



# The Scope Weekly

Media Kit 2018



Where news meets life



## Be Newsworthy!

**What is The Scope Weekly? Real, Polished, Researched News. Where News Meets Life!**

[The Scope Weekly](#) is a digital newsmagazine for the entrepreneur powered by a full-service marketing agency. We publish newsworthy stories in varied formats and offers marketing tools and solutions such as access to media lists, detailed metrics and press clippings, advertorials, white label corporate newsrooms and full campaign management. We also accept guest bloggers!

Our Motto is "The newsmagazine with business solutions that matter to you" and we intend to be true to it.

### **A Word from our CEO and Publisher - Anne Howard**

It is an exciting time to be working in technology. Innovation is everywhere, and the world of public relations is not immune. In my time running a technology PR agency over the past two decades, I've seen the industry change time and time again in response to the latest and greatest social, mobile, and cloud disruptions. We've come a long way from the press release, haven't we? That is why I am thrilled to be launching [The Scope Weekly](#) a new, beautiful newsmagazine dedicated to sharing real, quality news that people will want to read: created by you and about your news. We'll look for your news in the magazine!



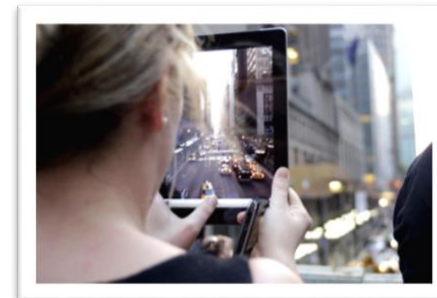
Where news meets life

## The Transforming Publishing World

The publishing world and PR have undergone several transformations over the past century, and they are continuing to change more every year as newer technologies disrupt traditional models. In simpler times, businesses or organizations desiring to establish open communication with the media and the public would write up a press release, which could discuss a new service, promote a new event, or announce just about anything.

Today, however, social and mobile technologies have transformed the news landscape. In the same way, that individuals across the globe have been empowered by the ability to broadcast and communicate with their peers through services like Facebook and Snapchat, companies too have been gifted the opportunity to establish open lines of communication with their audience. Indeed, today's consumer expects an open and transparent view into the organizations they choose to work with and purchase services.

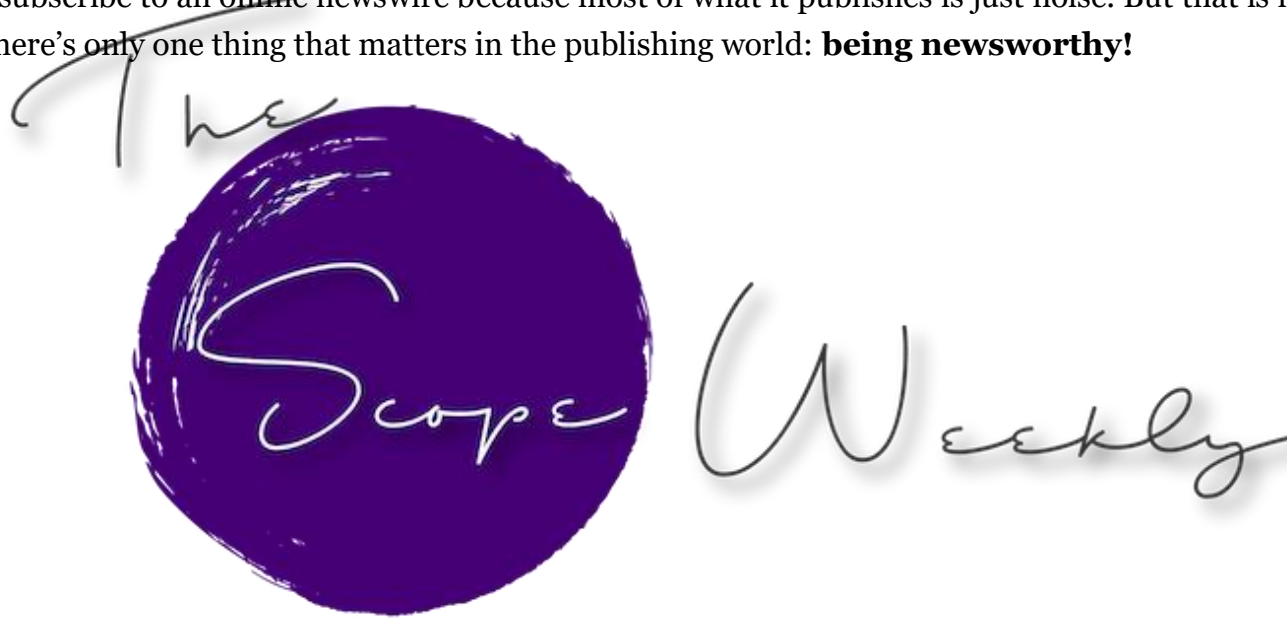
With all these changes, there's one thing that has remained the same: coverage of your news by credible sources is invaluable to reinforcing the way your brand is perceived. Press releases, representative of the relationship between business and press, isn't going away anytime soon.



## A New Approach

Traditional newswires don't care what comes across their desk and newsmagazines are inundated with worthless pitches. Whether it is an incredible announcement like Apple unveiling a spaceship for intergalactic travel or something as mundane as some random Joe announcing his garage sale this Saturday, newswires just want quantity. The more press releases newswire receive, the more money they make, while a newsmagazine worth is only as good as its news and its power to attract readers.

No one would ever subscribe to an online newswire because most of what it publishes is just noise. But that is misguided. When it comes down to it, there's only one thing that matters in the publishing world: **being newsworthy!**



That is why we are taking a different approach with The Scope Weekly and one that shouldn't sound so farfetched. In short, we are looking for quality material. Legitimate news, instead of boring press releases and fluff.

On The Scope Weekly, you'll find great editorial content published by writers who want to make a name for themselves. The site also features rich content, including infographics, videos from YouTube and Vimeo, podcasts, and more. Yes, businesses will be able to buy advertising or submit sponsored articles and press releases, but the best businesses will tap into the richness of new forms of content to deliver their newsworthy announcements.



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## The Scope Weekly Solution

While newswires are stuck in a dull PR past, The Scope Weekly embraces new technology and recognizes that news tips and story ideas are no longer limited to press releases. The polished magazine aesthetic of Scope Weekly lends itself perfectly to a beautiful photo, an eye-opening infographic, or a dynamic video--any of these may serve better than a press release in earning your organization positive exposure.

Publish your story on Scope Weekly and then share across Pinterest, Instagram, Twitter, and YouTube.

And this isn't just for startups. Scope Weekly has experience supporting major public relations campaigns operated by some of the biggest companies in the world.



## Here are some solutions we offer:

Traditional newsmagazines where the readers just read are a thing of the past. That's where we come in. Scope Weekly newsmagazine offers so much MORE. That is, we'll accept news stories announcements in various formats and forms: Video, infographics, and article, soon podcast and will publish them on our business newsmagazine. We also write our stories. To discover more of what we have to offer,

### Features

- Daily Featured Articles with gorgeous front page image
- Attractive layout with big images, graphics and videos.
- Subject areas we write about:
  - Business
  - Cryptocurrency
  - Crowdfunding
  - Technology
  - Environment
  - Public Affairs
  - Entertainment
  - Tourism

## Statistics

- 30,000 UV Monthly (from [Google Analytics](#))
- Traffic sources with number of incoming links per month: 225
- All news stories published on THE SCOPE WEEKLY magazine are picked up by Google News and Google Editor's Top Picks and numerous news feeds.
- Subscribers:
  - Mailing list: 6,020 subscribers based 75% in the U.S, 20% in Canada and 5% in the U.K.
  - Twice a week, all stories published are shared with our subscribers in the form of a news bulletin.
- Twitter Accounts:
  - [@TheScopeWeekly](#) followers: 5, 385
  - [@anerush](#) followers: 11,400
  - [@ahmarketingTeam](#): 1,064
- Facebook Page: Total Page Likes as of Today: 7,413
- Instagram [@ScopeWeekly](#): 12,043 and growing daily.
- ScopeWeekly RSS [Feed https://ScopeWeekly.com/feed/](https://ScopeWeekly.com/feed/)  
ScopeWeekly's Rss Feed is picked up by Google News & Bing News.





## Collaboration options

Here are all the fantastic ways that your brand can collaborate with SCOPEWEEKLY newsmagazine and be featured as front news!

- Sponsored articles
- Guest bloggers
- Advertorials
- Giveaways
- Sidebar and footer Ads
- News categories ads
- Social Media Promotion
- Instagram front page promotion
- Product Reviews
- “Fascinating Person” feature series
- Crowdfunding campaign series
- Product reviews
- “On our radar” series. Companies of interest



## Pricing

### **Sponsored Articles and Product Reviews \$350 - 50%discount - introductory rate**

Sponsored articles are written by one of our reporter for the introductory rate of \$350 US up to 500 words, \$25 per additional 50 words. The article will be featured on the major front-page banner for one week and will be promoted on multiple Twitter accounts. You are guaranteed to receive top exposure. Furthermore, your article will be republished on 100 Internet news sites. A clipping report will be provided. **This offer is valid only as an introduction.**

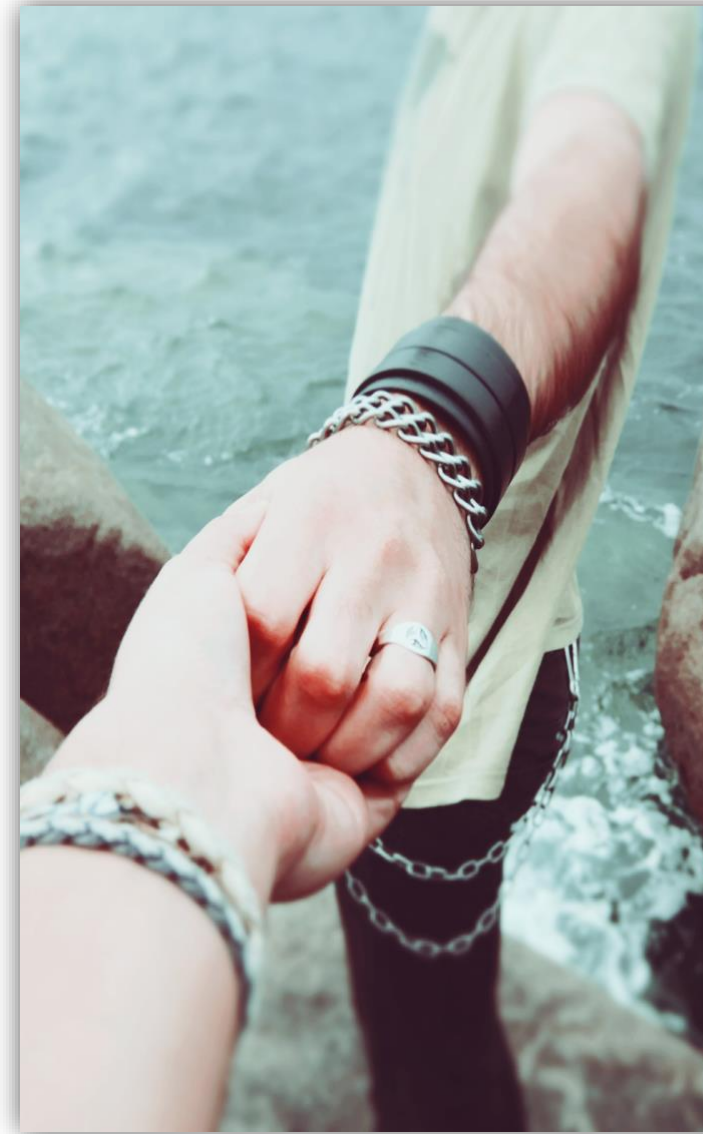
**Regular rate is \$700**

### **Guest bloggers \$199**

Provide us with your well-written original article and one large image and we will publish it in the appropriate news category under your name. We will provide you with a goo URL to keep track of your stats externally and will create your Author profile.

### **Instagram & Twitter promotion \$75 for 2 days – add \$20 per day**

We also offer Monthly and Yearly Customized packages at very beneficial rates. Let's talk and develop the most **COMPREHENSIVE** package for your needs.





# ADVERTISE WITH US

## **WHEN VISITORS SEARCH FOR NEWS, THEY FIND YOU!**

Couple your news story with an ad from your company that will not only appear on the page with your news story but on all pages with relevant content which means targeted, hot prospects for you!

## **WE CAN HELP YOU GET MORE BUSINESS**

Considering how inexpensive our rates are compared to the daily, monthly, or annual rates of newspapers, magazines, and printed yellow page directories, targeting your exposure with **SCOPEWEEKLY newsmagazine** may be one of the best advertising values on a cost-per-customer basis.

## **PRICES**

250,000. Impressions; \$1200.00; 4.80 CPM (cost per thousand impressions)

- 100,000. Impressions; \$700.00; 5.60 CPM
- 50,000. Impressions; \$340.00; 6.40 CPM
- 25,000. Impressions; \$200.00; 7.20 CPM
- **Minimum ROS Order: 25,000. Impressions; \$200.00.**
- Cost Per Day and Cost Per Click also available. Ask us.

## **WE HAVE MANY CATEGORIES**

Many of our categories are specific to an area or activity in our 50 cities that they rank high in the search engine ratings for certain keywords just on their own merits. We drive targeted users to your site by strategically placing your ads in the categories that match the content of your services.

## **THE PROOF IS IN THE PUDDING**

The number of visitors to our website is increasing enormously. Many of these visitors potentially can become your customers, because when they search for news, they find you!

We also offer personalized **banner design** based on what we know works on our site and what suits your company's online marketing needs.



Contact Us & Let's Get Your Marketing Started!

AhMarketingGroup.com - ScopeWeekly.com

Contact Anne Howard at Call 831-480-2349 (USA)

(Pacific Time)

By Email: [anne@ahmarketinggroup.com](mailto:anne@ahmarketinggroup.com)

Follow us on Twitter @TheScopeWeekly

Follow us on Instagram

<https://www.instagram.com/thescopeweekly/>

