



# MonetizePros.com

*Digital Media Kit*  
*March 2014*

# Site Overview



*is an online community designed to help website owners and online entrepreneurs make more money from their existing traffic.*

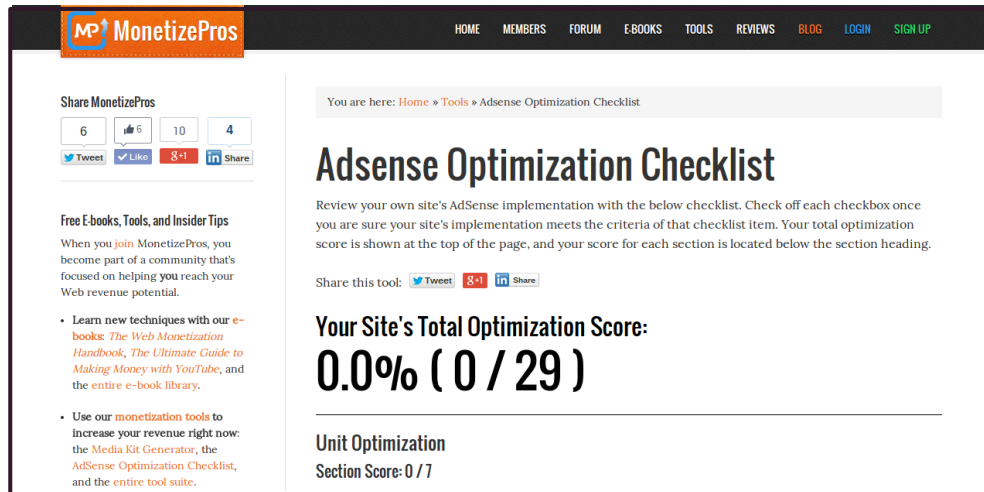
Our audience, which consists primarily of online entrepreneurs and web publishers, tends to be:

- Sophisticated
- Web-Savvy
- Primary Decision Makers

# Site Content

## MonetizePros.com Features:

- Member Forums
- Monetization Blog
- E-Books
- Monetization Tools
- Network Reviews
- Tutorials



# About Our Audience

**1,000+**



E-Newsletter Subs

**2,000+**



Registered Members

**257%**



1 Year Traffic Growth

**2:29**



Avg. Time on Site

**25%**



Returning Visitors

# About Our Audience



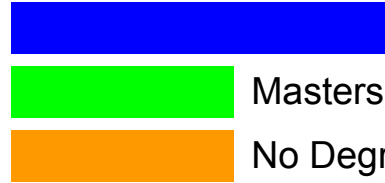
Gender



Male: 55%  
Female: 45%



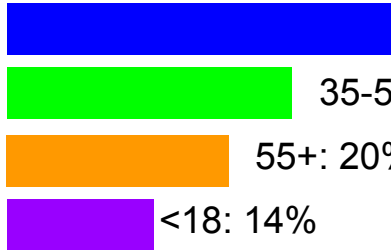
Education



Bachelor: 62%  
Masters: 19%  
No Degree: 19%



Age



18-34: 38%

35-54: 28%

55+: 20%

<18: 14%



Household  
Income



\$100K+: 55%

\$50 - \$100K+: 25%

<\$50K: 20%

# Advertising Opportunities

Ad Unit	Dimensions	Formats	Cost (CPM)
Leaderboard	728x90	SWF, JPG	\$25
Small Rectangle	160x600	SWF, JPG	\$20
Large Rectangle	300x600	SWF, JPG	\$30

*For more information or details on other custom advertising opportunities, contact us at [info@monetizepros.com](mailto:info@monetizepros.com)*