

Premium Pages

Free high-quality lifestyles web content your readers want

Premium Pages are 22 syndicated, turnkey web features pages that provide content your readers are craving.

Our national polling found COVID led to readers wanting more information about topics like cooking, home improvement, gardening, travel, pets, home improvement and careers.

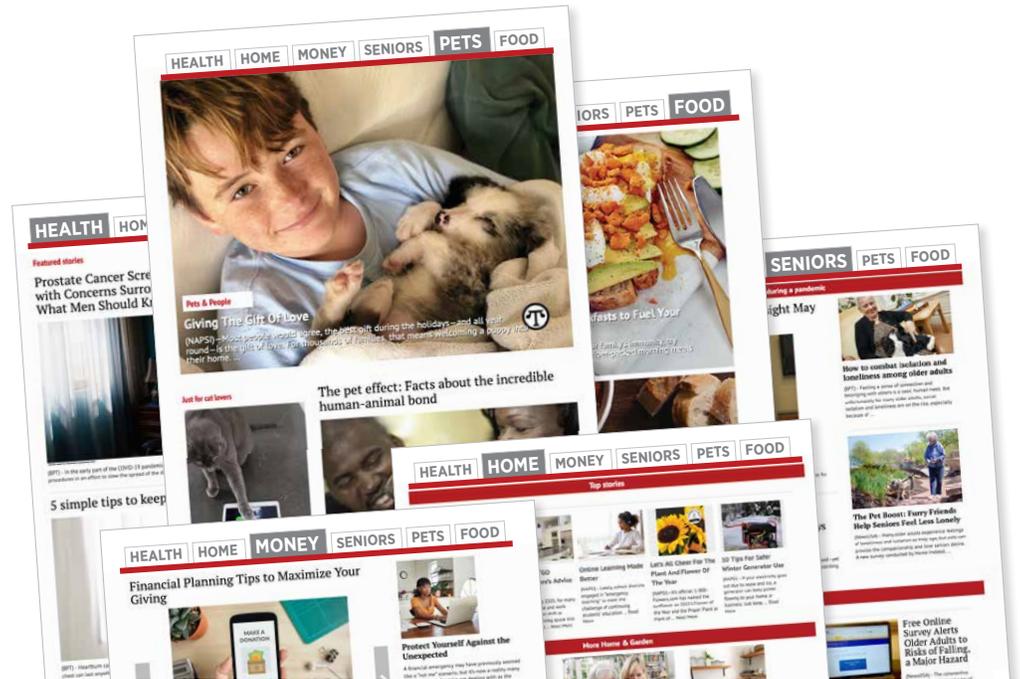
These lifestyle topics are things we used to cover but they were victims of cost-cutting. Now you can bring them back or beef up your existing content and monetize them in new ways.

Our pages are curated and updated daily. Layouts change regularly, too. Using our dynamic templates, you can add local content and advertising at will.

Several non-profit news agencies will contribute content along with top branded content providers like Family Features, Brandpoint and NewsUSA.

These pages are ideal venues for the launch of your own branded content efforts and can be used to teach both staff and advertisers what high-quality branded content looks like.

We'll provide training, advice and support for all your Premium Page initiatives.



CURRENT TOPICS

- Food
- Home improvement
- Health
- Money matters
- Pets
- Seniors
- Education & careers
- Kids & family
- Travel
- Gardening
- Green living
- Outdoors
- Agriculture
- Small business
- Automotive
- Lifestyles
- Trivia, history & games
- Real estate
- Entertainment
- Books
- Technology
- Spanish language

Sample revenue opportunities

Branded content

Sell a \$2,500/month branded content advertiser on each page and generate \$660,000.

Sponsorships

Sell one sponsorship for \$500/month on each of our 22 pages and generate \$132,000.

Digital advertising

Expand your ROS inventory or use targeted programmatic advertising on Premium Pages to extend digital ad revenue.

Subscription initiatives

Use Premium Pages as bonus content for donors or digital subscribers.



CONTACT:

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