INTRODUCTION

With over 1,2M+ unique visitors a month and 3,6M+ page views Influencer Marketing Hub is a leading social media publication and go-to resource for information, latest trends, tools, tips and how-to guides.

IMHub hosts some of the largest conferences, workshops and webinars in the industry.
AUDIENCE DEMOGRAPHICS

- 20% UK
- 38% US
- 42% ROW

- 1,2 M+ Unique Visitors
- 3,6 M+ Pageviews
- 1119% YOY Growth (Unique Visitors)
- 11.8M/Year Social Media Reach
AUDIENCE

Industry breakdown

30.6% Marketing and Advertising
12.4% Internet
21% Health Wellness and Fitness
7.6% Information Technology and Services
6% Entertainment
5.8% Computer Software
5.1% Apparel & Fashion
6.8% Public Relations and Communications
5.7% Financial Service

Job titles

24.1% Founder/Owner
27.5% President/CEO
15.3% Marketing/Marketing Manager/Digital Specialist
33.1% Influencer/Creator
TRAFFIC

- 81.88% Search Engine
- 15.01% Direct
- 1.73% Social
- 1.38% Referral

- 2MIN+ Time on site per user on average
- 4MIN+ Time on software reviews on average
- 12M+ Search impressions / Month
COMPETITIVE STATS

Global Rank

<table>
<thead>
<tr>
<th>Source</th>
<th>Total Visits</th>
<th>Total Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer Marketing Hub</td>
<td>1,1M</td>
<td>1,38M</td>
</tr>
<tr>
<td>Business 2 Community</td>
<td>745,31K</td>
<td>1,52M</td>
</tr>
<tr>
<td>Marketing Week</td>
<td>1,45M</td>
<td>1,74M</td>
</tr>
<tr>
<td>The Drum</td>
<td>1,74M</td>
<td>2,08M</td>
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</table>

Source: SimilarWeb Sep 2018
APP DOWNLOADS

100,000+
Unique Downloads
**WHY US**

Influencer marketing is what we do and we do it well!

- **23,500**
  - Software and agency reviews read per month

- **8x**
  - ROI from paid campaigns on Influencer Marketing Hub for partners

- **150+**
  - MQL's generated per partner white paper per month
CLIENTS AND PARTNERS

Companies we worked with and have attended our previous events.
# Partnership Programs

## Lead Generation Programs
- **Custom White Paper (Lead Generation)**: $20/lead
- **Webcast (Minimum 200 leads guaranteed)**:
  - 1X: $7,500
  - 3X: $5,000

## Campaigns and Takeovers
- **Site-Wide First Impression Takeover plus Homepage Takeover**: $9,000 / week
- **Run of site impressions per 1000 impressions**: $35 CPM

## Events
- **Workshop Sponsorships**: $2,500
- **Sponsored Meetups**: $4,000

## Promoted Content
- **Press release**: $2,500
- **Promoted Post**: $2,000
- **Surveys (500+ brand marketers)**: $12,500
- **Infographics**: $2,500

## PPC
- **Only agencies and software**: On request
<table>
<thead>
<tr>
<th>Product</th>
<th>Value</th>
<th>Product</th>
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<th>Product</th>
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</thead>
<tbody>
<tr>
<td>1 x Promoted Post</td>
<td>$2,000</td>
<td>1 x Promoted Post</td>
<td>$2,000</td>
<td>1 x Promoted Post</td>
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<tr>
<td>Infographic</td>
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<tr>
<td>Run of site impressions (100,000 impressions)</td>
<td>$3,500</td>
<td>Run of site impressions (200,000 impressions)</td>
<td>$7,000</td>
<td>Run of site impressions (300,000 impressions)</td>
<td>$10,500</td>
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<tr>
<td>Run of site impressions (300,000 impressions)</td>
<td>$7,000</td>
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<td>$7,000</td>
<td>Run of site impressions (300,000 impressions)</td>
<td>$10,500</td>
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<tr>
<td>1 month ebook hosting on Influencer Marketing Hub</td>
<td>$3,000</td>
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<tr>
<td>Webcast</td>
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<tr>
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<td>$14,500</td>
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</table>

**Influencer Marketing Hub**

**Partnership Packages**

<table>
<thead>
<tr>
<th>Level</th>
<th>Start</th>
<th>Boost</th>
<th>Amplify</th>
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<tbody>
<tr>
<td>Total Value</td>
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CONTACT US

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