

# DRONELIFE MEDIA KIT

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DroneLife.com, Jobfordrones.com, DroneFlyers.com  
Dawn of Drones Podcasts

# DRONELIFE

Established in 2013 and organized under DroneLife Publishing, DroneLife is a drone eco-system focused on the rapidly emerging market for commercial drones.

## DRONELIFE

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



DRONELIFE FACEBOOK AUDIENCE: >170,000 READERS  
FACEBOOK USER SNAPSHOT:

### Gender

- 86% Male
- 14% Female

### Age

- 18-24 13%
- 25-44 28%
- 45-54 19 %
- 55-64 10%
- 65+ 4%

# 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 OFFERING DETAILS

- ▶ DRONEELIFE 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 OFFERING DETAILS

## 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

- ▶ 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).

**GOLD LEVEL: \$1,500 PER MONTH**

- ▶ \$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

# DAWN OF DRONES PODCAST SPONSORSHIPS



- ▶ [harry@dronelife.com](mailto:harry@dronelife.com) for more information on DroneLife
- ▶ [dawn@p3techconsulting.com](mailto:dawn@p3techconsulting.com) to inquire about Dawn of Drones programs and availability

CONTACT INFORMATION

THANK YOU