





Founded in 2013 and organized under DroneLife Publishing, DroneLife is a worldwide **drone eco-system** focused on the rapidly emerging market for **commercial, military, and public safety 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 and up to **3,000,000 visitors** per year, in addition to a thriving social media following on Meta, X, and Youtube

BECOME DIGITALLY VISIBLE

- DRONELIFE provides a combination of Branding, Lead Generation, and Sponsored / Native Content
 - 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.
- Increase your digital presence by posting sponsored content on our website (2-3 million visitors per year)
- Access our social media audience via sponsored posts
- Advertise on our website and via our weekly newsletter
- Send a sponsored email to our 20,000+ subscriber email list
- All content is subject to editorial approval to preserve brand voice

Cited and Trusted by Media Colleagues including:



Insurance Institute



Forbes

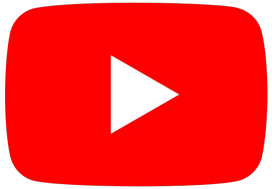


Aol.

Popular
Mechanics

Social Media Offerings

\$550/post



- 2182 Subscribers
 - 1.5m lifetime views
 - 46.7k+ hours watched



- 41.8k Followers



- 198k Followers

Unlock the full potential of your business by using our social media reach to access potential clients!

- YouTube
- Tweets
- Facebook Posts

Sponsored Email

\$5000

Send a sponsored email to the 20,000+ interested subscribers, including some of the leading figures within the drone industry

- avg. open rate 33%
- avg. click rate 2.5%
- Drive traffic to your site!
- Announce products or service launches!
- Share a new resource!
- Reach an already interested audience!



Sponsored Content

\$3000

Allow our editorial team to tell your company or product's story to our readers, an audience that includes industry leaders, regulators, and millions of potential customers

- Executive / Spokesman interviews
- Product Announcements
- Thought leadership
- Published on the web, x, Meta, and Youtube
- Must be of interest to the reader

Newsletter Sponsorship (non-exclusive)

\$1,000

Be a part of our popular, industry-leading newsletter (and its 20000+ professional audience) with a non-exclusive ad-based sponsorship marketing opportunity

- Gain access to a dedicated audience eager for quality content while sharing the spotlight with other reputable brands.
- This cost-effective approach allows you to engage with a targeted, engaged community without the commitment of exclusivity.
- It's the perfect way to enhance your marketing mix and drive meaningful engagement with every issue.
- Ad based
- Our e-newsletter goes out to an opt-in audience

Podcast Sponsorship

\$5000 (per
monthly episode)

- Advertise on Public Safety Drone Review, released in collaboration with DRONERESPONDERS, the largest international advocacy group for first responders using drone technology, released once a month
 - Hosted by longtime law enforcement veteran Timothy Martin and Dronelife Editor-in-Chief Miriam McNabb
 - 2 ad slots at start and end of episode
 - Mentioned and called out in all pre-event content
 - Quarterly pricing available

As a sponsor, your brand will enjoy a 20-second spotlight at the beginning and end of the program, where the hosts will acknowledge your support and introduce your products or services. This sponsorship opportunity provides a direct line to decision-makers and innovators

in public safety and emergency response, fostering trust and recognition among those at the forefront of drone technology in public safety. Non-exclusive.

Podcast Sponsorship

\$2000 (weekly Podcast)

- Advertise on Weekly Wings
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- DRONELIFE offers a sponsorship opportunity for the Weekly Wings podcast, a weekly series
- hosted by three knowledgeable young drone professionals. In each episode, the hosts discuss the
- latest developments in drone technology, sharing technical insights along with their personal
- takes on recent industry news. With a regular audience of drone enthusiasts and professionals,
- Weekly Wings provides an engaging space for those interested in emerging trends and practical
- insights from active drone pilots.
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The podcast is also posted to the DRONELIFE TV YouTube channel, where it remains

accessible as evergreen content, ensuring ongoing visibility for your brand. Sponsors receive a

20-second feature at both the beginning and end of each episode, with a brief mention of your

company's offerings. This opportunity allows your brand to connect with a dedicated community

of drone professionals and tech followers, building awareness within an active and growing

industry audience. Non-exclusive.

Discounts for longer commitments available

Bronze Tier

\$800/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 (>200K) and Twitter (>42k)
- Content is converted via AI and posted on Soundcloud and on YouTube.
- 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.

Silver Tier

\$1200/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.

Gold Tier

\$1500/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, Meta (200K) and X (>42k)
- Content is converted via AI and posted on Soundcloud and on YouTube.
- 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 20,000.

Monthly Marketing Package \$7500/month

- Kick off your product launch, drive attendance at your webinar, or publicize a major announcement with a 30-day all-out marketing push on multiple vectors
- Custom social media posts on multiple channels
- One piece of sponsored content
- Ads that run on our website and landing pages at least 4 times per period (non-exclusive)
- Exclusive Customized Mailing to our subscriber database of more than 20,000 drone industry readers.

Bundle Pricing

To Get Started

Contact Harry McNabb at
harry@dronelife.com to
discuss bundle
pricing/additional marketing
opportunities or with any
other questions