+    4%</td>
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DRONELIFE TWITTER AUDIENCE > 40K
TWITTER AUDIENCE SNAPSHOT:

### Consumer Buying
- Premium 71%
- Ethnic Explorer 62%
- Fresh & Healthy 60%

### Gender
- Female 20%
- Male 80%
FREQUENTLY QUOTED BY BLOGGERS AND MAJOR NEWS SITES, DRONELIFE’S MEDIA PROFILE CONTINUES TO GROW.
• 2-3 million web-based readers per year
• Social Media: >172,000 Facebook, > 40K Twitter.
• >22K opt-in subscribers to the daily DRONELIFE newsletter.
• SEO: 60-70% of our readership is through Google search: DRONELIFE is an Apple and Google News Publisher
• Let us help bring your name forward: DRONELIFE boosts client posts on Facebook and other platforms as appropriate

A SNAPSHOT OF DRONELIFE'S CURRENT REACH

Dronelife, confidential
DRONELIFE OFFERING DETAILS

- DRONELIFE offers a three-legged stool of Branding, Lead Generation and Sponsored content.
- Programs are available from $800 per month and up.
- Options include:
  - Lead Generation/Branding: banner ads on the Homepage, Enthusiasts and Products landing pages
  - Advertising in articles and side banner on the Home, Enthusiasts, Products and Content Pages
  - Non-Exclusive Sponsorship of our daily newsletter. (At least one per month depending upon the program selected.)
  - Sponsorship of the Dawn of Drones Weekly Podcast (Streamed on DRONELIFE and available on YouTube, Discord, Twitch.)

Dronelife, confidential
Sponsored / Native Content

- Quarterly sponsored content: Written by DroneLife with the design point to advance your brand:
  - Executive / Spokesman interviews
  - Product Announcements
  - Thought leadership
  - Must be of interest to the reader

- BRANDING/Lead Generation:
  - Ad and Sponsored/Native content placement in at least one weekly newsletter or more per month depending upon the program
• One piece of sponsored / native content written by DRONELIFE per quarter designed to benefit the brand while being of interest to our readers. Article published on the Web, Facebook (>172K) and Twitter (>40k)

• Up to 2 ad sets that run on our home page, landing pages, and content pages.

• A minimum of one non-exclusive ad-based sponsorship on our e-newsletter per month, with a current subscriber list of more than 22,000.

BRONZE LEVEL: $800 PER MONTH
• One piece of sponsored / native content written by DRONELIFE per quarter designed to benefit the brand while being of interest to our readers. Article published on the Web, Facebook (>172K) and Twitter (>40k)

• Up to 3 ad sets that run on our home page, landing pages, and content pages.

• A minimum of three non-exclusive ad-based sponsorship on our e-newsletter per month, with a current subscriber list of more than 22,000.

SILVER LEVEL: $1,200 PER MONTH
GOLD LEVEL: $1,500 PER MONTH

- One piece of sponsored / native content written by DroneLife and designed to benefit the brand while being of interest to our readers
- Published on the Web, Facebook (>172K) and Twitter (>40k)
- Up to 4 ad sets that run on our home page, landing pages, and content pages
- A minimum of four non-exclusive ad-based sponsorship on our e-newsletter per month (currently 22K).
$5,000 per 30 day Program

Includes content published on the web and social media channel

Ads that run on our website, landing pages, and content pages at least 4 times per program (non-exclusive)

Exclusive Customized Mailing to our subscriber database of more than 22,000 drone industry readers.

PROGRAM FOR WEBINAR ATTENDANCE / NEW PRODUCT ROLLOUTS/ MAJOR ANNOUNCEMENTS
Sponsorships for Dawn of Drones weekly drone podcast

- Reach new audiences by sponsoring individual Podcasts, investing in a monthly sponsorship, and taking advantage of related drone marketing services. Individual Podcasts, monthly sponsorships, and related drone marketing services

- See Dawn of Drones media kit for additional information, pricing and to sign up
CONTACT INFORMATION

THANK YOU

harry@dronelife.com for more information on DroneLife

dawn@p3techconsulting.com to inquire about Dawn of Drones programs and availability

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